

The impact of social media influencers purchase intention in the Philippines

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Abstract The study aims to determine consumers' perception of the advertising efficacy of social media influencers regarding their purchase intention. The researcher believes that specific strategies and skills should be customised to attract consumers' buying intention for an influencer to be effective across social media. The study adopted the "social media influencer questionnaire" developed by Xin Jean Lim. It is an organised questionnaire designed to assess and analyse the effectiveness of social media influencers connected to consumers' purchase intention. A total of 200 respondents from NCR, Metro Manila, participate in this study, with 129 female participants, 71 male participants and mostly from 18 to 24 years old. The respondents' assessment implies that an influencer who establishes most of their honesty and is trustworthy can change consumers' behaviour and purchase intention. Attractiveness and relationships with the product are seen to be also adequate. The respondents' assessment also implies that there is an optimistic and agreeable attitude towards the different advertising efficacy of an influencer for the purchase intention of consumers. Furthermore, there is a significant relationship between the advertising effectiveness and purchase intention of consumers. Female respondents have a higher perception of social media influencers than male respondents because women use the internet more often.

Keywords: social media; influencer; buying intention; consumer behaviour; advertising

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INTRODUCTION

The internet is known to be the fastest-growing medium used by many companies as a marketing tool. Most consumers use different social media platforms to talk, share, study, create content and publicity. (Frost & Strauss, 2016; Mason et al., 2021). The emergence of social media transforms the communication between companies and consumers, where the latter compare prices of products, check for coupons, discounts and deals, search for product information to help them know the better products, and look up opinions and reviews of other people about the products (Coco & Eckert, 2020; Nielsen, 2016; Pick, 2021). The rise of social media also made way to the beginning of the social media influencer era, to which they affect the perceptions of consumers, as well as their lives (Canhoto et al., 2015; Octaviana & Susilo, 2021; Shayaa et al., 2018).

There is a social media platform that shifts places and blurs the line between aspirational and informative use. Social media influencers use the platforms for advertising to online followers with product information and ads (Vrontis et al., 2021; Wellman, 2020; Ye et al., 2021; Zhou et al., 2021). In the marketing mix, endorsement and advertising are created by businesses to inform, encourage, boost, and promote their products to people (Haenlein et al., 2020). It is essential to build and achieve a good reputation and goals towards consumer expectations and satisfaction.

In the past years, influencers marked themselves as potential endorsers of the new generation with the help of buzzwords which produce a variety of meanings that capture and attract the mindset of social media users (Legendre & Baker, 2021). Compared to other marketing strategies concerning promotion, such as celebrity endorsers (Bennett et al., 2021; Cocker et al., 2021; Talavera, 2015). In fact, influencer marketing is the most cost-effective, budget-friendly and efficient marketing strategy when it comes to trends that never disappear.

According to Cohen (2018), more than 500,000 videos were watched by users in the whole world on YouTube, Facebook, and Netflix. The shift in the entertainment world and the loss of power of traditional media channels of marketers all over the world fall into a pit. As more people start turning and being influenced by peer endorsements, influencer marketing, and authentic opinions and reviews, it is necessary to find less conspicuous recommendations and more effective alternatives to promotion (Hamilton et al., 2021; Lovitt, 2020). Businesses are welcoming social media influencers with millions of followers in their social media accounts as their brand ambassadors to promote their goods to their followers and other customers (Tapinfluence, 2017).

Social media has been the most used on the internet, not just for communication but also its others evolution through the years. The transformation has gotten to new changes that people became addicted

to in such social media influencers (Michelle & Susilo, 2021). Many businesses see that the changes are an excellent opportunity to use for their products. So with research and development, they can find social media influencers fit for their product and who can easily connect and get the consumers' attention (Kapitan et al., 2021). As researchers who also use social media, we want to test and find how influencers affect consumers. This study seeks to understand the capabilities an influencer has to the decision making of consumers by assessing their credibility and attractiveness, how they build connections and how they transfer the message to the product to their target consumer.

