

The impact of influencer characteristics on brand attitude and purchase intention: The mediating effect of consumer attitudes

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Abstract: Consumers, as social beings, are susceptible to influences from their environment, among which reference groups play a significant role. The development of the internet and social media has led to changes in consumer behavior patterns, with influencers emerging as key actors in shaping consumer attitudes and intentions. The subject of this research is to examine the impact of key influencer characteristics, attractiveness, trustworthiness, expertise, product endorsement, and their congruence with the brand, on consumer attitudes and intentions. A special focus is placed on the mediating role of consumer attitudes toward the brand in the relationship between influencer attractiveness and purchase intention. This approach enables the observation of both direct and indirect effects of influencers on consumer behavior. The aim of the study is to determine how perceptual characteristics of influencers affect consumer attitudes toward the brand and to what extent their public endorsement of products contributes to shaping consumer behavior in the purchase decision-making process. The research was conducted using a quantitative methodology, applying a survey questionnaire on a convenience sample of 304 respondents. The contribution of the paper lies in a better understanding of the influence of influencers on consumer behavior and in providing practical guidelines for digital marketing, particularly regarding the strategic selection of influencers for campaigns.

Keywords: *reference groups, influencers, brand attitude, purchase intentions*

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1. INTRODUCTION

Consumers are susceptible to social influences and therefore do not act independently of their environment (Hammerl et al., 2016). Within the field of consumer behavior, reference groups play a significant role and can be defined as groups of people who substantially influence an individual's attitudes or actions (Fratu, 2011). Typical reference groups include family members, friends, and coworkers. These groups establish standards, norms, and values that serve as guidelines for individuals when making decisions (Kristiningsih et al., 2022). Maričić (2008) emphasizes that reference groups play a crucial role in shaping consumer behavior, which makes them highly relevant for firms' marketing strategies. According to this author, such groups exert a considerable influence on purchasing decisions related to various products and services, as well as on the selection of specific brands and product types. Within consumer behavior analysis, it is of key importance for marketing professionals to identify so-called identification reference groups. These groups comprise those that individuals perceive as relevant to themselves, as they recognize similarities with the members of these groups that create a sense of connection. The likelihood that certain consumers will become part of an identification reference group depends on various factors. In this context, Solomon et al. (2006) highlight key aspects such as proximity, frequency of exposure, and the degree of group cohesiveness. These elements play a significant role in how individuals form their attitudes and purchase decisions, providing marketers with valuable insights for designing effective strategies.

The development of the Internet and its increasing adoption have brought about changes in the concept of consumer behavior. According to data from the Global Digital Report (Kemp, 2022), as many as 84% of citizens of the Republic of Serbia use the Internet, while 57.5% of them regularly use social media. Within these communities, reference groups, that is, groups of people whose attitudes and behaviors individuals adopt

as guidelines, play an important role in shaping consumer decisions and attitudes. However, the digital environment has also given rise to new types of influential actors, known as influencers, who have assumed the role of key opinion leaders in the virtual world. Influencers are social media users who have gained credibility in specific domains and possess the ability to reach a wide audience, enabling them to influence others through their authenticity, expertise, and online presence (Lim et al., 2017). Vukmirović et al. (2020) point out that digital transformation and the growing use of social media have encouraged the increasing engagement of influencers, who compete as key figures in shaping consumer attitudes and decisions. Similarly, Peković et al. (2019) demonstrate that influencers significantly shape purchase intentions, with trust and perceived usefulness acting as important mediators, confirming that this is a key modern marketing channel that is becoming an essential element of any marketing strategy.

Although numerous studies examine the impact of influencer characteristics, such as attractiveness, expertise, and trustworthiness on consumers' attitudes and intentions, only a limited number of studies systematically investigate the mediating role of consumers' attitudes toward the brand in this relationship, particularly in the context of digital marketing and social media. There is a lack of empirical evidence regarding how the perceived attractiveness of influencers affects purchase intention both directly and indirectly through brand attitudes. This gap indicates the need for empirical examination of the mediating effect of consumers' attitudes in the relationship between influencer attractiveness and purchase intention.

The subject of this research is the examination of the influence of key influencer characteristics, namely expertise, attractiveness, trustworthiness, product endorsement, and congruence with the brand on consumers' attitudes and intentions. Special emphasis is placed on the mediating role of consumers' attitudes toward the brand in the relationship between influencer attractiveness and purchase intention. This approach enables an assessment of both the direct and indirect effects of influencers on consumer behavior in digital marketing. The objective of the study is to determine how the perceptual characteristics of influencers affect consumers' attitudes toward the brand and to what extent their public endorsement of products contributes to shaping consumer behavior in the purchase decision-making process.

The first part of this paper focuses on the theoretical framework, in which influencer characteristics

and their impact on consumers' brand attitudes and purchase intentions are examined in detail. In order to empirically investigate these relationships, a study was conducted on a sample of 304 respondents. Primary data were collected using a survey method in the areas of Arandelovac, Kragujevac, and Lazarevac. Data analysis included descriptive statistics, correlation analysis, simple and multiple regression analysis, as well as mediation analysis. Particular attention is devoted to examining the mediating role of consumers' attitudes in the relationship between influencer attractiveness and consumers' purchase intention.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. The concept of reference groups

Turner (1991) links the concept of reference groups to all groups or group members that have psychological significance for an individual's attitudes and behavior. This implies that a particular reference group may exert a substantial influence on an individual in certain situations, even if the individual is not formally a member of that group. In such cases, the group represents one to which the individual aspires, leading to the adoption of its norms and rules of behavior. Individuals' behavior, attitudes, opinions, and desires are largely shaped by the influence of the reference groups to which they belong. Reference groups are those that directly or indirectly affect the formation of individuals' attitudes and behavior (Kotler & Keller, 2006).

The concept of a "reference group" may refer not only to a group of people or institutions but also to an individual whom a person uses as a benchmark in the development of personal opinions, evaluations, attitudes, and behavior (Mihic, 2006). Research on levels of aspiration conducted by Chapman and Volkmann (1939) is frequently cited within reference group theory. This research examines how each individual's level of aspiration varies as a result of comparing their own group with other groups. According to this approach, a reference group functions as a standard or point of comparison that individuals use when forming their evaluations, particularly with regard to their own position within a given situation. In this way, any group with which an individual is familiar may become a reference group. When an individual becomes a member of a group, they adopt its behavioral patterns, attitudes, values, and norms as their own. This, in turn, influences their behavior, including the selec-

tion of products they choose to purchase. The same product may be perceived differently by different reference groups across cultures (Šapić, 2015).

Reference groups influence consumer behavior through three primary mechanisms (Solomon et al., 2006). Informational influence involves the exchange of information that helps consumers better understand group norms and reduce perceived purchase risk. Normative influence refers to conformity to group rules in order to gain acceptance or avoid sanctions, while identification influence arises when individuals adopt group values as part of their identity, thereby shaping their consumption style. Group influence depends on different types of power - reward power, coercive power, referent power, expert power, legitimate power, and informational power (French & Raven, 1959), which determine the degree of persuasiveness and consumers' willingness to accept group norms and recommendations.

Numerous empirical studies confirm the importance of reference groups in shaping consumer behavior, particularly in the formation of brand perception, brand identification, and purchase decision-making. Through two experimental studies, Escalas and Bettman (2003) demonstrated that consumers establish emotionally meaningful connections with brands used by members of their reference groups, whether these are groups to which they already belong or groups they aspire to join. The results indicate that consumers pursuing self-enhancement goals identify more strongly with brands used by aspirational groups, whereas consumers with self-verification needs place greater value on brands used by members of their actual, existing groups. These findings suggest that brands can play an important role in the process of consumers' social identification and in the expression of personal identity within the context of group affiliation. According to the study by Ding et al. (2020), the influence of reference groups varies depending on the purchase stage. Informational influence has a consistently positive effect on purchase intention, while normative influence is more pronounced in initial purchases and less significant in repeat purchases and product upgrades.

Vimaladhevi and Thaiyalnayaki (2024) analyzed the role of different types of reference groups in fostering consumer-brand connections using a sample of 389 respondents from the city of Chennai, India. Their study identified five categories of reference groups, family, colleagues and friends, aspirational, symbolic, and commercial, which influence consumers' emotional and functional attachment to brands

in different ways. Primary and aspirational groups, in particular, exhibited a strong positive impact on the formation of consumer brand loyalty, whereas commercial groups (e.g., influencers and marketing representatives) demonstrated contradictory and even negative effects, especially when perceived as inauthentic. These results indicate that both the nature of consumers' relationships with reference groups and the credibility of those groups play a crucial role in shaping brand preferences and loyalty.

2.2. Influencers as an influential reference group of the new era

Influencers are social media users who have gained credibility in specific fields and possess the ability to reach a broad audience, which enables them to influence others through their authenticity and reach (Lou & Yuan, 2019). Influencers are increasingly becoming a key resource for companies and marketing agencies, particularly in the context of product launches and the collection of insights into different demographic segments. Their role extends beyond short-term promotional activities, with long-term collaborations becoming more frequent and strategically more important (Casaló et al., 2020). Given that influencer marketing significantly shapes consumer behavior and purchasing habits, this form of promotion is rapidly becoming a central element of successful digital campaigns (Lim et al., 2017).

The contemporary development of information and communication technologies has dramatically transformed the way socialization occurs, transferring it into the digital sphere. Despite these changes, the fundamental human need for interaction remains unchanged. In recent years, numerous studies have examined social influence within this new context. Research by Weeks et al. (2017) demonstrates that communication on social media significantly affects the formation of consumers' beliefs, intentions, and behaviors. Susarla et al. (2012) emphasize that social influence encourages individuals to connect with like-minded people and to conform. In modern marketing, success depends on understanding and implementing insights into consumer behavior, with conformity regarded as a key psychological phenomenon. Due to the inherent human need for belonging, influencers can strategically shape their image and consumers' perceptions, as well as foster conformity among audiences (Lascu & Zinkhan, 1999).

The consumer decision-making process is largely shaped by the pervasive presence of influencers and

content creators, who provide daily recommendations, information, and aesthetic guidelines that influence brand perceptions. As noted by Schouten et al. (2020), influencers enjoy a high level of credibility and audience identification, which enhances communication effectiveness and contributes to a stronger impact on consumer behavior. When audiences are already familiar with a brand, collaboration with a relevant influencer further strengthens trust and encourages purchasing, making influencer marketing a decisive factor in the digital environment. According to the studies of De Veirman et al. (2017) and Schouten et al. (2020), influencers are individuals who have managed to build a reputation based on their expertise in specific domains by regularly creating and publishing content on social media with the aim of attracting highly engaged followers. These digital personalities, often described as bloggers and vloggers, are known for their substantial social influence resulting from the large number of followers they attract (Jin & Phua, 2014). Influencers possess an above-average ability to shape others' attitudes and decisions through the content they share. They play a key role in helping potential consumers make informed purchase decisions by influencing their opinions (More & Lingam, 2019). In the context of social media, influencers can be regarded as independent third parties who mediate between companies and the public, shaping audience attitudes and perceptions (Freberg et al., 2011). Vranješ and Tomašević (2024) emphasize influencers as key opinion leaders in shaping consumer attitudes and opinions in the digital era.

2.3. Influencer characteristics

In this study, the key characteristics of influencers examined are trustworthiness, expertise, and attractiveness. These dimensions represent the core components of source credibility, which, according to numerous authors, is essential for understanding the influence of influencers on consumers (Ohanian, 1990; Erdogan, 1999; Freberg et al., 2011). The source credibility model identifies these three dimensions as the primary factors affecting consumer perceptions, brand attitude formation, and purchase intention. These characteristics have been repeatedly confirmed in the literature as the most relevant when evaluating the effectiveness of endorsers, whether they are traditional celebrities or social media influencers (Wang & Scheinbaum, 2018). Their role is particularly pronounced in the digital environment, where credibility assessment often serves as the foundation for brand

trust and consumer engagement. Influencer trustworthiness can be described as the degree to which consumers believe that a public figure possesses integrity and honesty, making it a particularly important factor in marketing research (Ohanian, 1990; Erdogan, 1999). Marketing professionals seek to enhance trustworthiness by selecting endorsers who are perceived as honest, reliable, and credible. Research indicates that trustworthy endorsers have greater persuasive power and exert a significant influence on consumers' attitudes and intentions (Wang & Scheinbaum, 2018).

Expertise refers to the perceived level of knowledge, skills, and competence that an influencer possesses regarding the product being promoted. It contributes to consumers' belief that the influencer knows what they are talking about and that their advice is relevant and credible (Ohanian, 1990). Till and Busler (2000) further emphasize that expertise enhances perceived relevance and congruence between the endorser and the product, particularly when there is a clear connection between the influencer's profession and the product being promoted (e.g., an athlete and sports equipment, a nutritionist and dietary supplements). In such cases, the effect of expertise is further strengthened through the congruence effect, that is, the alignment between the brand and the endorser, thereby increasing the effectiveness of the advertising message.

Attractiveness represents one of the key influencer characteristics that can strongly affect the formation of consumers' attitudes toward a brand, as well as their purchase intentions. According to numerous studies, this dimension has been identified as an important component of source credibility, particularly in the context of celebrity and influencer endorsements (Ohanian, 1990; Erdogan, 1999). The study by Till and Busler (2000) shows that consumers' attitudes toward a brand are significantly more favorable when the product is associated with an attractive rather than an unattractive celebrity or influencer. The authors highlight that the use of attractive endorsers in advertising can increase the effectiveness of promotional messages and contribute to positive brand perceptions. Attractiveness can function as a visual cue that facilitates acceptance of the promotional message and increases consumer attention. Petty et al. (1983) further confirm that the attractiveness of the message source significantly affects message effectiveness, as an attractive endorser increases the likelihood that the message will be accepted and positively interpreted. This effect is particularly pronounced in the context of social media, where visual communication dominates

and where the physical appearance of influencers often plays a crucial role in capturing audience attention. Erdogan et al. (2001) emphasize that the overall image of an influencer - including physical appearance, style, charm, and manner of presentation, may represent important criteria in selecting endorsers for specific products. Subsequent research has focused on the congruence between the influencer's physical appearance and the type of product being promoted, which further amplifies the impact of attractiveness on consumer behavior. The attractiveness of a public figure encompasses facial features, body type, clothing style, as well as personal traits and charisma, all of which jointly influence how the individual is perceived by the target audience. According to Kahle and Homer (1985), advertisements supported by attractive endorsers are more likely to lead to positive changes in consumers' attitudes and an increase in purchase intention. This effect is further reinforced in contemporary digital campaigns, where the visual appeal of influencers on social media has been recognized as a powerful factor in shaping consumer behavior.

According to Belanche et al. (2021) the success of influencer marketing depends on the alignment between the influencer, the product, and the consumer, commonly referred to as brand-influencer congruence. When the influencer's image is consistent with the product they promote, and followers feel a connection with the influencer, consumers perceive the products as compatible with their own interests and ideal self. Such brand-influencer congruence fosters positive attitudes, increases purchase intention, and enhances the willingness to recommend the product to others. On the other hand, a lack of brand-influencer congruence, whether between the influencer and the product or between the influencer and the consumer, can undermine trust and reduce the effectiveness of the campaign. The authors emphasize that brands must carefully select influencers whose image and values align with the brand in order to ensure campaign success.

Chen et al. (2024) emphasize that the support influencers publicly express for a product, known as product endorsement, has a significant impact on consumers' attitudes and their willingness to purchase, especially when the influencer appears transparent, professional, and delivers a credible message. Such influencers build trust among their followers by demonstrating expertise, sharing personal experiences, and using data or research as the basis for their recommendations, which facilitates the decision-making process. The authors further highlight that product

endorsement is not merely passive promotion, but an active factor that shapes consumers' attitudes and stimulates their purchase intention.

2.4. The influence of influencer characteristics on the formation of consumers' brand attitudes and their purchase decision-making intentions

In the literature, brand-influencer congruence has been recognized as one of the most important factors for the success of product promotion. Phichhang et al. (2024) conducted a large-scale quantitative study (N = 564), demonstrating that congruence between a brand and a celebrity's personality has a strong and positive effect on consumers' attitudes toward the brand. The authors further emphasize that, beyond congruence itself, influencer expertise, attractiveness, and trustworthiness directly contribute to strengthening brand attitudes and increasing purchase intention. This finding supports the theoretical framework developed within social adaptation theory and congruence theory, in line with the seminal work of Kahle and Homer (1985), who formulated the *match-up hypothesis*. Kamins and Gupta (1994) further elaborated on this hypothesis by confirming that congruence between the endorser and the product enhances message credibility, while Kim and Na (2007) highlight that such congruence positively shapes attitudes and increases advertising effectiveness. Based on the results of prior research, the following hypothesis can be formulated:

H1: Brand-influencer congruence has a statistically significant effect on consumers' attitudes toward the brand.

Expertise is one of the most important components of influencer credibility, defining their level of knowledge, skills, and competence related to the products or services they promote. In a seminal study, Ohanian (1990) emphasizes that expertise, together with attractiveness and trustworthiness, constitutes the three core dimensions of endorser credibility, directly influencing message acceptance and attitude formation. Singh and Banerjee (2018) developed a three-factor credibility model that includes expertise as a key component and demonstrated that it significantly affects consumers' attitudes toward the brand and advertising, as well as purchase intention. Expert influencers are perceived as reliable sources of information, thereby strengthening trust and motivating consumers to

make purchasing decisions. Lim et al. (2017), in their study on the impact of social media influencers, note that although expertise may vary depending on the context, the general conclusion is that perceived expertise contributes to positive attitudes and enhances influencer credibility. Phichhang et al. (2024) confirm that expert influencers play an important role in digital marketing by increasing message credibility and facilitating the adoption of consumer attitudes, particularly in situations where consumers seek specific and relevant product information. Thus, expertise as a dimension of credibility is fundamental to establishing trust between influencers and consumers, which is reflected in positive brand attitudes and increased purchase intention. Based on these findings, the following hypothesis is proposed:

H2: Influencer expertise has a statistically significant effect on consumers' attitudes toward the brand.

Influencer attractiveness represents a key factor in the process of shaping consumers' attitudes, particularly in the context of visual and social media, where physical appearance and aesthetic identity play a significant role. Kahle and Homer (1985) emphasize that the physical attractiveness of celebrities not only enhances positive attitudes toward a brand but also contributes to better recall of advertising messages and a greater willingness to purchase products. Their research, grounded in social adaptation theory as defined by Sherman (1980), highlights that an individual's attractiveness can encourage consumers to adopt their attitudes and behaviors, especially when there is a strong congruence with the brand. Kamins and Gupta (1994) further confirm that congruence between the visual and personal characteristics of the influencer and the brand is crucial for the effectiveness of marketing campaigns. The condition that an influencer is attractive and that this attractiveness is aligned with the brand image increases advertising credibility and generates more positive consumer perceptions. Kim and Na (2007) further develop the importance of attractiveness and its congruence with the brand, emphasizing that a high level of congruence enhances promotional effectiveness and contributes to the formation of enduring positive attitudes. Lim et al. (2017), through their analysis of influencer impact on social media, indicate that attractiveness directly influences the formation of positive consumer attitudes, although it does not always have a direct effect on purchase intention. This suggests that physical attractiveness serves as an important trigger for attention and

emotional connection, but that additional cognitive processing and attitude formation are necessary for a final purchase outcome. Jin and Phua (2014) highlight the importance of attractiveness in the context of visual platforms such as Instagram, where influencers' aesthetic identity is one of the main factors in establishing emotional bonds and trust with the audience. Overall, these findings point to the complex role of attractiveness as a factor that initiates interest and captures attention, while the realization of purchase intention requires that attractiveness be supported by positive consumer attitudes toward the brand and advertising. Based on the results of prior research, the following hypothesis is proposed:

H3: The attractiveness of an influencer promoting a brand has a statistically significant effect on consumers' attitudes toward the brand.

Influencer trustworthiness is a fundamental factor that directly affects the credibility of their recommendations and, consequently, consumers' attitudes and behavior. Mayer et al. (1995) developed one of the most influential theoretical models of trust, defining trustworthiness as the willingness to believe that another party will not betray expectations and will fulfill its promises. This model has been widely applied in communication research, including the context of digital marketing. Gefen et al. (2003) adapted this concept to the online environment, emphasizing that trustworthiness is critical for information acceptance and attitude formation in digital channels, where there is a high volume of competing messages and potential skepticism. In the context of influencer marketing, Singh and Banerjee (2018) confirm that influencer trustworthiness strongly influences consumers' attitudes toward the brand and advertising, which is reflected in increased purchase intention. Trustworthy influencers are perceived as authentic and sincere, reducing consumer skepticism and enhancing the effectiveness of promotional messages. Phichhang et al. (2024) further emphasize that in the contemporary digital environment, where consumers often doubt the sincerity of advertising messages, influencer trustworthiness becomes decisive for the success of marketing campaigns. Consumers are more likely to trust and follow recommendations from influencers whom they perceive as honest and as genuinely using the products they promote. Opris et al. (2020) confirmed in their study that authentic and persuasive product endorsement by influencers directly motivates consumers to consider and complete a purchase, demon-

strating the practical importance of trustworthiness in shaping behavioral outcomes. Based on these findings, the following hypothesis is proposed:

H4: Influencer trustworthiness has a statistically significant effect on consumers' attitudes toward the brand.

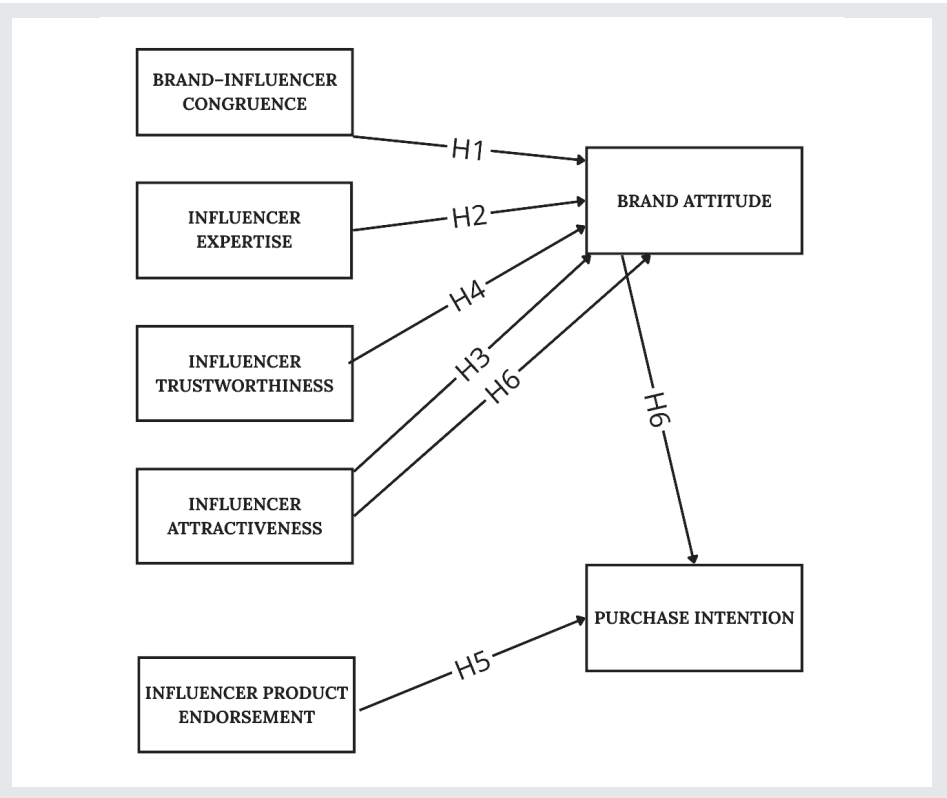
Product endorsement expressed publicly by influencers plays a crucial role in shaping consumers' purchase intentions, particularly in the digital era, where authenticity and engagement are decisive factors for the success of marketing campaigns. Opris et al. (2020) note that while liking an influencer does not automatically guarantee purchase, the perception of sincere and persuasive product endorsement strongly motivates consumers to seriously consider purchasing. Their study shows that such endorsement particularly affects perceptions of social status, further strengthening purchase motivation through mechanisms of identification and social validation. Casalo et al. (2020) confirm that identification with an influencer and perceived engagement in product promotion significantly increase consumers' intention to adopt the recommended product or service. This emotional connection goes beyond traditional advertising, as influencers function as role models and social exemplars, thereby amplifying the effect of their endorsement. Similarly, Ki et al. (2022), within the framework of inspiration, emphasize that influencers not only promote products but also shape social norms and behavioral standards, thereby influencing the formation of consumers' purchase intentions. Their social influence enables influencer recommendations to be perceived as personally relevant, increasing the likelihood of message acceptance and the development of purchase intention. In line with these findings, it can be concluded that influencer product endorsement does not function as passive advertising but rather as an active form of persuasive communication that builds trust and stimulates purchase intention through authenticity and engagement. Through consistent and convincing advocacy for specific brands, influencers become key drivers of purchase intentions, particularly in a digital environment where consumers are daily exposed to a large volume of information and competing messages. Based on prior research, the following hypothesis is proposed:

H5: Influencer product endorsement has a statistically significant effect on consumers' purchase intention.

Consumers' attitudes toward the brand occupy a central position in models explaining how influencer

characteristics affect purchasing behavior. Attitude represents consumers' evaluative orientation toward a brand, formed through cognitive and affective processes, and is a strong predictor of purchase intention and actual consumer behavior (Ajzen, 1991). Lim et al. (2017) conducted a study among young social media users in Malaysia to examine how influencer characteristics affect brand purchase intention. Their findings indicate that although influencer characteristics such as attractiveness, expertise, and trustworthiness directly influence consumers' perceptions of a brand, their impact on purchase intention is not always direct. Accordingly, they confirm that consumers' attitudes toward the brand act as a key mediator between influencer characteristics and the final purchase decision. This means that influencer attractiveness alone is insufficient to lead to purchase unless consumers develop a positive attitude toward the brand itself. The authors conclude that brands employing influencers must consider not only their characteristics but also their ability to generate positive emotional and cognitive responses toward the brand. These findings directly support the hypothesis proposed in this study, which posits that consumers' attitudes toward the brand serve as a crucial mediator in the relationship between influencer attractiveness and purchase intention. Singh and Banerjee (2018) further support this view by emphasizing that influencer credibility strengthens consumers' attitudes toward the brand and advertising, which directly contributes to increased purchase intention. This implies that brand attitude functions as a "bridge" connecting perceptions of influencers with actual consumer behavior. Similarly, the study by Phichhang et al. (2024) demonstrates that brand-influencer congruence contributes to the formation of positive consumer attitudes, which are then decisive for the realization of purchase intention. These findings align with the broader theoretical framework in which brand attitude is regarded as an important psychological process that transforms marketing stimuli into concrete purchase decisions. In the present study, mediation analysis confirmed that consumers' attitudes toward the brand partially mediate the relationship between influencer attractiveness and purchase intention, indicating that positive attitudes play a crucial role in the purchase decision-making process. This suggests that marketing strategies focused solely on increasing influencer visibility will not be effective unless they also contribute to the creation and reinforcement of positive brand attitudes. Accordingly, developing and maintaining a strong, positive brand attitude through carefully se-

Figure 1: Proposed research model



Source: Authors

lected influencers who align with the brand’s values and image represents one of the key success factors in contemporary digital marketing. Based on these findings, the following hypothesis is proposed:

H6: Consumers’ attitudes toward the brand mediate the relationship between influencer attractiveness and consumers’ purchase intention.

The following section presents the research model with the defined hypotheses, which will be tested within this study.

3. RESEARCH METHODOLOGY

For the purpose of examining the relationship between influencers and consumers, with a focus on the impact that influencers have on consumers and their attitudes toward a brand, a questionnaire was developed containing statements related to influencers, influencer characteristics, and purchase intention (Table 1). Respondents indicated their level of agreement with the given statements using a five-point Likert scale.

The data analysis was carried out using the Statistical Package for the Social Sciences (IBM SPSS

Statistics). The survey was conducted in the cities of Arandelovac, Kragujevac, and Lazarevac in the period from June 20 to July 10, 2025. This research included 304 respondents who completed the questionnaire, which is provided in the appendix, via the Internet (Table 2).

Based on the sample structure presented in Table 2, it can be concluded that out of a total of 304 surveyed respondents, 153 (50.3%) are male, while a slightly smaller percentage are female, with 151 respondents (49.7%). The largest number of respondents belongs to the age group of 18 to 25 years (50.7%), and most of them have higher education, totaling 205 respondents (67.4%). Furthermore, employed respondents dominate the observed sample, numbering 228 (75.0%). Accordingly, the majority of respondents (62.2%) have a monthly income of 80.000 dinars or more.

4. RESEARCH RESULTS

The analysis of the collected data was carried out using the Statistical Package for the Social Sciences (IBM SPSS Statistics). Descriptive statistical analysis (arithmetic mean and standard deviation), reliability analysis, correlation analysis, as well as regression analysis were used.

Table 1: Statements based on a review of the literature

STATEMENT	VARIABLE	SOURCE
Influencers are honest.	INFLUENCER ATTRACTIVENESS	Ki et al. (2022); Singh & Banerjee (2018)
Influencers are attractive.		
Influencers are charming.		
Influencers' content on social media is visually appealing.		
Influencers are humble.		
I believe that the influencer has a lot of knowledge about this brand.	INFLUENCER EXPERTISE	Phichhang et al. (2024); Opris et al. (2020)
I believe that a brand endorsed by a trustworthy celebrity/influencer is more reputable and desirable.		
Influencers are a guarantee of the quality of the products they recommend.		
Products recommended by influencers have higher quality.	INFLUENCER TRUSTWORTHINESS	Phichhang et al. (2024); Singh & Banerjee (2018)
I believe that influencers provide a reliable source of information.		
Influencers are not involved in controversial situations.		
You trust the brand choice of a celebrity/influencer.	PRODUCT ENDORSEMENT	Opris et al. (2020)
Products endorsed by influencers are more valued by my reference group.		
I have a better social status if I use products endorsed by well-known influencers.		
I like certain products simply because they are used by famous influencers.		
Products endorsed by influencers are luxury products.		
Products recommended by influencers have a better image within my social group.	ATTITUDE TOWARD THE BRAND	Singh & Banerjee (2018); Phichhang et al. (2024)
I believe that the brand promoted by the influencer is very good.		
I believe that the brand promoted by the influencer is very useful.		
My attitude toward the brand promoted by the influencer is positive.	INFLUENCER-BRAND CONGRUENCE	Lim et al. (2017); Phichhang et al. (2024)
I believe that this brand is perfectly suitable for the influencer who represents it.		
I believe that the influencer representing this brand is trustworthy.		
The influencer perfectly fits the brand.	PURCHASE INTENTION	Lim et al. (2017); Opris et al. (2020); Singh & Banerjee (2018)
The appearance of a celebrity in an advertisement influences your purchase decision.		
I want to buy a product promoted by an influencer I admire.		
I buy a brand promoted by an influencer I admire if I like the product.		
I believe that I have a better social status if I buy products recommended by influencers.		
I will buy a product if it is recommended by a celebrity.		
I would buy a product if influencers I like start endorsing it.		
I show interest in the brand, but I need more information.		

Source: Authors

Based on the data presented in Table 3, it can be concluded that respondents express the highest level of agreement with the statement that influencers are humble, as this statement recorded the highest mean value ($M = 3.91$). This result indicates the most favor-

able attitude of respondents within the analyzed statements. In contrast, the least favorable attitude was recorded for the statement that respondents like certain products solely because they are used by famous influencers, with the lowest average rating ($M = 2.75$).

Table 2: Sample structure

QUESTION	ANSWER	PERCENTAGE
GENDER	Female	49,70%
	Male	50,30%
AGE	18-25	50,70%
	26-35	32,20%
	36+	17,1%
EDUCATION	Primary education	1,00%
	Secondary education	31,60%
	Higher education	67,40%
EMPLOYMENT STATUS	Employed	75,00%
	Unemployed	3,90%
	Student	21,10%
MONTHLY INCOME LEVEL	Up to 30.000 RSD	13,80%
	30.000 - 55.000 RSD	6,60%
	55.000 - 80.000 RSD	17,4%
	80.000 and more	62,2%

Source: Authors

Table 3: Results of descriptive statistical analysis

STATEMENTS	Mean	Standard deviation
Influencers are honest.	3,1776	1,37446
Influencers are attractive.	3,8388	1,01653
Influencers are charming.	3,6020	1,18132
Influencers' content on social media is visually appealing.	2,9211	1,46703
Influencers are humble.	3,9112	1,16126
I believe that the influencer has extensive knowledge about this brand.	3,1776	1,33301
I believe that a brand endorsed by a trustworthy celebrity/influencer is more reputable and desirable.	3,4178	1,29984
Influencers are a guarantee of the quality of the products they recommend.	2,8191	1,51891
Products recommended by influencers have higher quality.	2,8553	1,47323
I believe that influencers provide a reliable source of information.	3,0263	1,37372
Influencers are not involved in controversial situations.	3,0230	1,43832
You trust the brand choice of a celebrity/influencer.	3,1053	1,34806
Products endorsed by influencers are more valued by my reference group.	3,1118	1,35972
I have a better social status if I use products endorsed by well-known influencers.	2,8454	1,54550
I like certain products simply because they are used by famous influencers.	2,7533	1,58009
Products endorsed by influencers are luxury products.	3,1645	1,44626
Products recommended by influencers have a better image within my social group.	3,0197	1,44866
I believe that the brand promoted by the influencer is very good.	3,0658	1,37958
I believe that the brand promoted by the influencer is very useful.	3,1546	1,33218
My attitude toward the brand promoted by the influencer is positive.	3,2697	1,27412
I believe that this brand is perfectly suitable for the influencer who represents it.	3,2105	1,34548
I believe that the influencer representing this brand is trustworthy.	3,2533	1,38771
The influencer perfectly fits the brand.	3,3388	1,33016
The appearance of a celebrity in an advertisement influences your purchase decision.	3,1645	1,44398
I want to buy a product promoted by an influencer I admire.	3,0888	1,46983
I buy a brand promoted by an influencer I admire if I like the product.	3,4671	1,39975
I believe that I have a better social status if I buy products recommended by influencers.	2,8520	1,57155
I will buy a product if it is recommended by a celebrity.	2,9145	1,51099
I would buy a product if influencers I like start endorsing it.	3,0132	1,47805
I show interest in the brand, but I need more information.	3,5263	1,31980

Source: Authors

Regarding the homogeneity of attitudes, it is most pronounced in the statement related to the attractiveness of influencers, which shows the lowest standard deviation value (SD = 1.02), indicating a high level of agreement among respondents. The greatest difference in opinions (highest heterogeneity) was recorded for the statement that consumers like products used by famous influencers, confirmed by the highest standard deviation value (SD = 1.58). A similar level of variability in attitudes is present in the statement that respondents believe they gain higher social status by purchasing products recommended by influencers (SD = 1.57).

All statements are grouped into specific factors (influencer attractiveness, influencer expertise, influencer trustworthiness, product endorsement, attitude towards the brand, influencer-brand alignment, and purchase intention), and a reliability analysis was conducted, with the data presented in Table 4.

Table 4: Reliability analysis – Cronbach’s alpha coefficient values

FACTOR	Cronbach’s alpha
Influencer attractiveness	0,873
Influencer expertise	0,909
Influencer trustworthiness	0,900
Product endorsement	0,938
Attitude toward the brand	0,922
Brand-influencer congruence	0,928
Purchase intention	0,921

Source: Authors

Based on Table 4, it can be observed that there is an adequate level of reliability for all derived factors, which allows for further analysis.

Correlation analysis determined that there is a statistically significant strong positive linear correlation between all pairs of factors, as evidenced by Pearson correlation coefficients and all these values are statistically significant at the 0.01 level.

Based on the results presented in Table 5, it can be observed that there are statistically significant positive correlations between all examined factors at a significance level of $p < 0.01$ (**), indicating strong interrelationships among the observed variables. The highest correlation was recorded between influencer - brand alignment and purchase intention ($r = 0.890$), suggesting that a higher degree of perceived alignment between the influencer and the brand contributes to greater consumer willingness to take specific purchase-related actions. A very strong correlation is also present between brand alignment and product endorsement ($r = 0.869$), as well as between attitudes towards the brand and alignment ($r = 0.866$), indicating that the perception of consistency between the influencer and the brand positively affects both the general attitude toward the brand and the perception that the influencer genuinely supports the promoted product.

High correlation values are also present between influencer expertise and all other variables. For example, expertise is strongly related to reliability ($r = 0.855$), product endorsement ($r = 0.834$), and attitudes towards the brand ($r = 0.840$), highlighting the importance of perceived influencer competence in shaping positive consumer effects. Influencer attractiveness, although slightly lower compared to other relationships, still shows a significant association with all variables, including purchase intention ($r = 0.779$), confirming that physical attractiveness and presenta-

Table 5: Correlation analysis

Factor	1	2	3	4	5	6	7
1	1	0.838**	0.794**	0.769**	0.794**	0.784**	0.779**
2	0.838	1	0.855**	0.834**	0.840**	0.844**	0.828**
3	0.794**	0.855**	1	0.869**	0.849**	0.862**	0.850**
4	0.769**	0.834**	0.869**	1	0.854**	0.869**	0.869**
5	0.794**	0.840**	0.849**	0.854**	1	0.866**	0.849**
6	0,784**	0,844**	0,862**	0,869**	0,866**	1	0,890**
7	0,779**	0,828**	0,850**	0,869**	0,849**	0,890**	1

** The correlation is significant at the $p < 0.01$ level

- 1 - Influencer attractiveness; 2 - Influencer expertise
- 3 - Influencer trustworthiness; 4 - Product endorsement
- 5 - Attitude toward the brand; 6 - Brand-influencer congruence
- 7 - Purchase intention

Source: Authors

Table 6: Results of the regression analysis

	β	t	p	Collinearity statistics	
				Tolerance	VIF
Influencer attractiveness	0,138	2,857	0,005	0,269	3,711
Influencer expertise	0,186	3,155	0,002	0,183	5,475
Influencer trustworthiness	0,241	4,227	0	0,195	5,14
Brand–influencer congruence	0,393	7,14	0	0,209	4,78

Dependent variable: Attitude toward the brand

$R^2 = 0.811$; Adjusted $R^2 = 0.808$, $p < 0.001$

Source: Authors

tion play a relevant role in shaping consumer attitudes and intentions.

To test the effects of four independent variables (influencer attractiveness, influencer expertise, influencer trustworthiness, influencer–brand congruence) on consumers’ attitudes toward the brand (dependent variable), multiple regression analysis was applied. Based on the multiple regression analysis, certain hypotheses can be confirmed or rejected. First, multicollinearity was examined using Variance Inflation Factor (VIF) coefficients, which indicated that it is not a concern. Accordingly, multiple regression analysis can be conducted. Additionally, the assumption of residual normality was tested using the P-P plot, where the points show a slight deviation, being on or near the diagonal, indicating an approximately normal distribution. In addition to the P-P plot, the residual histogram confirms an approximately normal distribution, as the bar layout is symmetrical and without pronounced deviations.

The multiple regression model demonstrates a very good fit to the data, which is confirmed by the coefficient of determination (R Square) value of 0.811. This indicates that the independent variables in the model explain 81.1% of the variance in the dependent variable, namely attitude toward the brand. The Adjusted R Square value of 0.808 further confirms the stability of the model by taking into account the number of predictors included.

Based on the values of the beta coefficients (Table 6), it can be concluded which independent variable has the greatest impact on attitude toward the brand. All independent variables - attractiveness, expertise, trustworthiness, and congruence, show a statistically significant impact on attitude toward the brand at the significance level of $p < 0.01$. Among them, the variable congruence has the strongest influence on attitude toward the brand, as confirmed by the highest beta coefficient ($\beta = 0.393$; $p = 0.000$), while attractiveness has the weakest, yet still statistically significant

influence ($\beta = 0.138$; $p = 0.005$). The multiple regression analysis confirmed that all observed independent variables (influencer attractiveness, influencer expertise, influencer trustworthiness, and influencer–brand congruence) have a statistically significant effect on consumers’ attitudes toward the brand, thereby confirming the first four hypotheses of the study.

In order to confirm or reject Hypothesis H5: Product endorsement by influencers has a statistically significant effect on consumers’ purchase intention, a simple linear regression analysis was conducted.

Table 7: Results of the simple regression analysis

	β	t	p
Product endorsement	0,869	30,589	0,000

Dependent variable: Purchase intention

$R^2 = 0.757$; Adjusted $R^2 = 0.755$, $p < 0.001$

Source: Authors

The results of the simple regression analysis show a strong and statistically significant positive effect, with a standardized β coefficient (0.869, $p < 0.001$), meaning that product endorsement is a meaningful predictor of consumers’ purchase intention. The model explains a substantial proportion of the variance in purchase intention, as indicated by $R^2 = 0.757$ and Adjusted $R^2 = 0.755$. Therefore, hypothesis H5 is confirmed.

In order to gain a deeper understanding of the mechanisms through which influencer attractiveness affects consumer behavior, a mediation regression analysis was conducted, with consumer attitude included as a mediator. This allows for the assessment of the indirect effect of attractiveness through attitude, showing whether and to what extent consumer attitudes mediate the relationship between an attractive influencer and purchase intention. The results provide a more precise insight into the mechanisms of influencer impact and help in designing more effective marketing strategies and enhancing influence.

Table 8: Mediation analysis results – mediator: consumers' attitude toward the brand

Model	Relationship	β	T	p	R ²
1	Attractiveness - Purchase intention	0,779	21,618	<0,001	0,607
2	Attractiveness - Consumers' attitude	0,794	22,67	<0,001	0,63
3	Consumers' attitude - Purchase intention	0,623	13,187	<0,001	0,751
4	Attractiveness - Purchase intention (direct)	0,285	6,027	<0,001	

Source: Authors

The first regression analysis examined the direct impact of influencer attractiveness on purchase intention. The results showed that attractiveness has a strong and significant positive effect on purchase intention ($\beta = 0.779$, $t = 21.618$, $p < 0.001$), with the model explaining approximately 60.7% of the variance in purchase intention ($R^2 = 0.607$). This means that the more consumers perceive an influencer as attractive, the higher their intention to purchase the product promoted by the influencer.

The second regression examined how influencer attractiveness affects consumers' attitudes toward the brand. It was observed that there is a very strong and statistically significant positive effect of attractiveness on attitude ($\beta = 0.794$, $t = 22.670$, $p < 0.001$), with the model explaining 63.0% of the variance in attitude ($R^2 = 0.630$). This indicates that attractive influencers shape more positive consumer attitudes toward the brand, which is a key assumption for the mediation model.

The third regression included consumer attitude as a mediator in the model, along with the direct effect of attractiveness on purchase intention. The results show that consumer attitude has a strong and significant positive effect on purchase intention ($\beta = 0.623$, $t = 13.187$, $p < 0.001$), meaning that positive attitudes toward the brand increase willingness to purchase. The direct effect of attractiveness on purchase intention remains significant but is smaller than in the first regression ($\beta = 0.285$, $t = 6.027$, $p < 0.001$). The decrease in the beta coefficient for attractiveness in the presence of attitude indicates that part of the effect of attractiveness on purchase intention is transmitted through attitude, i.e., attitude partially mediates this relationship.

Based on the obtained results, it can be concluded that consumer attitude toward the brand partially mediates the relationship between influencer attractiveness and purchase intention. This means that influencer attractiveness not only has a direct effect on purchase intention but also an indirect effect by shaping consumers' attitudes, which then influence their purchase intention. Partial mediation occurs when

the direct effect remains significant but is reduced after including the mediator. This analysis confirms the importance of attitude as a mechanism through which perceptions of influencer attractiveness influence consumer behavior, which is crucial for marketing and social media promotion strategies. Managers should consider not only the selection of attractive influencers but also how these influencers can positively shape target audience attitudes to enhance purchase intention.

5. DISCUSSION OF THE RESULTS

The results show that respondents value influencer modesty the most, which aligns with the findings of Ki et al. (2022) regarding the importance of authenticity for building trust. The weakest attitude was expressed toward the statement that consumers purchase products solely because of the influencer, indicating a more complex consumer relationship with promotions (Opris et al., 2020). The highest agreement was observed regarding influencer attractiveness, while attitudes toward purchase motives and social status acquisition varied more, confirming the diversity of consumer motives (Lim et al., 2017).

The results indicate strong and statistically significant positive correlations between all examined variables, with the relationship between brand–influencer alignment and purchase intention standing out, suggesting that the perception of alignment plays a key role in shaping consumer intentions. High correlations also highlight the need for careful interpretation due to potential multicollinearity in further analyses.

Consistent with the study by Phichhang et al. (2024), which showed that alignment between a brand and a celebrity significantly affects consumers' attitudes toward the brand, the results of this research confirm that the perception of alignment (congruence) between the influencer and the brand has the strongest impact on forming consumer attitudes. Thus, Hypothesis H1: Brand-influencer congruence has a statistically significant effect on consumers' at-

titudes toward the brand, is confirmed. This finding is further consistent with the theoretical framework derived from the studies of Kahle and Homer (1985) as well as Kamins and Gupta (1994), which confirm that high alignment increases promotional effectiveness and positive consumer attitudes.

The study results show that alignment between the influencer and the brand has the strongest impact on consumers' brand attitudes, confirming the importance of perceptual coherence between the influencer's persona and brand values. This finding aligns with the match-up hypothesis developed by Kahle and Homer (1985) and further supported by Kamins and Gupta (1994) and Kim and Na (2007). High perceived alignment contributes to message credibility and greater brand acceptance among consumers, which this study confirms as central in shaping positive attitudes.

Influencer expertise also had a significant impact on shaping consumer attitudes. Accordingly, Hypothesis H2: Influencer expertise has a statistically significant effect on consumers' attitudes toward the brand, is confirmed. This result supports the findings of studies emphasizing the importance of perceived competence as a dimension of credibility (Ohanian, 1990; Singh & Banerjee, 2018). Expert influencers are perceived as reliable sources of information, further reinforcing trust in their recommendations and the brand itself.

Influencer attractiveness, although associated with a slightly lower beta coefficient, still shows a statistically significant effect on consumer attitudes. Thus, Hypothesis H3: The attractiveness of an influencer promoting a brand has a statistically significant effect on consumers' attitudes toward the brand, is confirmed. This dimension of influence is frequently emphasized in the literature (Lim et al., 2017; Jin & Phua, 2014), particularly on visual platforms such as Instagram, where physical attractiveness and aesthetic identity play an important role in brand perception.

The study results also confirmed Hypothesis H4: Influencer trustworthiness has a statistically significant effect on consumers' attitudes toward the brand. This finding is consistent with theoretical trust models in the context of communication (Mayer et al., 1995; Gefen et al., 2003) and more recent research in influencer marketing (Phichhang et al., 2024), which highlights that consumers rely on credible recommendations in environments saturated with advertising messages.

Additionally, a strong and statistically significant effect of product endorsement by the influencer on purchase intention was observed. Thus, Hypothesis

H5: Influencer product endorsement has a statistically significant effect on consumers' purchase intention, is confirmed.

These results suggest that the perception of authentic and convincing support provided by the influencer for a specific product can directly motivate consumers to consider or make a purchase. These findings are consistent with previous research confirming the role of identification with the influencer and the perception of their engagement in shaping behavioral outcomes (Casaló et al., 2020; Opris et al., 2020; Ki et al., 2022).

Regarding the mechanism through which influencer attractiveness affects consumers' purchase intentions, the mediation analysis results showed that consumer attitude toward the brand partially mediates this relationship. Accordingly, