

DOI: <https://doi.org/10.63332/joph.v5i4.1291>

## Beyond the Human Touch: How Instagram Influencers Drive Engagement and Purchase Intentions Among Vietnam's Digital-Savvy Youth

Eun-Mi Lee<sup>1</sup>, Dang Xuan Mai<sup>2</sup>

### Abstract

*Instagram has become a powerful platform for businesses to engage with their target audiences. This study identifies key factors that influence purchase intentions by shaping customer engagement. Using a convenience sample of 216 young Instagram users in Vietnam, data were collected through an online questionnaire. The results indicate that fan bond, enjoyability, and attractiveness positively impact customer engagement, which in turn boosts purchase intentions. However, expertise was found to have no significant effect on customer engagement. This study highlights the importance of effective influencer marketing strategies, focusing on how Instagram influencers impact customer engagement and purchase intentions among young users in Vietnam. Furthermore, by blurring the boundaries between human and digital agency, influencer marketing exemplifies a posthumanist shift in consumer behavior, where online interactions increasingly shape identity and decision-making.*

**Keywords:** *Influencer Fan Bond, Enjoyability; Expertise, Attractiveness, Customer Engagement, Purchase Intention.*

### Introduction

In the rapidly evolving digital marketing landscape, Instagram has emerged as a powerful platform that transcends geographical boundaries and fosters global connections. With 2 billion monthly active users as of January 2024 (Statista, 2024), Instagram is one of the world's most popular social media platforms. Consumer buying decisions are increasingly influenced not only by material needs but also by social desires (Liao and Wang, 2009). The rise of influencer marketing, where social media influencers endorse products to their dedicated followers, exemplifies this shift. Influencers significantly impact consumer behavior by fostering authentic connections, increasing brand awareness, and encouraging purchase intentions. This transformation in digital engagement aligns with posthumanist perspectives, which challenge traditional human-centered marketing by recognizing the evolving interplay between humans, digital entities, and algorithmic influences (Hayles, 1999). Consequently, traditional reliance on retail stores has waned, with consumers increasingly influenced by social media platforms and influencer recommendations.

Customer engagement plays a vital role in the success of organizations across diverse industries, including services (Larivière et al., 2017), retail (Godey et al., 2016; Rapp et al., 2013), and

---

<sup>1</sup> Associate Professor, Department of Global Business Administration, International College, Dongseo University, 47 Juryero, Sasanggu, Busan, South Korea, Email address: [emlee0322@gmail.com](mailto:emlee0322@gmail.com), (Corresponding Author), Tel: +82 51 320 4832, Fax: +82 51 320 2953

<sup>2</sup> Master Graduate, Department of Business Administration, Dongseo University, 47 Juryero, Sasanggu, Busan, South Korea, Email address: [maidang995@gmail.com](mailto:maidang995@gmail.com)



influencer marketing campaigns (De Veirman et al., 2017). Engagement metrics such as likes, comments, and shares indicate audience interest and emotional involvement, directly enhancing content visibility through platform algorithms (De Veirman et al., 2017). Customer engagement in influencer marketing positively influences purchase intentions, brand loyalty, and overall campaign effectiveness. Engaged followers are more likely to act on influencer recommendations, as their interactions foster a sense of community and involvement with the brand (Schouten et al., 2020). While factors such as content quality, credibility, and post timing influence engagement (Lee & Watkins, 2016; Pansari & Kumar, 2017), research on the specific factors affecting Instagram influencer engagement remains limited.

Enjoyment and strong influencer-follower bond has been shown to foster meaningful relational connections, significantly driving business outcomes and influencing on consumer behavior (e.g., Ki et al., 2020). Additionally, attractiveness also shapes consumer attitudes and influence purchase decisions, particularly in entertainment, fashion, and beauty. This study examines the impact of Instagram influencer marketing on the purchase intentions of young Vietnamese consumers. Vietnam's vibrant market and widespread social media use among its youth provide an ideal context for exploring these dynamics (Kemp, 2024).

The research focuses on three objectives: (1) identifying key factors, including influencer-fan bond, enjoyability, expertise, and attractiveness, that shape customer engagement on Instagram; (2) examining the effect of customer engagement on purchase intentions; and (3) investigating how these influencer-related factors influence purchase intentions by shaping customer engagement in the Vietnamese market, particularly among young consumers. By addressing these objectives, the study seeks to provide actionable insights for businesses to optimize their Instagram influencer marketing strategies and enhance their connections with target audiences.

## **Literature Review and Theoretical Framework**

### **Influencer Fan Bond and Customer Engagement**

Nowadays, young people often form strong emotional bonds with their favorite influencers, admiring them, imagining them as part of their social circle, and valuing their opinions (De Jans et al., 2019). Influencers, seen as relatable and credible individuals, significantly influence consumer socialization as "social influencers" (Djafarova and Rushworth, 2017). This shift can be understood through posthumanist thought, which highlights how digital technologies reshape human interactions, blurring the lines between personal relationships and algorithm-driven engagements (Braidotti, 2013). Each influencer has a different way of sharing content, ranging from daily life updates to educational and fashion-related insights. Their friendly approach makes it easier for followers to understand and engage with the content compared to traditional brand advertisements, thus building strong connections.

Researchers indicate that parasocial interactions with a vlogger improve brand perceptions (Lee & Watkins, 2016). For example, a YouTube study revealed that the stronger the connection between viewers and a vlogger, the more they spend watching the vlogs, and the better they remembered the featured products and brands (Folkvord et al., 2019). Additionally, participants demonstrated the ability to recall the products and brands showcased and acknowledged both personal and external influence from these products and brands. A strong relationship with influencers also motivates fan interaction, such as reactions, likes, and comments on the posts.

H1: Influencer fan bond has a positive influence on customer engagement.

**Enjoyability and Customer Engagement**

Enjoyability is a crucial dimension of emotions, as reviewed in various studies (Ki et al., 2020; Balaban and Mustăpea, 2019) or investigated at different levels of abstractness (Goetz et al., 2006). It can be understood that enjoyability results from the process of reflecting positive emotions and preferences based on personal experiences. Researchers have noted that the quality of information and the perceived processing of that information often depend on how interesting it is (Nicolaou and McKnight, 2006). They note that supportive attitudes often form only when followers enjoy the content or images shared by the influencer.

Prior findings suggest that Social Media Influencers (SMIs) can leverage likeability to connect with their followers and satisfy their needs, highlighting enjoyment as an essential factor in individual engagement (Ki et al., 2020). SMIs who are perceived as enjoyable or who share similar tastes with their followers foster a sense of intimacy and relatedness (Reis et al., 2000; Parks & Floyd, 1996). People are generally inclined to like and follow social media personalities who resemble themselves, enhancing feelings of connection (e.g., King, 2015). This connection intensifies when individuals perceive similarities in tastes and preferences. Additionally, fulfilling competence needs contributes to forming a strong emotional bond and enhances feelings of relatedness. Therefore, when planning influencer marketing strategies, marketers should consider collaborating with enjoyable influencers.

H2: Enjoyability has a positive influence on customer engagement.

**Expertise and Customer Engagement**

Expertise refers to the degree to which an influencer demonstrates knowledge through posts, showcasing a high level of understanding or specialized skills. It is defined as possessing greater knowledge and experience compared to others when advising on product choices or decisions (McQuarrie et al., 2012). Expertise can be exhibited through content, words, images, and even body language, all of which contribute to a sense of trust among followers. Social media influencers (SMIs) can generate compelling and credible messages for brands or products, capturing consumers' attention. Target consumers may evaluate an influencer's Instagram posts positively when they find them visually appealing, expertly crafted, and interactive, indicating satisfaction and trust in the content (Lyons and Henderson, 2005; Silvera and Austad, 2004). Furthermore, when influencers have greater credibility and expertise, target customers' purchase intentions tend to increase (De Veirman et al., 2017). For instance, customers often rely on perceived competence and trust to make decisions; thus, the more expertise they perceive an influencer to have, the higher the engagement will be formed, leading to the purchase intention.

Today, influence can be viewed as approachable and more trustworthy than mainstream celebrities (Torres et al., 2019). In this e-commerce landscape, influencers strive to demonstrate their expertise when reviewing products (Park, 2013). Consumers' perception of digital influencers as possessing expert knowledge enhances their confidence in these influencers' ability to provide trustworthy product information (Pierro et al., 2008; Lou and Yuan, 2019). Easy access to influencers, along with their ability to present information in a relatable way and create content that resonates with their audience, has helped them gain a reputation for expertise in the eyes of consumers. This enhances their status on social networks, attracting young people's attention to their Instagram posts.

H3: Expertise has a positive influence on customer engagement.

## **Attractiveness and Customer Engagement**

An influencer's attractiveness can be determined by a variety of factors, including linguistic appeal, content, image, and body language, all of which influence consumer perceptions. The effectiveness of a message depends on the source's physical properties, contributing to its overall attractiveness (Chao et al., 2005; Till and Busler, 2000). Additionally, celebrity attractiveness, the connection between celebrities and their fans, and advertising creativity strongly impact fans' consumption attitudes (Yan and Qi, 2009).

The persuasive power of messages delivered by appealing influencers significantly contributes to their dissemination, potentially fostering a crowd mentality among consumers and capturing their attention. The attractiveness of influencers - characterized by attributes such as likeability and familiarity - along with the congruence between influencers and brands, can affect consumer attitudes toward those brands and their purchasing intentions (Torres et al., 2019). For instance, consumers who find influencers attractive and are swayed by their appealing demeanor tend to experience heightened levels of trust, thereby reinforcing their conviction and inclination to make a purchase.

The prior study emphasizes that attractiveness, which does not exclusively refer to physical traits, plays a pivotal role in shaping a fan's favorable disposition towards brands endorsed by influencers (Fleck et al., 2012). It has been observed that attractive influencers are more effective in promoting products associated with attractiveness (Kamins, 1990) but may not be as effective for technology-related products (Till and Busler, 2000). Consumer perceptions of celebrities are indeed significant in this context.

H4: Attractiveness has a positive influence on customer engagement.

## **Customer Engagement and Purchase Intention**

Consumer engagement is defined as a psychological process related to emotional and cognitive responses (Bowden, 2009). Similarly, other researchers view it as a positive assessment of social consumption activities, which encompass emotions, behaviors, and perceptions (Hollebeek et al., 2014). In the context of marketing, consumer engagement is closely associated with purchase intention, which refers to a consumer's willingness to purchase a product or service (Wells et al., 2011). There is a strong correlation between purchase intention and consumer engagement. Consumers typically express purchase intention when they show interest in a product, engage with advertisements, and perceive those advertisements as credible.

Furthermore, prior studies argue that consumer participation and purchasing behavior are closely linked, influenced by their contributions to the community, including continuity and commitment to standards (Oestreicher-Singer and Zalmanson, 2013). Hence, it becomes evident that consumer engagement and purchasing behavior are significantly shaped by various contextual elements that appeal to and stimulate consumers' desires to make purchases. Moreover, online purchase intention can be understood as the degree to which a consumer is predisposed to acquire a product from an internet-based retailer (Pavlou, 2003). Online purchases are influenced not only by the product itself but also by associated advertisements and genuine user reviews. The experiences shared by other online users regarding a product or service exert a significant influence on individual behavior (Blasco-Arcas et al., 2014).

Expanding upon this notion, the previous investigator emphasizes that consumer purchasing intention is affected by critical factors, including product quality, advertising, and brand

perception (Mirabi et al., 2015). Therefore, consumers' engagement in learning about and becoming aware of the product, along with the reinforcement provided by content and posts they encounter on social networks, plays a crucial role in shaping their purchase intentions.

H5: Customer engagement has a positive influence on purchase intention.

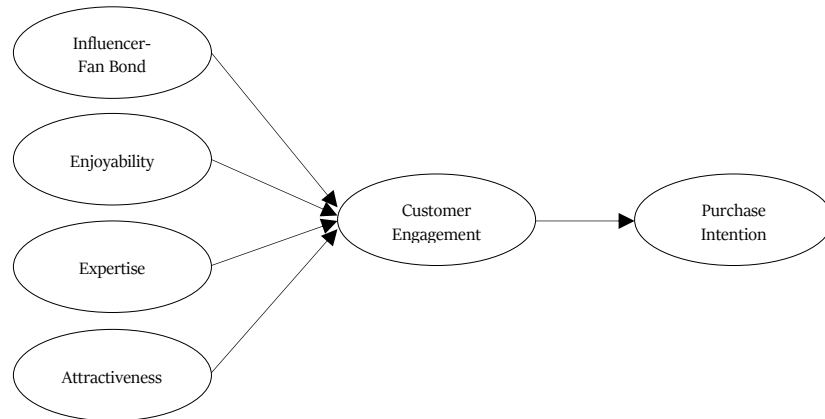


Figure 1: Research Framework

## Methodology

Data for this study was collected through online surveys conducted using Google Forms. A total of 216 valid responses were obtained from Vietnamese Instagram users interested in fashion. The sample consisted of 81.1% females, with individuals aged 18–28 years comprising the majority (86.6%). Regarding education, 70% of participants held a bachelor's degree. Additionally, 48.4% of respondents reported using Instagram for 1–2 hours daily.

## Measurement

The survey questionnaire was divided into two main sections. The first section gathered demographic and background information about the participants, while the second section focused on the key variables of the research. To evaluate the constructs and variables, a 5-point Likert scale was employed, where 1 indicated "absolutely disagree" and 5 represented "absolutely agree." Most of the measurement items were adapted from established sources and customized for this study.

For example, items related to perceived enjoyability were adapted from Dhanesh and Duthler (2019) and included statements like "We both benefit from this relationship." Enjoyability was assessed using items developed by Ki et al. (2020), such as "The influencer is enjoyable." Expertise was measured with items from Ki and Kim (2019), such as "The influencer has extensive knowledge about fashion brands." Attractiveness was evaluated with items adapted from Ki and Kim (2019), such as "The influencer has an attractive appearance." Customer engagement was assessed using items from Husnain and Toor (2017), such as "I often comment on the fashion posts of this influencer." Lastly, purchase intention was measured with items from Ki and Kim (2019), such as "I intend to buy one of the same fashion brands that the influencer posted on Instagram."

## Reliability and Validity of Measurement Items

The study followed a two-stage model validation process as outlined by Anderson and Gerbing (1988) to ensure the validity of the measurement constructs. In the first stage, structural model validation was conducted. Convergent validity was assessed using Confirmatory Factor Analysis (CFA) performed in AMOS 26.0. The analysis confirmed the statistical significance of the relationships between latent constructs and their observable indicators ( $t$ -value  $> 2.0$ ).

Table 1 presents the results, indicating significant factor loadings for all items on their corresponding latent constructs. Discriminant validity was assessed following the Average Variance Extracted (AVE) method suggested by Malhotra and Dash (2011), with all constructs achieving an AVE value greater than 0.40. This analysis demonstrates strong discriminant validity (see Table 1). Furthermore, model fit indices, including the Comparative Fit Index (CFI) and Tucker-Lewis Index (TLI), exceeded the recommended threshold of 0.90, with values of 0.97 and 0.96, respectively. These results confirm the model's excellent fit (McDonald and Marsh, 1990).

Construct	Estimate	T-value	CR	AVE
Influencer Fan bond 1	.687	-	0.75	0.50
Influencer Fan bond 2	.803	6.928		
Influencer Fan bond 3	.630	6.428		
Expertise 1	.761	-	0.75	0.50
Expertise 2	.720	8.624		
Expertise 3	.643	8.006		
Attractiveness 1	.684	-	0.63	0.46
Attractiveness 2	.670	6.191		
Enjoyability 1	.592	-	0.68	0.41
Enjoyability 2	.691	6.760		
Enjoyability 3	.658	7.244		
Consumer Engagement 1	.661	-	0.72	0.46
Consumer Engagement 2	.656	7.932		
Consumer Engagement 3	.712	8.423		
Purchase Intention 1	.737	-	0.74	0.49
Purchase Intention 2	.681	8.756		
Purchase Intention 3	.680	8.76		

Table 1: Results of the Confirmatory Factor Analysis

## Results

The hypotheses were tested through the model estimation process, analyzing the results from the hypothesized model presented in Table 2. The model demonstrated strong acceptability, with a Comparative Fit Index (CFI) of 0.950 and a Tucker–Lewis Index (TLI) of 0.938, both exceeding the widely accepted threshold of 0.90 (McDonald & Marsh, 1990). Additionally, the Root Mean Square Error of Approximation (RMSEA) was 0.045, further supporting a good model fit. A collective evaluation of these fit indices confirmed the model's overall fitness. Subsequently, structural equation modeling (SEM) was employed to test the hypothesized relationships. The results provided support for all hypotheses except H2 (Expertise), as shown in Table 2.

All hypotheses were supported except for H2. H1, which posits the effect of influencer's fan bond on consumer engagement, was supported. The results ( $\beta = 0.193$ ,  $t = 2.060$ ) show a positive link between the strength of a customer's fan bond with an influencer and their level of engagement. H2 examined the influence of expertise on consumer engagement, but the results didn't offer statistically significant backing ( $\beta = 0.139$ ,  $t = 1.366$ ). This suggests that expertise may not exert a remarkable effect on consumer engagement in the context of this study. Moving on to H3, the analysis unveiled a positive and statistically significant correlation between enjoyability and consumer engagement ( $\beta = 0.279$ ,  $t = 2.432$ ). This finding implies that customers who perceive an influencer as more enjoyable tend to exhibit higher levels of engagement. H4, which proposed the impact of attractiveness on consumer engagement received strong validation ( $\beta = 0.531$ ,  $t = 2.802$ ). This suggests a positive relationship between perceived attractiveness and consumer engagement. In other words, consumers show higher engagement with influencers they perceive as more attractive. Lastly, H5 indicates the influence of consumer engagement on purchase intention, providing highly statistically significant support ( $\beta = 0.973$ ,  $t = 7.788$ ). This underscores the notable influence of consumer engagement in forming purchase intentions.

Path	Estimate	T - value
H1: Influence Fan Bond => Consumer Engagement	.193	2.060 *
H2: Expertise => Consumer Engagement	.139	1.366
H3: Enjoyability => Consumer Engagement	.279	2.432 *
H4: Attractiveness => Consumer Engagement	.531	2.802 **
H5: Consumer Engagement => Purchase Intention	.873	7.788 **

Table 2: Results of Model

## Discussion

The study emphasizes the vital role of influencers in driving active customer engagement on Instagram, particularly among young customers in Vietnam. By investigating key factors influencing customer engagement, this research bridges a knowledge gap in prior studies, offering valuable insights into how social media interaction impacts consumer attitudes and purchase motivations. These findings contribute to both theoretical understanding and practical strategies in the realm of digital consumer behavior.

First, the study identifies three key factors —enjoyability, attractiveness, and the influencer-fan bond— as significantly influence consumer engagement on social media. These factors, categorized as emotional and relational attributes, emphasize the importance of non-functional elements in shaping consumer experiences. Second, enjoyability plays an important role in encouraging active customer engagement. Influencers should focus on creating contents content that is entertaining. Humor and entertainment can be integrated to enhance positive consumer experiences.

Third, the strong connection between influencers and their fans supports the application of parasocial relationship theory (Horton and Wohl, 1956) within the social media context. This theory suggests that perceived closeness and emotional ties between influencers and their followers replicate personal relationships, which significantly influence consumer behavior. To keep customer engaged, influencers should to have real and interactive communication, building trust and loyalty with their followers.

Fourth, the significance of an influencer's attractiveness fits with the idea of aesthetic persuasion, which suggests that both physical and content appeal enhance how well communication works (Reimann et al., 2010). For businesses, this means they should think about not just the influencer's physical appearance but also aesthetic quality. Keeping a consistent visual style and staying true to the brand's values are essential for successful collaborations. Interestingly, the study found that influencer expertise did not significantly impact customer engagement. This unexpected finding suggests that Instagram's highly visual nature (Affifa, 2024) may reduce the relevance of expertise as a factor. Furthermore, the study's focus on a young demographic—who often value entertainment and relatability more than professionalism—helps explain this result. Future research should examine this finding across different platforms and demographics to determine its broader applicability.

Finally, the study underscores the importance of customer engagement with influencers and purchase intentions. This finding is consistent with previous research demonstrating that social network marketing significantly impacts consumer purchase decisions, with engagement serving as a partial mediator (Husnain and Toor, 2017). These insights offer actionable guidance for marketers in designing campaigns tailored to specific target audiences. Marketers can strategically select key opinion Leaders based on factors such as audience interests, influencer popularity, and their resonance with younger demographics. Furthermore, influencers and brands can strengthen the connections between influencers and their followers by leveraging humor, creativity, and entertainment to maximize consumer interaction and accelerate purchase decisions. Ultimately, these strategies can enhance trust and loyalty while driving business growth in the competitive social media landscape. Ultimately, these strategies can enhance trust and loyalty while driving business growth in the competitive social media landscape.

### **Limitation and Future Research**

Research on Instagram influencer marketing in Vietnam offers significant theoretical and practical insights into purchase intentions of young consumers. However, certain limitations highlight areas for improvement and opportunities for further exploration. First, the study focuses on specific consumer segments in Vietnam, potentially limiting the generalizability of the findings to more diverse populations. Future research should explore the unique characteristics and preferences of various consumer segments within the broader youth demographic to enhance its applicability.

Second, the research relied on self-reported measures of purchase intention, which may introduce bias. To reinforce reliability, future research could investigate the role of personalized content and recommendation algorithms on social media platforms in shaping purchase intentions.

Lastly, the analysis primarily examined the influence of Instagram influencers on purchase intention, without addressing the impact of external factors from other platforms or channels. Future research could conduct comparative analyses of the influence of Instagram influencers versus influencers on other social media platforms or digital marketing channels to provide a more comprehensive perspective on purchase decisions. Addressing these limitations will deepen understanding and provide more robust insights into the field of social media marketing.

### **Funding**

This work was supported by Dongseo University, 'Dongseo Frontier Project' Research Fund of 2023.



## References

- Afifa, M. (2024, June 20). Influencer Marketing Insights and Its Relevance to Brands Today Cube Asia. [https://cube.asia/influencer-marketing-insights-and-its-relevance-to-brands-today/?utm\\_source=chatgpt.com](https://cube.asia/influencer-marketing-insights-and-its-relevance-to-brands-today/?utm_source=chatgpt.com)
- Anderson, J.C. and Gerbing, D.W. (1988) 'Structural equation modeling in practice: A review and recommended two-step approach', *Psychological Bulletin*, 103(3), 411–423. <https://doi.org/10.1037/0033-2909.103.3.411>
- Balaban, D.C. and Mustăpea, M. (2019) 'Users' Perspective on the Credibility of Social Media Influencers in Romania and Germany', *Romanian Journal of Communication and PR*, 21(1), 31–46. <https://doi.org/10.21018/rjcpr.2019.1.269>
- Bowden, J.L.H. (2009) 'The Process of Customer Engagement: A Conceptual Framework', *Journal of Marketing Theory and Practice*, 17(1), 63–74. <https://doi.org/10.2753/MTP1069-6679170105>
- Braidotti, R. (2013). *The posthuman*. Polity Press.
- De Jans, S., Cauberghe, V. and Hudders, L. (2019) 'How an Advertising Disclosure Alerts Young Adolescents to Sponsored Vlogs: The Moderating Role of a Peer-Based Advertising Literacy Intervention Through an Informational Vlog', *Journal of Advertising*, 47(4), 1–17. <https://doi.org/10.1080/00913367.2018.1539363>
- De Veirman, M., Cauberghe, V. and Hudders, L. (2017) 'Marketing through Instagram Influencers: The Impact of Number of Followers and Product Divergence on Brand Attitude', *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- Djafarova, E. and Rushworth, C. (2017) 'Exploring the Credibility of Online Celebrities' Instagram Profiles in Influencing the Purchase Decisions of Young Female Users', *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Folkvord, F., Bevelander, K.E., Rozendaal, E. and Hermans, R. (2019) 'Children's bonding with popular YouTube vloggers and their attitudes toward brand and product endorsements in vlogs: An explorative study', *Young Consumers*, 20(2), 77–90. <https://doi.org/10.1108/YC-12-2018-0896>
- Goetz, T., Hall, N.C., Frenzel, A.C. and Pekrun, R. (2006) 'A Hierarchical Conceptualization of Enjoyment in Students', *Learning and Instruction*, 16(4), 323–338. <https://doi.org/10.1016/j.learninstruc.2006.07.004>
- Hayles, N. K. (1999). *How we became posthuman: Virtual bodies in cybernetics, literature, and informatics*. University of Chicago Press.
- Horton, D. and Wohl, R.R. (1956) 'Mass Communication and Para-Social Interaction: Observations on Intimacy at a Distance', *Psychiatry*, 19(3), 215–229. <https://doi.org/10.1080/00332747.1956.11023049>
- Husnain, M. and Toor, A. (2017) 'The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator', *Asian Journal of Business and Accounting*, 10(1), 167–199.
- Kemp, S. (2024, February 23). 'Digital 2024: Vietnam'. Datareportal. <https://datareportal.com/reports/digital-2024-vietnam>
- Ki, C.W.C., Cuevas, L.M., Chong, S.M. and Lim, H. (2020) 'Influencer Marketing: Social Media Influencers as Human Brands Attaching to Followers and Yielding Positive Marketing Results'. *Journal of Retailing and Consumer Services*, 55, 102133. <https://doi.org/10.1016/j.jretconser.2020.102133>
- Ki, C.W.C. and Kim, Y.K. (2019) 'The Mechanism by Which Social Media Influencers Persuade Consumers: The Role of Consumers' Desire to Mimic'. *Psychology & Marketing*, 36(10), 905–922. <https://doi.org/10.1002/mar.21244>
- Lee, J. and Watkins, B. (2016) 'YouTube Vloggers' Influence on Consumer Luxury Brand Perceptions and Intentions'. *Journal of Business Research*, 69(12), 5753–5760.

