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The Effects of Social Media Influencer's Attributes on Thai Student's Online Purchase Intentions in the Skincare Industry – A Case Study of Huachiew Chalermprakiet University

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Abstract

The rapid growth experienced in Internet technology and social media play an important role in the lives of individuals today, causing influencer marketing to become a key strategy for business. This paper aims at examining the effects of social media influencer's attributes on consumers' online purchase intention. The objectives of this study are: 1) to examine Huachiew Chalermprakiet University (HCU) students' purchase intention and 2) to examine the impact of attributes of social media influencer on HCU students' purchase intention. This study utilized a quantitative research method as the research approach, availing of purposive sampling to collect the data from HCU students through Google Form. In total, 385 valid samples were collected. Descriptive statistics and inferential statistics were used in this study to process the data. The results of this study indicate that the overall purchase intention of HCU students is relatively high, with a mean value of 3.75. With regard to the attributes possessed by social media influencers, all the variables (credibility, authenticity, expertise, and attractiveness) have a statistically significant impact on consumers' purchase intention.

Keywords: Social media influencer, Influencer attributes, Purchase intention, Skincare industry

Introduction

Over the past decade, the development of Internet technology has experienced rapid growth progress and played an important role in the lives of individuals today and in human society as a whole. At the same time, the development of the internet fastens the pace of change, which intensifies competition within the industry and creates the need for platforms to adopt more diverse strategies to gain market shares.

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Against this backdrop, influencer as an emerging economic model and marketing approach has rapidly increased, and profoundly impacted consumers' purchasing behavior. In the digital context, a social media influencer is an individual who actively interacts with the audience and shares information on specific topics through social media, and likewise, is a third-party endorser who influences audience attitudes through social media (Freberg, 2011). The ability of influencers to shape the consumer's attitude and drive their purchase intention through their knowledge and opinion, has attracted many marketers to increase the influence of their brands or products among consumers through this new marketing approach.

From what is seen as its benefits, many companies in different industries (e.g. Nike, Starbucks, and Apple) have integrated influencer marketing into marketing strategies (InfluencerNexus, 2024). The products vary, including but not limited to sport products, beverage products, as well as skincare products. For skincare products, studies show that social media influencers in the domain are able to have a great impact on consumer's purchase decision, and can even change consumer's skincare brand (Joshi et al., 2022). The characteristics of determining the leverage on influencers' traffic as a new marketing strategy, and using social media as a new platform for advertising placement, will inevitably have a greater impact on millennials and younger generations who have integrated the internet and social media into their daily lives.

Young generations, particularly students, as key users of the internet, are not only one of the main forces of online purchasing, but also the important target audience of the influencer economy. Many studies have shown that, when influencers share similar interests with young generations and are perceived as a reliable source of information, they can influence the young generation's purchasing decisions significantly (Tsarashafa & Qastharin, 2021). With a similar result, social media influencers have a noticeable impact on millennial and younger generation consumers' purchasing decisions for skincare products (Hassan et al., 2021). Meanwhile, the demand for skincare is expanding rapidly among Thai young generation (Pasin Janwatsiri, 2022). The new generations skincare market in Thailand has experienced exponential growth over the past 2–3 years, with the total market value reaching 40 million Baht in 2024. Moreover, it is expected to reach 50 million Baht in 2026 (Horizon, 2024). Young adults possess strong purchasing power, a distinct sense of individuality, and a willingness to experiment with new products. Moreover, their skincare purchasing behaviors differ significantly from other age groups. They place a high value on personal beliefs, unique brand identities, and sustainability (Schieber, 2024).

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Recent research on social media influencers has primarily focused on their impact on brand equity, brand image, and influencer effectiveness, often emphasizing a single attribute such as expertise. A notable study using the TEARS model examined the effect of influencer characteristics on purchase intention for premium skincare, with brand image and trust as mediators, targeting consumers aged 15–50. Building on this foundation, the present study applies the Source of Credibility Model to investigate the perceived credibility of influencers promoting general skincare products. It specifically targets the young generations whose purchasing behaviors differ from those in earlier research. This study aims to provide deeper insights into how influencer characteristics influence purchase intention in the skincare market. Therefore, research on the current situation of customers' online purchase intentions and the factors influencing them under the impact of social media influencers is of great meaning and value. The researcher was interested in studying young adults or late adolescents aged between 18 and 25 who have previously purchased skincare products from online platforms. HCU students within this age range were selected as the target group for the study. Thus, the researcher of this paper took HCU Thai university students as the research subject and sample to explore the impact of influencers on students' purchase intention in a digital context.

Objectives

1. To investigate the HCU students' purchase intentions.

2. To study the impact of social media influencers' attributes on HCU students' purchase intentions.

Literature Review

Social Media Influencer

Social media influencer refers to individuals who are known through social media and are users with significant influencing power in social media. In the realm of social media, one aspect is, social media influencers can be celebrities or key opinion leaders that is already known by people, and from another perspective, social media influencers can also be those ordinary content creators who build up brands on their own. From a marketing perspective, social media influencers are third-party endorsers attempting to shape consumer attitudes toward product brands through social media (Freberg, 2011).

Parasocial Interaction, Social Presence Theories and Source Credibility Model

Parasocial Interaction Theory is the theory that explains how influencer can affect followers' and customers' behavior. The face-to-face format with media figures creates the

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illusion for viewers that they are interacting directly with influencers as if they had a real relationship. Social media influencers can connect with consumers more effectively and achieve greater persuasive power through stronger parasocial interaction (Sokolova & Kefi, 2020). Similarly, Social Presence Theory refers to the degree to which customers view influencers as a "real person". The perceived social presence of influencers can significantly affect customers' purchase behavior (Kim, 2022). Attributes of social media influencers were proved to have a noticeable impact on customers' behavioral intention in the Theory of Persuasion. The theory suggests that the characteristics or attributes of influencers can affect followers' behavioral intentions (Masuda et al., 2022). Base on Parasocial Interaction Theory and Social Presence Theory, to study the attributes that influence the impact of social media influencers on customers' purchase intention, this study utilized the Source Credibility Model and the model points out the most important attributes that draw customers to buy the product to examine the attributes (credibility, authenticity, expertise, and attractiveness) of social media influencer's influence on consumers' online purchase intention.

Attributes of Social Media Influencer

Source credibility refers to the degree to which provided information and its source are believable. Study suggests that trustworthiness is an important factor that influence people's perception of a social media influencers' source credibility and effectiveness of a message. It refers to how message receivers perceive the "honesty", "sincerity", or "truthfulness" of a source (Giffin, 1967). Audiences perceived "trustworthiness" possessed by social media influencers as factors will positively influence their credibility. (AlFarraj, 2021). The study demonstrates that influencers with a higher number of followers are perceived as more trustworthy, and have a more effective impact on consumers' purchase intentions. It has been proven that high contents' informative value and high entertainment value created by influencers have a positive impact on customers' trust in influencers' branded content. Xiao et al. (2018) proposed that trust plays a key role in enhancing influencers' persuasiveness and shaping consumers' perception of credibility.

Authenticity is defined as people's perception of honesty, originality, and realness when confronting a certain issue (Ren et al., 2023). Authenticity is also defined as people's perception of honesty, originality, and realness when confronting a certain issue. Audrezet (2020) proposed that when influencers express passion, real interest and belief in the product they are promoting, they will be perceived as authentic by the customers. Woodcock (2021) proposed that authentic influencers are expected to get in touch with the community because

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of their true interest instead of money. Meanwhile, Zniva (2023) identified authenticity as genuine and original qualities possessed by an individual. Authentic influencers are motivated by their inner beliefs, feelings, and thoughts rather than commercial goals. Furthermore, the study added that influencers promote products by providing accurate information regarding both positive and negative sides of products is also related to their authenticity (Kapitan et al., 2022). Studies documented that influencers' personal information disclosure can increase their authenticity among audiences. Consumers' perception of an influencer's authenticity has a positive relationship with their purchase intention.

Expertise is defined as the degree to which an influencer has adequate knowledge, experience or skills to promote a product (van der Waldt, 2009). It is influencers' knowledge and experience in certain domain (Hovland, & Weiss, 1951). Expertise is the "expertness", "experience", "skill", "knowledge", and "qualification" possessed by an influencer (Ohanian, 1990). Xiao et al. (2018) stated that the viewers' perception of expertise of an influencer is mainly influenced by the knowledge, experience of accomplishing something, or professional title (e.g. Ph.D.) in the domain possessed by influencers. Qualification was found to be a proof to influencers' expertise and is able to directly influence consumers' purchase intention (Masuda et al., 2022). The match-up between influencers and the endorsed product can impact consumers' purchase intention. When influencers are perceived as having expertise, their advices or recommendations are more likely to be accepted by the audience.

Attractiveness refers to physical attractiveness; it represents the degree of the source appeals to viewers (Lin et al., 2021). Physical attractiveness is the perceived level viewers have for influencers' tangible and visual characteristics, such as influencers' general look, body fitness, and facial traits (Walster et al., 1966). Physical attractiveness can result in higher brand evaluation. Customers are more likely to be touched by an influencer with appealing physical and facial traits. Meanwhile, McGuire (1985) defined the attractiveness of source as the similarity, familiarity, and likeability of source perceived by message receivers. It is the degree of preference viewers have for the characteristics of influencers, such as physical appearance, behavior, and so on (McGuire, 1985). It also refers to customers' perception of mutual characteristics and likeness of influencers (Yuan & Lou, 2020). "Sharing the same style and value" can make customers feel more associated with social media influencers and find them more attractive (Håkansson et al., 2020). Compare to less appealing influencers, a more

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attractive one has a better impact on consumers, and is more likely to shape a consumer's purchase intention (van der Waldt, 2009).

Purchase Intention

Purchase intention is defined as a precondition that stimulates consumers to actually purchase a product or service. It is the probability of the consumer's willingness to buy a product (Zhuang, 2021). It refers to the signal of consumers' purchase behaviors, representing the degree of consumers' attitude towards certain purchase behavior and willingness to pay (Zhang et al., 2020). Purchase intention is also defined as the reason for consumers making decision to purchase a particular brand (Shah et al., 2012). From a behavior perspective, Peña-García (2020) stated that the purchase intention of a consumer is the intention to willingly carry out buying behavior.

Hypotheses

H1: Perceived credibility has a positive effect on purchase intention.

H2: Perceived expertise has a positive effect on purchase intention.

H3: Perceived attractiveness has a positive effect on purchase intention.

H4: Perceived authenticity has a positive effect on purchase intention.

Conceptual Framework
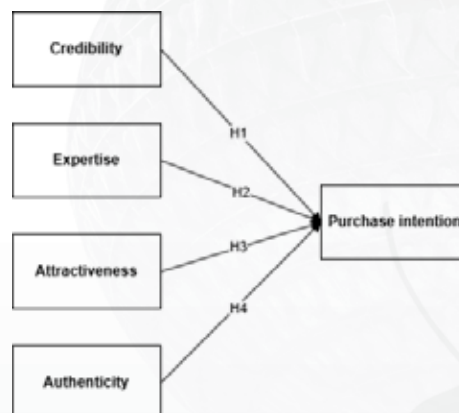

Figure 1 Conceptual Framework

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Research methodology

Population and sampling method

This study utilized a quantitative research method as the research approach. A questionnaire was used to collect data from HCU students. The researcher used online and on-site form to distribute the questionnaire to respondents (HCU students) so as to collect relevant data for the study. The population of this study were 6,707 Thai university students in HCU. According to the Taro Yamane formula, the researcher needs to collect data from at least 379 respondents. This study collected 385 valid data to obtain a representative sample of the whole population.

The sampling method employed in this study was purposive sampling to select the respondent. The researcher collected samples from the young generation among HCU students. The questionnaire was distributed to students who had prior experience purchasing skincare products through various online platforms. Before answering the questionnaire, participants were screened by asking about their online shopping experience. Only those from the young generation of HCU students who had such experience were allowed to participate in the study.

Data analysis

The questionnaire of this study consists of two parts: demographic information and variables measurement. The first part of the questionnaire was the collection of demographic information about the students. Whereas, the respondents' gender, age, and year of study information were collected. The second part of the questionnaire was the variables measurement, aiming to measure social media influencers' attributes (credibility, expertise, attractiveness, authenticity) and HCU Thai students' purchase intentions. Likert scales were used in measuring variables. The Cronbach's alpha value was .949, it indicates that the statements in the questionnaire were reliable.

This study used descriptive statistics and inferential statistics to process the data. Descriptive statistics included percentages, frequencies, means, and standard deviations. Inferential statistics was used to interpret the data. This study used multiple regression to test the impact of social media influencer attributes on purchase intentions.

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Results

Demographic Information of Respondents

Table 1 Description Statistic (n=385)

	Items	Frequency	Percent
Gender	Male	115	29.9
	Female	270	70.1
Income	Less than ฿ 10,000 / month	223	57.9
	฿ 10,000 – 15,000 / month	107	27.8
	฿ 15,001 – 20,000 / month	34	8.8
	Over ฿ 20,000 / month	21	5.5
Year studying at HCU	Less than 1 year	57	14.8
	1-2 years	248	64.5
	3-4 years	71	18.4
	More than 4 years	9	2.3

As shown in table 1, the majority of the respondents were females, accounting for 70.1 percent, and there were 29.9 percent of the male respondents. Regarding monthly income, more than half (57.9 percent) of the respondents had an income per month less than 10,000 Baht. Additionally, there were 27.8 percent respondents who had an income per month between 10,000 and 15,000 Baht. Among all the respondents, the majority of the respondents were students studying at HCU for 1-2 years, accounting for 64.5 percent. At the same time, 18.4 percent of the respondents have studied at HCU for 3-4 years.

Mean and Standard Deviation of Each Variable

Table 2 Descriptive results for Credibility (n=385)

No.	Items	Mean	S.D.	Interpretation
1	Honest social media influencer	3.95	.93	Agree
2	Social media influencer who always provides accurate and honest information	4.05	.90	Agree

Table 2 Descriptive results for Credibility (n=385)(continued)

No.	Items	Mean	S.D.	Interpretation
3	Social media influencer that has higher number of followers	3.67	1.04	Agree
4	Social media influencer that always creates high quality contents	3.86	.98	Agree
5	Social media influencer who discloses sponsorship	3.50	1.14	Agree
	Average	**3.81**	**.99**	**Agree**

Table 2 demonstrates the descriptive results of each item of credibility. The average mean value of credibility is 3.81 (S.D.=.99), which indicates a general agreement among respondents. The respondents agreed that social media influencers who are honest, always provide accurate information, and create high quality content have a positive impact on respondents' buying intention, with mean values of 3.95 (S.D.=.93), 4.05 (S.D.=.90) and 3.86 (S.D.=.98) respectively. Social media influencers with higher number of followers were also persuasive to respondents, with a mean value of 3.67 (S.D.=1.04). However, the respondents are less likely to agree that a social media influencer who discloses sponsorship is perceived as credible, with a mean value of 3.50 (S.D.=1.14).

Table 3 Descriptive results for Authenticity (n=385)

No.	Items	Mean	S.D.	Interpretation
1	Social media influencer that behaves according to who they really are	3.76	.94	Agree
2	Social media influencer who shows real passion for the products they recommend	3.74	.93	Agree
3	Social media influencer who loves what they are doing	3.65	.98	Agree
4	Social media influencer who shares their real-life experience	3.70	.96	Agree
	Average	**3.71**	**.95**	**Agree**

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Table 3 illustrates the descriptive results of each item of authenticity. The average mean value of authenticity is 3.71 (S.D.=.95), which indicates a general agreement among respondents. The respondents agree that social media influencers who are true to themselves, show real passion for the recommended products, and who share their real experience, have a positive impact on respondents' buying intention, with mean values of 3.76 (S.D.=.94), 3.74 (S.D.=.93) and 3.70 (S.D.=.96) respectively. Social media influencers who love of what they do were also persuasive to respondents, with a mean value of 3.65 (S.D.=.98).

Table 4 Descriptive results for Expertise (n=385)

No.	Items	Mean	S.D.	Interpretation
1	Social media influencer with adequate knowledge in the skincare field	3.98	.90	Agree
2	Social media influencer with professional title or relevant qualification in the skincare field	4.07	.92	Agree
3	Social media influencer with personal experience in skincare	3.90	.91	Agree
4	Social media influencer who is a skilled person in skincare field	3.95	.93	Agree
	Average	**3.97**	**.92**	**Agree**

Table 4 shows the descriptive results of each item of expertise. The average mean value of expertise is 3.97 (S.D.=.92), which indicates a general agreement among respondents. The respondents agree that social media influencers who have adequate knowledge, relevant skincare experience or skills in the field have a positive impact on respondents' buying intention, with mean values of 3.98 (S.D.=.90), 3.90 (S.D.=.91) and 3.95 (S.D.=.93) respectively. Social media influencers who have professional titles or relevant qualifications in the skincare field resulted as the most persuasive factor to respondents, with a mean value of 4.07 (S.D.=.92).

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Table 5 Descriptive results for Attractiveness (n=385)

No.	Items	Mean	S.D.	Interpretation
1	Social media influencer who is physical attractive	3.65	.97	Agree
2	Social media influencer who is friendly	3.79	.93	Agree
3	Social media influencer who can be friend with	3.75	.91	Agree
4	Social media influencer who has a lot in common with me	3.82	.92	Agree
	Average	**3.75**	**.93**	**Agree**

Table 5 illustrates the descriptive results of each item of attractiveness. The average mean value of attractiveness is 3.75 (S.D.=.93), which indicates general agreement among respondents. The respondents agreed that social media influencers who are friendly, easy to be friends with, or share similarities with the respondents have a positive impact on respondents' buying intention, with mean values of 3.79 (S.D.=.93), 3.75 (S.D.=.91) and 3.82 (S.D.=.92) respectively. Meanwhile, social media influencers who are physically attractive were also agreed by the respondents, with a lowest mean value of 3.65 (S.D.=.97).

Table 6 Descriptive results for Purchase intention (n=385)

No.	Items	Mean	S.D.	Interpretation
1	I am more likely to purchase skincare products recommended by social media influencer I follow	3.72	.89	Agree
2	I am willing to try skincare products that is recommended by social media influencer I trust	3.94	.84	Agree
3	I will look for skincare product recommendations from social media influencer before making purchase decisions	3.90	.91	Agree

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Table 6 Descriptive results for Purchase intention (n=385)(continued)

No.	Items	Mean	S.D.	Interpretation
4	I am more likely to buy skincare products after seeing social media influencer reviews them	3.62	1.04	Agree
5	I have bought many unplanned skincare products recommended by the social media influencer	3.58	1.11	Agree
	Average	**3.75**	**.96**	**Agree**

Table 6 demonstrates the descriptive results of each item of purchase intention. The average mean value of purchase intention is 3.75 (S.D.=.96), which indicates a general agreement among respondents. The respondents agreed that they like to look for recommendations from social media influencers as a reference before buying skincare products, and a trusted social media influencer has a positive impact on respondents' buying intention, with mean values of 3.90 (S.D.=.91) and 3.94 (S.D.=.84) respectively. Respondents also agreed that they are more likely to be persuaded by the influencers they follow, with a mean value of 3.72 (S.D.=.89). However, the respondents agreed with the statement that the they had bought many unplanned recommended skincare products, with mean value of 3.58 (S.D.=1.11).

Multiple Regression Analysis

In this section, the relationship between dependent variable (purchase intention) and independent variables (credibility, authenticity, expertise, attractiveness) is explored. The formula of the equation is shown as follows:

$$Y_{PI} = \beta_0 + \beta_1 CR + \beta_2 EX + \beta_3 ATT + \beta_4 AUT$$

Where:

CR is credibility.

AUT is authenticity.

EX is expertise.

ATT is attractiveness.

PI is purchase intention.

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Table 7 Results of multiple regression coefficients for variables (n=385)

Variable	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF	Durbin-Watson
(Constant)	.331	.122		2.719	.007			
CR	.193	.047	.198	4.145	.000*	.348	2.874	
AUT	.213	.048	.219	4.436	.000*	.324	3.083	1.988
EX	.140	.042	.141	3.323	.001*	.443	2.260	
ATT	.357	.050	.370	7.199	.000*	.300	3.336	

R=.836 R^2=.698 SEE=.439 F=220.077

*p value<.05

Table 7 demonstrates the multiple regression coefficients between dependent variable (PI) and independent variables (CR, AUT, EX, ATT). To assess the validity of the regression model, both the independence of residuals and the absence of multicollinearity among independent variables were examined. To evaluate the presence of autocorrelation in the residuals, the Durbin-Watson statistic was utilized. As shown in Table 7, the Durbin-Watson value falls within the acceptable range of 1.5 to 2.5, indicating that there is no evidence of autocorrelation. This result confirms that the residuals are independent across observations. In addition, one of the key assumptions of multiple regression analysis is that the independent variables must be mutually independent. This assumption was tested using the Tolerance and Variance Inflation Factor (VIF) statistic. Low Tolerance values, especially those near zero, are indicative of potential multicollinearity. Likewise, a VIF value exceeding 10 may indicate a multicollinearity problem. In this study, all Tolerance values were greater than 0.3, and all VIF values were below 10, suggesting that multicollinearity is not a concern. Together, these diagnostic results reinforce the robustness of the regression model.

As shown in the table 7, CR, AUT, EX, and ATT all have a statistically significant effect on PI. As the results presented in the table, it can be concluded that the key attributes of social media influencers that significantly impact consumers' purchase intentions are attractiveness and authenticity. Together, these two characteristics account for approximately 57% of the variance in purchase intention, highlighting their predominant influence, which explain more than half of the observed effect. While, the credibility and expertise were found to contribute 19.3% and 14% of the variance, respectively. Nonetheless, all four social media

influencer characteristics (attractiveness, authenticity, credibility, and expertise) were able to explain approximately 70% of the variance in consumers' purchase intentions.

The multiple equation can be established as follow:

$$Y_{PI} = .331 + .193CR + .140EX + .357ATT + .213AUT$$
$$(4.145) \quad (3.323) \quad (7.199) \quad (4.436)$$

Where, CR is credibility, AUT is authenticity, EX is expertise, ATT is attractiveness, and PI is purchase intention.

Conclusion and Discussion

The results of this study indicate that all the attributes of credibility, expertise, attractiveness, and authenticity possessed by social media influencers have an influence on consumers' purchase intention. The results align with the theories of parasocial interaction and social presence that the social media influencer is able to affect customers' and viewers' purchase behavior, thereby further increase the purchase intention (Kim, 2022; Sokolova & Kefi, 2020). Among these, attractiveness has the greatest impact on purchase intention. Credibility and expertise also have significant effects on purchase intention. These findings are consistent with the results of Weismueller (2020), which found that social media influencers' credibility, expertise, and attractiveness positively influence consumers' purchase intention. Additionally, authenticity ranks second in terms of its effect on variance and also significantly affects consumers' purchase intention. In a study on influencer authenticity, Cornelis (2017) similarly found that an influencer's authenticity influences consumers' purchase intention, aligning with the results of this study.

Regarding the impact of credibility, the results suggest that honesty is an important factor in determining a social media influencer's integrity to influence. Social media influencers with higher number of followers were also persuasive to consumers. Moreover, the content created by social media influencers, including the quality and the information of the content, is a key factor in enhancing their credibility. A content with high quality and provides truthful information can have a more positive effect on consumers' purchase intention. According to Thusyanthy (2018), respondents are more likely to perceive social media influencers as credible if they present both the positive and negative sides of a product. However, disclosing sponsorships within the content is not agreed by respondents as a factor that increases

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purchase intention for related skincare products, which is consistent with the findings of de Veirman & Hudders (2020).

Regarding the impact of expertise, respondents agreed that social media influencers' skincare experience, professional qualifications, and their knowledge and skills are important references when they consider the purchase of recommended skincare products. Among these factors, professional titles and certifications held by social media influencers can generate consumers' interest towards the recommended skincare products. The knowledge and experience that social media influencers possess for skincare products may help consumers better understand the effectiveness and usage of the products, which can generate purchase intention. Ismagilova (2020) mentioned that the likelihood of consumers adopting reviewers' suggestions in their purchase decision making positively correlates with the reviewers' level of expertise.

With regard to the variable that also had impact on consumers' purchase intention, the social media influencer's friendliness and perceived similarity to the consumers are strong factors in increasing respondents' willingness to purchase skincare products. Consumers are more likely to trust, and be persuaded by social media influencers who share similarities with their own (Ismagilova, 2020). Social media influencers with attractive appearance can also impact and enhance consumers purchase intentions.

Regarding the impact of authenticity on consumers' purchase intention, the results indicate that social media influencers who are able to being true to themselves and consumers, showing their real self, while demonstrate genuine passion and love for the content or products they recommend, are key for influencers to be perceived as authentic by the consumers. Consumers' perception of an influencer's authenticity has a positive relationship with their purchase intention (Cornelis & Peter, 2017). Respondents tend to trust social media influencers who are passionate and consistently stay true to themselves.

Recommendations

For skincare product entrepreneurs, it is advisable to move beyond selecting influencers based solely on follower count. Instead, influencers should be evaluated based on essential attributes such as attractiveness reflected in their personal appearance, skin condition, and visual alignment with the brand's aesthetic and authenticity, which includes genuine skincare routines, transparent product usage, and honest communication with their

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audience. To effectively identify influencers who align with brand values such as natural beauty, self-care, and skin health, marketers may utilize tools such as influencer analytics platforms and sentiment analysis. These tools enable the detection of influencers who truly resonate with the intended target market. The marketing strategy should emphasize emotionally engaging and lifestyle-oriented content, encouraging influencers to share personal skincare narratives, before-and-after results, or daily routines featuring the brand's products. Rather than relying on overly scripted endorsements, brands should allow influencers creative freedom to produce relatable content such as tutorials, live demonstrations, skincare tips, or Q&A sessions, all of which foster trust and enhance audience engagement. To maximize impact, it is beneficial to maintain a diversified influencer portfolio. This includes collaborating with influencers who possess strong visual appeal and authenticity, as well as those who offer skincare expertise or dermatological credibility. Such a balanced approach ensures that the brand appeals to both the emotional and rational dimensions of consumer decision-making.

For skincare marketers, it is crucial to adopt a multi-metric evaluation approach when assessing influencers. This should combine quantitative aspects, such as engagement rates and follower growth with qualitative insights, including perceived honesty, audience feedback, and the overall tone and credibility of the influencer's skincare-related content. Designing campaign content, it is important that the marketers to align the format with each influencer's strengths. For those known for their attractiveness and authenticity, campaigns should focus on emotionally driven storytelling, daily skincare routines, or "day-in-the-life" content that highlights real product usage. In contrast, influencers with demonstrated credibility or professional expertise—such as licensed dermatologists or skincare specialists—should be engaged to create educational content, including product reviews, scientific explanations, and expert recommendations.

Social media influencers should engage with consumers and audiences in a friendly and positive manner. To enhance perceived similarity, influencers are encouraged to naturally incorporate their personal views or life philosophies into their content, thereby reflecting shared characteristics and behaviors with their followers. It is important for influencers to maintain an appropriate and relatable appearance, such as dressing in a modest and ordinary fashion, using minimal makeup, and ensuring a healthy skin condition. Furthermore, influencers should convey genuine emotions when providing product recommendations and offer a balanced perspective by presenting both the strengths and weaknesses of the skincare

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products being reviewed. Continuous improvement in skincare knowledge and practical experience is also essential for influencers to maintain credibility and trustworthiness.

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