Also, Social learning theory has been seen in some marketing studies to understand the consumption behaviour of consumers with celebrities, advertisers, et (Bandura & Walters, 1963; North & Kotzé, 2001). Makgosa (2010), revealed that the theory of social learning could influence and understand the impact of celebrities on customer consumer behaviours. Social learning theory proposed as a contextual basis for understanding how influential social media influencers are since these influencers represent third-party advocates who can change consumer perspective, thinking and deciding power (Drummond et al., 2020; Naraine et al., 2021).

Nowadays, consumers prefer to trust content generated by influencers and hold them more credible and honest than the ones the sellers are producing (Jonas, 2010). Many brands have used influencers for their social media marketing because consumers learn to recognise them as a source that is attractive and persuasive that cannot be resisted.

Source credibility began in 1960 which researchers are measuring and examining the credibility of endorsers to provide a reliable and valid scale of results. It is broadly utilised to analyse the effectiveness of an endorsement (Taghipoorreynah & De Run, 2016). According to Goldsmith (2000), a credible, trustworthy, and reliable endorser or influencer positively affects consumers' perception. Credibility comprises trustworthiness and expertise, influencers score higher in trustworthiness (Verhellen et al., 2013), and appear more knowledgeable and relatable at explaining (Berger & Keller, 2016). Information presented and used by a reliable source has impacted consumer beliefs, attitudes, behaviours and opinions (Wang et al., 2017).

Expertise is the first aspect, and it was defined as being professional in a certain level to which communicators recognised the source as credible information. It allows the quantity of knowledge a credible source had about the product endorsed. In sports, expertise is defined as the extent of the athlete's performance (Hovland et al., 1953). On the other hand, Ohanian (1991) refers to trustworthiness as providing information honestly and reliably to build consumers trust or confidence towards the influencer. According to Stevens et al., (2003), endorsers that can affect consumers' changing attitudes are more trustworthy than

those who are not. Source trustworthiness was correlated with source expertise. They found an endorser whom both have expertise and trustworthiness are the most influential on the level of attitude change (McGinnies & Ward, 1980).

Influencers are becoming an essential source of credibility because they get people to talk about the products and impact the brand's sales. According to Conick (2016), through influencers as promotional subjects, brands can find success in peer endorsements. An influencer's credibility is enhanced to get the attention of consumers who seek to find informative recommendations.

Consumers nowadays tend to trust influencers who generate user content like reviews, tweeting, posting and even unboxing compared to celebrities who generate producer content like commercials and billboards. Influencers are more likely to express their thoughts and communicate their positive and negative experiences about the product, attracting consumer attention. Influencers like YouTubers share their beliefs and ideas in full disclosure and without economically driven purpose wherein they show sincerity and honesty to attract their viewers (MacKinnon, 2012). Through creativity, passion and being attractive, social media platforms like YouTube and Instagram have become the source of digital and social influencers (Lieber, 2014).

According to Baker & Churchill Jr (1977), attractiveness is an additional measurement that plays a vital role in the perception of the viewer and purchase intention. The essence of attractiveness is to show the traits of social media influencers for them to be recognised and accepted by consumers. Physical attributes or traits of the subject compromise attractiveness (Erdogan, 1999). Attractive endorsers are primarily acceptable in the viewer's eye and more influential in positively impacting and considering it a practical endorsement (Joseph, 1982). Source attractiveness has an immediate effect on the effectiveness of the endorsement, depending on how it is represented (McGuire, 1985).

According to Kahle & Homer (1985), the product match-up is a fit between the characteristics of the endorser of the product in order to create an effective advertising campaign. Product match-up measures how an influencer is relatable with the product. Being an influencer, building a relationship and connection with the product is the most fundamental thing to do to persuade and attract customers to lead in purchase intention. Social media influencers distinguish in a brand made as a part of social media marketing (Zietek, 2016).

Furthermore, the relevant connection of influencers and products are emphasised by identifying and recognising an influencer that fits and exemplifies the brand. It must instil the significance in products and services, as that action portrays affects consumers' trust and positive influences on consumers' purchase decisions (Liengpradit et al., 2014).

Meaning transfer explains the process and methods used when the endorser is used for advertising the product (Langmeyer & Walker, 1991). It focuses and illustrates a perceived image and message set in

the consumer's mind; afterwards, the message is passed to the product. In order for the product to transfer meaning to the customer, the customer decides whether to purchase.

Purchase intention is the central topic studied in marketing subjects. It is the chance of consumers in purchasing a product. Intentions are visualised as potential predictors intended for future outcomes (Vineyard, 2014). With constant purchasing decisions and numerous options every day, consumers must cope with the best options.

According to Hosein (2012), the concept of purchase intention can be modified to use cognitive behaviour to determine how a person intends to purchase a specific product. People are rational beings who make decisions based on what is available (Dash et al., 2021). Intentions result from a particular behaviour. Therefore, consumers purchase intention is into their behaviour, perception and attitude towards the persuasion, experience, and preference that a product or advertisement has to make their purchase decision (Chi et al., 2011).

The study of Lim et al., (2017) entitled "The Impact of Social Media Influencers on the Purchase Intent and Mediation Effect of Customer Attitude 2017" was designed to observe and carry out an investigation about the effectiveness of the social media influencer. It focuses on the variables such as source attractiveness, credibility, meaning transfer and product match-up of social media influencers. It aims to mediate the variables into the customer attitude of consumers and find if it affects the consumers' purchase intention.

The study conducted by Fred (2015) entitled "Examining Endorsement and Viewership Effects on the Source Credibility of YouTubers 2015" assesses the significant impact of brand recognition and popularity on presuming source reputation through experience, trustworthiness and beauty of YouTubers. This study also determines whether the viewership effects YouTubers perception of their "vlogs".

The study conducted by Laksamana (2018) entitled "Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry 2018" aims to identify the impact of social media marketing using social media influencers towards the formation of purchase intention and brand loyalty to consumers.

A study conducted by Lê Giang Nam (2018) entitled "Impact of social media Influencer marketing on the consumer at Ho Chi Minh City 2018" aimed to find whether the relevance between influencer and product, the quality content, the trust of influencer, and the involvement of consumers affect consumers purchasing intention and attitude towards the product endorsed by influencers.

In the study of Lisichkova & Othman (2017) entitled "The Impact of Influencers on Online Purchase Intent 2017", they sought to examine and analyse the features that an influencer possesses and should have to affect consumers' online purchase intentions. A study conducted by Abreu (2019) entitled "Social Media Micro-Influencer Marketing and purchasing intention of Millennials: the role of Perceived Authenticity and

Trust 2019" aims to identify whether the perceived genuineness of an influencer and trust in social media micro-influencer affects the purchase intention of millennials.

Social media influencers affect consumers' perspectives and intention to purchase. It influences the mind and attitudes of consumers. With the research studies mentioned above, different techniques and methods are used to determine the impact or effectiveness of influencers on consumers' purchasing intention. Ideas of (Goldsmith et al., 2000; Ohanian, 1991; Kamins & Gupta, 1994) were foreseen to create a new way to evaluate the effectiveness or impact of one topic. Lim et al., (2017) use Bandura & Walters (1963) concepts to find the relationship of variables. Abreu (2019), similarly wants to find purchase intention, but he just needs Ohanian's authenticity and trust to understand his study. The studies of Lim et al., (2017); Probstnerová (2018); Abreu (2019); Lisichkova & Othman (2017); Lê Giang Nam (2018), Laksamana (2018); Fred (2015) and our study has the same objective, to identify how social media influencer or marketing influence the purchase intention of consumers. Nevertheless, each study has a different interpretation and process to determine its goal. Such findings are studied to be the backbone of this study, and understanding each problem needs to be sought.

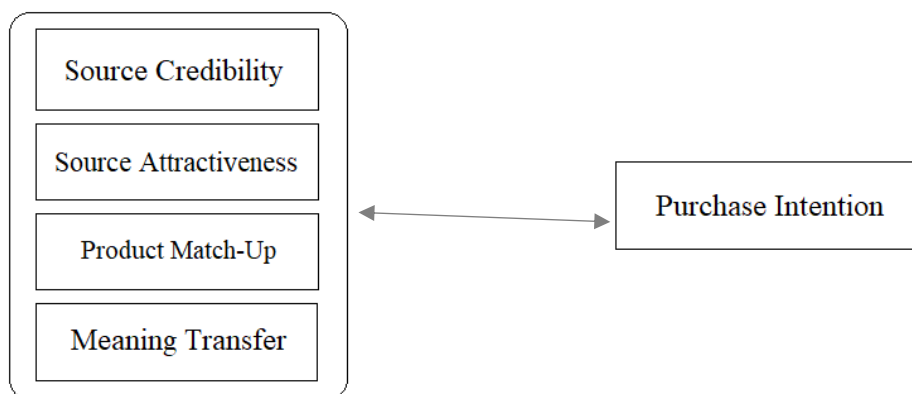


Figure 1. Conceptual Framework
Source: Author Processing Data (2021)

The conceptual framework (Figure 1) depicts the connection of independent to dependent variables. It comprises the different advertising effectiveness of social media influencers, namely the source credibility, source attractiveness, product match-up, and meaning transfer, to determine its relationship regarding the purchase intention.

Credible influencers have been seen as professionals and seem to be convincing in using their social media accounts Aaker (1992), to which they are capable of driving consumer attitudes and buying intentions. Ohanian (1991) found a significant relationship of expertise between attitude and intention to purchase by customers. According to

Erdogan (1999), trustworthiness is the endorser's self-respect, belief, and honesty. It is said that an endorser who has a highly trustworthiness and expertise towards his or her viewers and followers will lead to a better approval of the message transmitted (Metzger et al., 2003). An influencer's credibility improves consumer attitudes that boost the consumer's purchase intention (Briñol et al., 2004).

Source Attractiveness is another crucial factor to measure the effectiveness of social media influencers. Endorsers with attractive features such as elegant, beautiful, or classy can lead to an optimistic attitude, especially their purchase intention (Till & Busler, 2000). Many people see attractive endorsers as one of the factors why they are buying the endorsed product. Social media influencers with a pleasing appearance and who can get along with the latest trend tend to capture followers' attention, which can stimulate positive belief in the consumer and result in buying the product.

According to Kamins & Gupta (1994), product match-up should be the ideal to produce a positive result towards the approved brand. A match-up between endorsers and business is a critical strategy to be made in order to fulfil the purchasing goal (Shimp, 2003). Usually, an ideal fit between social media influencers and businesses can maximise promotional performance and affect consumers' purchasing to buying purposes (Park & Lin, 2020; Schouten et al., 2020).

Meaning transfer can exhibit the correlation between customer attitude and purchase intention and exert a positive relationship (Peetz et al., 2004). According to McCracken (1989), meaning transfer means the effectiveness of the endorser, often relying on its ability to convey the product. According to Goldsmith et al., (2000), as long as the endorser can transfer an image to a specific product, it drives a positive feeling and purchases intention to the consumers (Shan et al., 2020).

METHODOLOGY

The research aims to determine consumers' perception of the advertising efficacy of social media influencers concerning their purchase intention. The study focused on products that are endorsed either on YouTube or Instagram by influencers. The study will use a quantitative descriptive design in analysing the effectiveness of each collected data. Descriptive research design is one of the most used designs by researchers, for it observes and describes the behaviour of the respondents without influencing them (GutCheck, 2018). The study was conducted in Metro Manila. Researchers choose to conduct the study in Metro Manila because of the number of populations, resulting in a higher possibility of selecting respondents. Researchers believe that Metro Manila has many respondents spending their time with social media and watching these influencers.

According to Faul et al., (2007), the minimum sample size expected for this study as G-Power software was 129 samples. However, 200 respondents will cover and support the study to minimise errors in

completing questionnaires and collecting data. Researchers believe that 200 respondents will be enough to assess and analyse the process of the study and come up with the best interpretation. Respondents were selected at their most convenient time. However, to be considered respondents, they should be using the internet and watching influencers on YouTube, Instagram, and Facebook to provide the necessary answers for the study.

The study uses a purposive sampling method in selecting respondents. The purposive sampling method lets the researchers decide what needs to be done and identifies the respondents who can and are willing to participate and provide information based on knowledge and experience (Bernard, 2017; Lewis & Sheppard, 2006).

The study will adopt the "social media influencer questionnaire" developed by Lim et al., (2017). It is an organised questionnaire designed to assess and analyse the effectiveness of social media influencers connected to consumers' purchase intention. The study will use a 5-point Likert scale because this is commonly associated with surveys and used in a wide variety of settings. According to Jamieson (2004), typically in a Likert scale, there are five categories of response namely 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. In the first section of the questionnaire, the respondents will be asked to their designated demographic profile. In the second section, respondents will be asked with the help of different study variables about advertising effectiveness. Both factors shall be evaluated based on validated measurements. Based on the study conducted by Lim et al., (2017), the Cronbach alpha for the variables such as source credibility is ($\alpha=0.89$) for the expertise and ($\alpha=0.92$) for trustworthiness, source attractiveness is ($\alpha=0.88$), product match-up is ($\alpha=0.85$), meaning transfer is ($\alpha=0.83$), consumer attitude is ($\alpha=0.87$), and purchase intention is ($\alpha=0.92$).

The researchers will find respondents that use social media and watch vlogs or shared videos and photos by influencers around National Capital Region¹, Metro Manila, the Philippines. The researcher will then provide the instrument to the respondents chosen using purposive sampling through a google survey form. The instrument will be disseminated online at the convenience of the respondents.

RESULTS AND DISCUSSION

Demographic Findings

The first demographic shows the percentage of respondents as to age. One hundred thirty respondents were 18 to 24 years old, 48 were 25 to 34 years old, and 22 were 35 and older. According to Clement (2019), most internet users are 18 to 29 years old, composed of young and adult people. Additionally, according to Fallows (2005), 86% of women ages 18-29 are online, compared with 80% of men.

The second demographic shows the percentage of respondents as to. There are 129 female respondents and 71 male respondents who

answered our instrument. According to Hargittai & Walejko (2008), males use the internet more than girls for those activities that require technical skills such as job searching and e-banking. However, several researchers have found that women tend to be more online than men for social purposes (Fallows, 2005). Additionally, based on the study conducted by Facebook, females use their app most with 54% than males with 46%.

The third demographic shows the percentage of respondents as to civil. One hundred fifty-eight respondents were single, and 42 respondents were married. According to Clement (2019), most internet users are married because of their work, job, and appointments. Nevertheless, in the majority, single people use the internet more because online dating persists. Additionally, according to Fallows (2005), unmarried men are more likely to be internet users than unmarried women. 62% of unmarried men, compared with 56% of unmarried women, go online. Married women are slightly more likely to be online than married men. 75% of married women and 72% of married men go online.

The fourth demographic shows the percentage of respondents as to income. There were 120 respondents whose income ranged from 1 to 15,000, 33 respondents whose income were 15,001 to 30,000, 31 respondents whose income were 30,001 to 45,000, 12 respondents whose income were 45,001 to 60,000, and 4 respondents whose income were 60,001 up. According to Marasigan (2016), because of the ongoing global digital revolution, internet access is no longer for rich people. It has also been seen in those SIM Cards that offer "Internet Data" using their Mobile loads.

This chapter summarises results, interpretations, analysis, and representation of the study "The Effectiveness of Social Media Influencer on the Purchase Intention of Consumers" based on the gathered data from the respondents.

Level of consumers' perception of the effectiveness of social media influencers

Table 2 shows the level of consumers' perception of the effectiveness of social media influencers. Source Credibility reveals the highest mean level ($M=3.53$), followed by Product Match Up ($M=3.45$). In comparison, Source Attractiveness ($M=3.44$), and Meaning Transfer, got the same mean level ($M=3.44$). These results show that consumers consider social media influencers' integrity, sincerity, and positive characteristics. Respondents also consider the relationship that an influencer builds with their product. According to Stevens et al., (2003), influencers that can affect consumers' changing attitudes are more trustworthy and experts than those who are not. It means that social media influencers' honesty in giving information based on facts, knowledge about the product, whether it is safe and worth buying, and experience on using it, whether it is practical, makes an influencer very

credible. McGinnies & Ward (1980) found that endorsers whom both have expertise and trustworthiness are the most influential on the level of attitude change. Having credibility as an influencer is more to be persuasive for consumers. An influencer's credibility improves consumer attitudes that boost the consumer's purchase intention (Briñol et al., 2004). Then, the rest advertising model will follow.

Table 2. Level of consumers' perception of the effectiveness of social media influencers

| Advertising Effectiveness Model | Mean | Std. Deviation | Descriptive Rating |
|---------------------------------------|------|----------------|--------------------|
| Source Credibility | 3.53 | .90 | Agree |
| *Source Credibility - Expertise | 3.51 | .96 | Agree |
| *Source Credibility - Trustworthiness | 3.52 | .98 | Agree |
| *Source Credibility -Overall | 3.51 | 1.09 | Agree |
| Source Attractiveness | 3.44 | .93 | Neutral |
| Product Match Up | 3.45 | .94 | Neutral |
| Meaning Transfer | 3.44 | 1.11 | Neutral |

Source: Data Processed by Author (2021)

Effectiveness of social media influencers on the purchase intention of consumers

Table 3 shows the effectiveness of social media influencers on the purchase intention of consumers. Overall, the respondents' assessment implies that there is an optimistic and agreeable attitude towards the different advertising efficacy of an influencer for the purchase intention of consumers.

Table 3. Effectiveness of social media influencers on the purchase intention of consumers

| Purchase Intention | Mean | Std. Deviation | Descriptive Rating |
|--------------------|-------|----------------|--------------------|
| Item 1 | 4.32 | 1.52 | Neutral |
| Item 2 | 4.63 | 1.49 | Slightly Agree |
| Item 3 | 4.365 | 1.53 | Neutral |
| Item 4 | 3.51 | 1.09 | Neutral |
| Overall | 4.57 | 1.38 | Slightly Agree |

Source: Data Processed by Author (2021)

Purchase intention has links with the actual behaviour of consumers, who are rational beings that make decisions based on the information presented to them. Therefore, a consumer's purchase intentions relate to his behaviour, perception and attitude and serve as a great predictor of the actual buying behaviour (Brown et al., 2003). For example, if a consumer feels that any other motive is given rather

than the recommendation and personal influencer experience, consumers are likely to trust it rather than the source credibility. Therefore, having a positive consumer attitude towards the consumers or having a mutual bond with the consumers by getting to know each other rather than recommendation posts as a tendency to believe in and trust the source is much more effective (Lu et al., 2014), since consumers do not always look at the credibility of the influencer. They also take the advice of their friends and family on what to do before going on a purchase.

The significant relationship between advertising effectiveness and purchase intention among consumers

Table 4. The significant relationship between advertising effectiveness and purchase intention among consumers

| ADVERTISING EFFECTIVENESS MODEL | | Item 1 | PURCHASE INTENTION | | | Overall |
|------------------------------------|--------------------------------------|---------------|--------------------|---------------|---------------|---------------|
| | | | Item1 | Item 3 | Item 4 | |
| *Source Credibility - Expertise | Pearson Correlation p-value decision | .552" | .577" | .595" | | .626" |
| | | .000 | .534" | | | .000 |
| | | <i>Reject</i> | .000 | .000 | .000 | <i>Reject</i> |
| | | | <i>Reject</i> | <i>Reject</i> | | |
| *Source Credibility-Trustworthines | Pearson Correlation p-value decision | .568" | .595" | .620" | | .642" |
| | | .000 | .537" | | | .000 |
| | | <i>Reject</i> | .000 | .000 | .000 | <i>Reject</i> |
| | | | <i>Reject</i> | <i>Reject</i> | | |
| *Source Credibility-Overall | Pearson Correlation p-value decision | .518" | .532" | .529" | | .590" |
| | | .000 | .514" | | | .000 |
| | | <i>Reject</i> | .000 | .000 | .000 | <i>Reject</i> |
| | | | <i>Reject</i> | <i>Reject</i> | | |
| Source Credibility | Pearson Correlation p-value decision | .605" | .610" | .618" | .556" | .666" |
| | | .000 | .000 | .000 | .000 | .000 |
| | | <i>Reject</i> | <i>Reject</i> | <i>Reject</i> | <i>Reject</i> | <i>Reject</i> |
| Source Attractiveness | Pearson Correlation p-value decision | .609" | .630" | .652" | .601" | .704" |
| | | .000 | .000 | .000 | .000 | .000 |
| | | <i>Reject</i> | <i>Reject</i> | <i>Reject</i> | <i>Reject</i> | <i>Reject</i> |
| Product Match Up | Pearson Correlation p-value decision | .534" | .546" | .531" | .530" | .600" |
| | | .000 | .000 | .000 | .000 | .000 |
| | | <i>Reject</i> | <i>Reject</i> | <i>Reject</i> | <i>Reject</i> | <i>Reject</i> |
| Meaning Transfer | Pearson Correlation p-value decision | .404" | .482" | .388" | | .477" |
| | | .000 | .412" | | | .000 |
| | | <i>Reject</i> | .000 | .000 | .000 | <i>Reject</i> |
| | | | <i>Reject</i> | <i>Reject</i> | | |

** . Correlation is significant at the 0.01 level (2-tailed)

Source: Data Processing by Author (2021)

Table 4 shows the significant relationship between advertising effectiveness and purchase intention among consumers. All models of advertising effectiveness presented to have a significant positive relationship with the consumers' product purchase intention. Source Credibility ($r=0.666$, $p=0.000$), in other words, influencers who always tend to support their customers can make a considerable influence and impression towards consumers buying decisions. Source Attractiveness ($r=0.704$, $p=0.000$), a cent and attractive content will enhance consumers trust in conveyed information. Product Match-up ($r=0.600$, $p=0.000$), in other words, the excellent relationship between an influencer and a product has a remarkable effect on consumer intention to purchase. Meaning transfer ($r=0.477$, $p=0.000$) indicates that consumers who are often involved in knowledge about the product and considering an acquaintance and influencer recommendations will be easier affected by word-of-mouth on social media than others.

The result implies that when the level of consumers' perception of the advertising effectiveness of social influencers increases, the purchase intention of consumers to buy the product they also promote increases. Likewise, when they recognised that the advertising effectiveness of these social media influencers weakened, their intention to purchase their product also weakened and reduced. Such intentions result from a specific behaviour exploited by the consumer. Therefore, consumers purchase intention is into their behaviour, perception and attitude towards the persuasion, experience, and preference that a product or advertisement has to make their purchase decision (Chi et al., 2011).

This study aims to determine consumers' perception of the advertising efficacy of social media influencers concerning their purchase intention (Hamilton et al., 2021; Kusumasondjaja & Tjiptono, 2019; Probstnerová, 2018). Total respondents of the study were 200, with 129 females and 71 males, the majority of whom were 18 to 24 years old and were single. The respondents' assessment implies that the advertising effectiveness, namely, source credibility, source attractiveness, product match up, and meaning transfer, positively affects their purchase intention. The respondents' assessment also implies that social media influencers affect consumers' purchase intention. The overall assessment of advertising effectiveness shows that the respondents imply that the source credibility of an influencer has the most impact on their purchase intention. There is a significant relationship between the advertising effectiveness and purchase intention of consumers.

CONCLUSION

In this study, we, therefore, conclude that social media influencers are effective in the purchase intention of consumers, for the fact that most consumers measure the effectiveness of the influencer by their honesty on what a particular product offers, their trustworthiness in how they speak and give facts, and their attractiveness in terms of giving a sense of similarity to their viewers. Age and sex are also important because most consumers and viewers from these demographics follow and support credible influencers. Furthermore, the relationship between an influencer and the product is also effective, especially when a famous influencer is using a particular product, consumers also had because of purchasing that product. It could further denote that the transfer of the message or meaning between the influencer and the product is perceived to be effective so that the consumers decide to purchase the product.

The author also concludes that an influencer communicates and persuades people to be influential and can change consumer behaviour and actions towards a product. The influencer's innate honesty, trustworthiness and relatability, has been perceived to be the primary source of impact to consumers whether to purchase a particular product or not. If a social media influencer has weak credibility, is not attractive, and does not portray a relationship with the product, consumers might likely ignore these social media influencers, and at worst, are bashing them online. Apart from the influencer's honesty and trustworthiness, feedbacks in the comment section are also considered to measure the credibility of influencers since most viewers state their opinion optimistically or the other way around. In other words, they used the comment section to make sure whether the influencer is honest in reviewing the product or if some commentators have the same thoughts about the product and influencer credibility.

These are the following recommendations to be an effective influencer to consumers. Influencers should maintain being honest and trustworthy because consumers are more particular when it comes to credible influencers. Influencers should create new innovative ways of promoting their products online or create new persuading videos that capture the interest of consumers because researchers notice that every influencer tends to come up with the trend. It is highly effective if an influencer creates its own and original content. Influencers should consider the consumers' feedback because, with this, they can examine and observe what is lacking from them and fix it. They should always read the comments because most of the feedback is written there. Influencers should maintain calm when reading bash comments, especially to new influencers. Remaining to be polite also counts. Influencers should become not just endorse products, create vlogs, entertain people; instead, they should also inspire their fans. Influencers should use accurate and precise words in promoting a particular product in their video, for this will be the criteria of the viewers to know if it is

effective. Influencers should avoid the "Clickbait" term in YouTube that will cause the viewers not to trust the influencers. Influencers should do their job as a part of their passion, love and willingness.

To all future researchers, this study will be used as a guide intended for their thesis or dissertation if their subject is somewhat related to our study. It will guide them to understand better how effective a social media influencer is in consumers' purchase intention. The study will help businesses know the most effective way and strategy to use in producing a good and effective way of promoting their business through influencers. It will help their business grow and give an idea of the consumer's perspective on influencers and how it affects them. To consumers, the study will help the consumers know the importance of influencers in today's generation and how businesses use these influencers as a way of promoting a particular brand.

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ⁱ NCR: National Capital Region: Metropolitan Regional among the Capital of the Philippines. Sometimes shorten with Metro Manila. NCR is the seat of government and one of three defined metropolitan areas in the Philippines. It is composed of 16 cities: the city of Manila, Quezon City, Caloocan, Las Piñas, Makati, Malabon, Mandaluyong, Marikina, Muntinlupa, Navotas, Parañaque, Pasay, Pasig, San Juan, Taguig, and Valenzuela, as well as the municipality of Pateros. The region encompasses an area of 619.57 square kilometers (239.22 sq mi) and a population of 13,484,462 as of 2020.