- <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Liao, S.H. and Wang, I.H. (2009) 'The Impact of Consumer Socialization on brand loyalty', *Journal of Business Research*, 62(11), 1153–1159. DOI: 10.1016/j.jbusres.2008.08.012.
- Lyons, B. and Henderson, K. (2005) 'Opinion Leadership in a Computer Mediated Environment', *Journal of Consumer Behaviour*, 4(5), 319–329. <https://doi.org/10.1002/cb.22>
- McDonald, R.P. and Marsh, H.W. (1990) 'Choosing a Multivariate Model: Noncentrality and Goodness of Fit', *Psychological Bulletin*, 107(2), 247–255. <https://doi.org/10.1037/0033-2909.107.2.247>
- McQuarrie, E.F., Miller, J. and Phillips, B.J. (2012) 'The Megaphone Effect: Taste and Audience in Fashion Blogging', *Journal of Consumer Research*, 40(1), 136–158. DOI: 10.1086/664217.
- Nicolaou, A.I. and McKnight, D.H. (2006) 'Perceived Information Quality in Data Exchanges: Effects on Risk, Trust, and Intention to Use', *Information Systems Research*, 17(4), 332–351. <https://doi.org/10.1287/isre.1060.0103>
- Pansari, A. and Kumar, V. (2017) 'Customer Engagement: The Construct, Antecedents, and Consequences', *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Parks, M.R. and Floyd, K. (1996) 'Meanings for Closeness and Intimacy in Friendship', *Journal of Social and Personal Relationships*, 13(1), 85–107. <https://doi.org/10.1177/0265407596131005>
- Reimann, M., Zaichkowsky, J., Neuhaus, C., Bender, T. and Weber, B. (2010) 'Aesthetic package design: A behavioral, neural, and psychological investigation', *Journal of Consumer Psychology*, 20(4), 431–441. <https://doi.org/10.1016/j.jcps.2010.06.009>
- Reis, H.T., Sheldon, K.M., Gable, S.L., Roscoe, J. and Ryan, R.M. (2000) 'Daily well-being: The role of autonomy, competence, and relatedness', *Personality and Social Psychology Bulletin*, 26(4), 419–435. <https://doi.org/10.1177/0146167200266002>
- Schouten, A.P., Janssen, L. and Verspaget, M. (2020) 'Celebrity vs. influencer endorsements in advertising: The role of identification, credibility, and product-endorser fit', *International Journal of Advertising*, 39(2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>
- Till, B.D. and Busler, M. (2000) 'The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent, and brand beliefs', *Journal of Advertising*, 29, 1–13. <https://doi.org/10.1080/00913367.2000.10673613>
- Wells, J., Valacich, J. and Hess, T. (2011) 'What signal are you sending? How website quality influences perceptions of product quality and purchase intentions', *MIS Quarterly*, 35(2), 373–396. DOI:10.2307/23044048.