SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 8 | August 2025 - Peer Reviewed Journal

IMPACT OF SOCIAL MEDIA INFLUENCERS ATTRIBUTES ON PURCHASE INTENTION WITH REFERENCE TO BEAUTY PRODUCTS IN JAMSHEDPUR

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Article DOI: https://doi.org/10.36713/epra23710
DOI No: 10.36713/epra23710

ABSTRACT
This study investigates the impact of social media influencers attributes specifically attractiveness and information quality on consumers purchase intention for beauty products in Jamshedpur, Jharkhand. A quantitative, descriptive design was adopted, and data were collected from 100 social media users through a structured questionnaire using convenience sampling. The analysis involved Exploratory Factor Analysis, Confirmatory Factor Analysis, and PLS-SEM. Results showed that attractiveness significantly influences purchase intention (path coefficient = 0.411, T = 5.079, p = 0.000), supporting H1. Information quality also had a weaker yet significant influence (path coefficient = 0.144, T = 1.961, p = 0.050), supporting H2. Both attributes were found to positively impact on purchase intention. The study highlights the importance of influencer traits in driving beauty product purchases. These findings suggest that both influencer attributes contribute to shaping consumer behavior in the beauty sector.
KEYWORDS: *Social Media Influencers, Attractiveness, Information Quality, Purchase Intention, Beauty Products*

1. INTRODUCTION

Social media has completely changed how customers engage with brands in this era of digital transformation. The emergence of social media influencers (SMIs), especially in the beauty sector, has been one of the biggest shifts in marketing. SMIs are people who, by providing content that appeals to audiences, have built credibility and a sizable following on social media. They serve as contemporary opinion leaders, affecting the attitudes, perceptions, and eventually the intents of consumers to make purchases. The literature has consistently highlighted two main features as critical predictors of influencer effectiveness, particularly in the beauty product category: attractiveness and information quality. Physical appeal, style, charm, and relatability are all components of attractiveness, and they all elicit strong emotional and aspirational reactions in followers, particularly young adults who use cosmetic products to improve themselves (Sudha & Sheena, 2017). The correctness, relevance, depth, and clarity of the content that influencers supply, on the other hand, are referred to as information quality. This helps to lower the perceived risks connected with online transactions and fosters cognitive trust (Ge & Gretzel, 2018). Because visual aesthetics are so important to the beauty industry, customers are more likely to be persuaded to purchase the goods that beautiful influencers recommend and to imitate their appearance (Lim et al., 2017). At the same time, customers' growing sophistication especially in semi-urban areas like Jamshedpur requires reliable, informative, and high-quality material that encourages logical decision-making. Influencer credibility is a combination of their visual appeal and the value of their content in these kinds of settings, where trust is still difficult to establish despite increased digital awareness. According to research, influencers' recommendations are more likely to result in actual purchase intentions when they are seen as both competent and attractive (Djafarova & Rushworth, 2017). According to the elaboration likelihood model (Petty & Cacioppo, 1986), information quality corresponds with the central route to persuasion, whilst beauty acts as a peripheral one. The effectiveness of each strategy depends on the viewer's level of participation and cognitive processing. By appealing to both the emotional and logical aspects of decision-making, influencers who are adept at both tend to have a greater effect on customer behavior. Additionally, because influencer marketing frequently incorporates product demonstrations, personal stories, and interactive engagement all of which lessen the psychological distance between the influencer and the consumer it is regarded as more reliable than traditional celebrity endorsements (Saravanakumar & SuganthaLakshmi, 2012). This dual influence is especially important in a local setting like Jamshedpur, where aspiration and cautious evaluation both drive customer behavior. Customers still want solid, evidence-based product material to support their purchases, even if they appreciate an influencer's beauty. Because of this, the interaction between information quality and attractiveness is very important for determining purchase intention. Customers are becoming more picky as beauty items are associated with self-confidence, personal identity, and grooming; therefore, influencers' visual credibility and message clarity are crucial for conversion. With particular reference to consumers of beauty products in Jamshedpur, this study aims to investigate the effects of attractiveness and information quality on purchase intention. In smaller but quickly digitizing economies, the findings are intended to assist marketers, content producers, and brands in better matching their plans with consumer expectations. By concentrating on Tier-II city dynamics, which are crucial consumer hubs but sometimes overlooked in influencer marketing literature, it also closes the study gap. The study also lends credence to the idea that the effectiveness of influencer marketing depends on the influencer's content and personal appeal in addition to follower count and

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brand partnerships. Effective digital branding strategies depend on knowing what motivates customers at the nexus of attractiveness and content credibility, as the beauty sector in India continues to grow.

2. REVIEW OF EARLIER LITERATURE

Numerous studies highlight the significance of influencer qualities including attractiveness and information quality in influencing consumer behavior. The impact of social media influencers (SMIs) on consumer purchase intention, especially in the beauty sector, has been extensively researched. Influencers are regarded as reliable third-party advocates who have the power to dramatically alter customer sentiment, claim Freberg et al. (2011). An influencer's physical attractiveness increases their perceived likeability and believability, which strengthens their persuasive power, according to Jin and Phua (2014). According to Lee and Watkins (2016), the attractiveness of beauty vloggers combined with their thorough lessons has a significant impact on consumers' trust in the product. According to research by De Veirman, Cauberghe, and Hudders (2017), followers react more favorably to influencers that provide both visually appealing and genuine material. In order to lower perceived risk, Casaló, Flavián, and Ibáñez-Sánchez (2018) highlighted the importance of high-quality content in influencer posts, particularly when advocating skincare products. Influencers who blend aesthetic value with educational narratives are more successful at encouraging purchases, according to Hwang and Zhang (2018). According to Sokolova and Perez (2021), in the beauty sector, the quality of the content frequently influences purchase intention more strongly than popularity alone. According to Lou and Yuan (2019), the influencer's impact is increased when their perceived knowledge and reliability are supported by excellent material. Balaban and Mustatea (2019) went on to say that while attractiveness attracts attention at first, the quality of the material maintains engagement and affects decision-making. According to Djafarova and Trofimenko (2019), young customers are more influenced by micro-influencers who provide candid feedback than by celebrities. According to Jin, Muqaddam, and Ryu (2019), in order to turn interest into intention, visually engaging content needs to be paired with reliable product information. According to Haenlein et al. (2020), influencers who present both factual knowledge and personal experiences elicit more emotional and cognitive reactions. According to Shen and Bissell (2013), people view beauty influencers who are both informed and attractive as more genuine. According to Vrontis et al. (2021), customers respect influencers that strike a balance between instructional and commercial content. Abbas and Mesch (2022) highlighted that influencers' accessible personalities and localized material increase the impact of both attractiveness and content quality in influencing purchase intention in smaller metropolitan centers like Jamshedpur. According to Ankita Mandal and Dr. Sayak Gupta (2025), social media influencers shape consumer preferences in the skincare industry, focusing on Instagram and YouTube. Their study highlights trust, authenticity, and engagement as key drivers of purchase intent and brand loyalty. Strategic insights are offered for skincare brands to boost digital engagement and consumer trust. According to Ankita Mandal and Dr. Sayak Gupta (2025), social media influencers (SMIs) shape consumer purchase intentions through traits like competence, trustworthiness, and content quality. Drawing on Source Credibility and Parasocial Interaction theories, the study shows how emotional connections and perceived credibility drive consumer behavior. It offers empirical insights for marketers to choose influencers who effectively foster trust and engagement.

3. DEVELOPMENT OF HYPOTHESES

3.1.1 Social Media Influencer Attractiveness and Purchase Intention

The Scholarly research provides strong evidence for the creation of ideas about how the attractiveness of social media influencers (SMIs) affects purchase intention. According to Ohanian (1990), an endorser's physical attractiveness greatly raises their perceived trustworthiness, which in turn has a favorable impact on the attitudes and behavioral intentions of consumers. This was further supported by Kamins (1990) through the match-up hypothesis, which holds that an attractive endorser is more effective when their image and the product category are strongly aligned. This is especially true for beauty items where appearance is a key component. Furthermore, Sokolova and Kefi (2020) discovered that influencer beauty, particularly when paired with perceived genuineness, enhances follower engagement and buy intention in addition to boosting initial attention. These results offer a strong foundation for the hypothesis that, when it comes to beauty items, influencer attractiveness has a big impact on consumer purchasing decisions.

H1: Social media influencer attractiveness has a positive impact on consumers' purchase intention toward beauty products.

3.1.2 Social Media Influencer Information Quality and Purchase Intention

Numerous empirical studies that emphasize the significance of reliable, accurate, and pertinent content in influencing customer decisions have served as the foundation for the creation of hypotheses connecting the quality of social media influencer (SMI) information to buy intention. According to Lou and Yuan (2019), influencers that distribute high-quality content increase the legitimacy of their messages, which in turn boosts customer trust and favorably influences purchase intention. This was further corroborated by Casaló, Flavián, and Ibáñez-Sánchez (2018), who showed that followers are far more inclined to buy endorsed products when they see influencers that produce honest, helpful, and educational content as opinion leaders. The importance of information in influencing online purchase decisions was further confirmed by Erkan and Evans (2016), who discovered that information quality which is characterized by timeliness, accuracy, and completeness has a direct effect on customers' behavioral intentions in social media environments. All of these findings provide credence to the idea that followers' purchasing intentions are strengthened when they perceive SMIs to provide higher-quality information.

H2: Social media influencer information quality has a positive impact on consumers' purchase intention toward beauty products.

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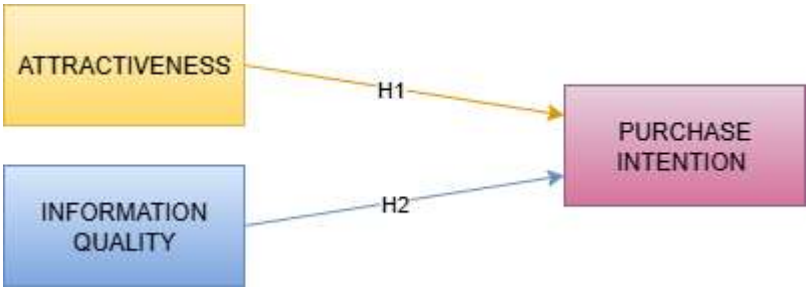


Figure 1: Conceptual Model

4. OBJECTIVES OF THE STUDY

1. To evaluate the impact of social media influencers' attractiveness on consumers' purchase intention for beauty products in Jamshedpur.
2. To assess the impact of information quality provided by influencers on consumers' purchase intention for beauty products in Jamshedpur.

5. RESEARCH METHODOLOGY

Component	Details
Research Approach	Quantitative
Research Design	Descriptive
Study Location	Jamshedpur, Jharkhand
Target Population	Social media users in Jamshedpur who follow beauty influencers and purchase beauty products
Sampling Technique	Convenience Sampling under Non-probability sampling
Sample Size	100
Data Collection Tool	Structured Questionnaire
Independent Variables	Attractiveness of Social Media Influencers Information Quality of Content
Dependent Variable	Purchase Intention of Beauty Products
Data Analysis Tools	Measurement Model Assessment, Structural Model

6. ANALYSIS OF THE STUDY

Table 1: Outer Loadings- Matrix

ITEMS	ATTRACTIVENESS	INFORMATION QUALITY	PURCHASE INTENTION
AT1	0.775		
AT2	0.780		
AT3	0.818		
AT4	0.846		
AT5	0.850		
IQ1		0.842	
IQ2		0.896	
IQ3		0.904	
IQ4		0.901	
IQ5		0.867	
IQ6		0.852	
IQ7		0.867	
PI1			0.851
PI2			0.890
PI3			0.837

Source: Computed primary data

Three constructs Attractiveness, Information Quality, and Purchase Intention have factor loadings shown in the table 1, which illustrates how strongly observed items and their corresponding latent variables are related. Five items (AT1 to AT5) for attractiveness have substantial loadings between 0.775 and 0.850, demonstrating good internal consistency and proving that these

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items accurately measure the factors connected to appearance or appeal. Seven items (IQ1 to IQ7) are used to test information quality; their extraordinarily high loadings, which range from 0.842 to 0.904, demonstrate good dependability and validate that the items effectively capture the respondents' perceptions of the clarity, relevance, and accuracy of the information. Finally, three variables (PI1 to PI3) that represent purchase intention have loadings ranging from 0.837 to 0.890, indicating that they are reliable predictors of consumers' propensity or likely to make a purchase. The table exhibits good convergent validity since all factor loadings are higher than the suggested cutoff of 0.70. This suggests that each construct is adequately represented by its corresponding items and that the measurement model is solid and trustworthy for additional research.

Table 2: Construct Reliability and Validity Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATTRACTIVENESS	0.873	0.877	0.908	0.663
INFORMATION QUALITY	0.950	0.960	0.958	0.767
PURCHASE INTENTION	0.823	0.831	0.895	0.739

Source: Computed primary data

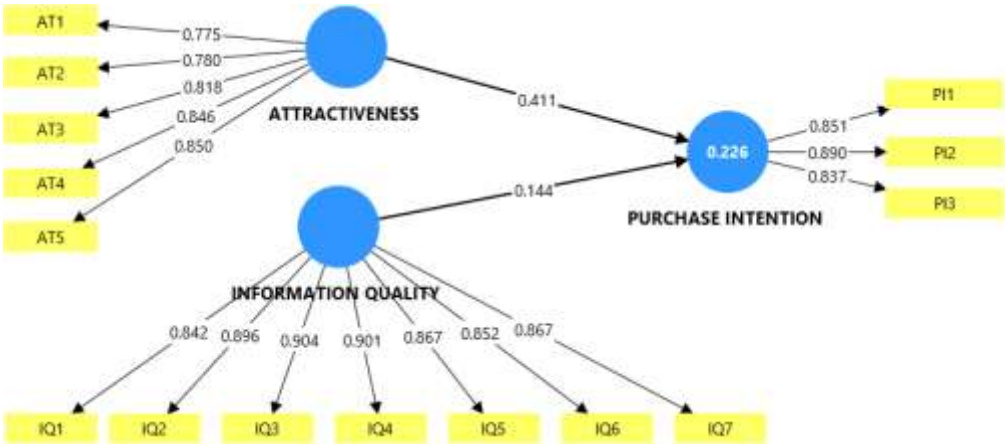
The table 2 shows important metrics like Cronbach's alpha, composite reliability (rho_a and rho_c), and average variance extracted (AVE) to show the reliability and validity statistics for three constructs: attractiveness, information quality, and purchase intention. The convergent validity and internal consistency reliability of the constructs in a measurement model are evaluated using these numbers.

Strong internal consistency among the items is indicated by the Cronbach's alpha score of 0.873 for attractiveness and composite reliability values (rho_a = 0.877, rho_c = 0.908) that above the suggested cutoff of 0.70. Good convergent validity is confirmed by the AVE value of 0.663, which is higher than the permissible minimum of 0.50 and indicates that a sizable amount of the variance is captured by the construct rather than error.

With a Cronbach's alpha of 0.950, rho_a of 0.960, and rho_c of 0.958 all of which indicate outstanding internal consistency Information Quality has remarkably high dependability. Strong convergent validity is indicated by the AVE of 0.767, which further demonstrates that the latent construct accounts for the bulk of the variance in the observed variables.

With a Cronbach's alpha of 0.823, rho_a of 0.831, and rho_c of 0.895 all above the minimal threshold of 0.70 Purchase Intention likewise exhibits respectable dependability. Good convergent validity for this construct is also confirmed by the AVE score of 0.739.

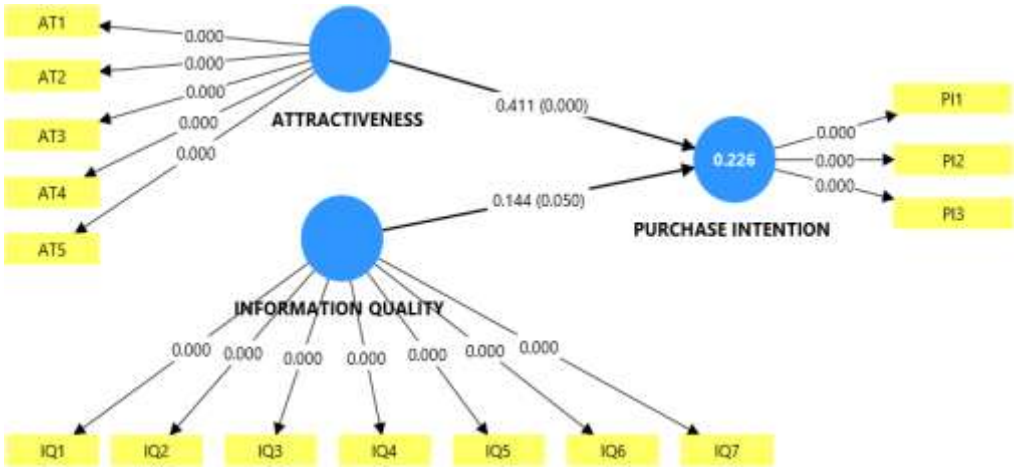
The measurement model is statistically solid and appropriate for additional structural equation modeling or hypothesis testing, as evidenced by the high reliability and convergent validity of all three components



Source: Output generated from PLS-SEM analysis using SmartPLS software

Figure 2: Measurement Model Showing Factor Loadings

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Source: Structural model output generated using SmartPLS software (Bootstrapping results)

Figure 3: Structural Model

Table 3: Path Coefficients and Significance Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
ATTRACTIVENESS -> PURCHASE INTENTION	0.411	0.423	0.081	5.079	0.000
INFORMATION QUALITY -> PURCHASE INTENTION	0.144	0.155	0.073	1.961	0.050

Table 4: Status of Study Hypotheses

Hypotheses		Status
H1:	Social media influencer attractiveness has a positive impact on consumers' purchase intention toward beauty products.	Accepted
H2:	Social media influencer information quality has a positive impact on consumers' purchase intention toward beauty products.	Accepted

The findings of the bootstrapping structural model assessment in PLS-SEM, which explicitly examined the influence of information quality and attractiveness on purchase intention, are shown in the table 3.

With a T-statistic of 5.079 and a p-value of 0.000, the path coefficient for Attractiveness → Purchase Intention is 0.411, suggesting a moderate and positive influence. Given that the T-statistic is more than the crucial value of 1.96 and the p-value is less than 0.05, this link is statistically significant, indicating that attractiveness significantly impact purchase intention.

The path coefficient for Information Quality → Purchase Intention is 0.144, indicating a weaker yet positive influence. The p-value of 0.050 and the T-statistic of 1.961 fall precisely at the generally accepted significance threshold (p = 0.05). According to this, information quality does positively impact purchase intention.

7. RECOMMENDATIONS

According to the findings, beauty businesses should give top priority to collaborating with influencers that are extremely handsome and visually appealing because this characteristic has a greater impact on consumers' intentions to make purchases. Stronger brand loyalty and more product purchases can result from aesthetic appeal's ability to draw attention and improve emotional engagement with followers.

Information quality still has a major impact even though it is statistically inferior. As a result, companies want to make certain that influencers also offer precise, pertinent, and useful product information. Customers' trust and credibility can be further strengthened by teaching influencers to blend enticing images with truthful and instructive material.

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Additionally, companies aiming to reach local markets like Jamshedpur ought to think about working with local influencers that share the same aesthetic and cultural tastes as their target audience. Purchase decisions will be most successfully influenced by a well-balanced strategy that incorporates both appeal and high-quality content.

8. CONCLUSION

The study finds that consumers' purchase intentions for beauty goods are positively influenced by social media influencers' information quality and attractiveness, with attractiveness having a greater effect. This emphasizes how crucial visual and personal appeal are to influencer marketing, particularly in fields like cosmetics where appearance is crucial. Although it plays a role in purchasing decisions, the quality of the information is more of a supporting than a driving force. In order to influence purchasing behavior and maintain competitive advantage, marketers in Jamshedpur's beauty industry must carefully choose influencers who have both significant visual appeal and reliable content.

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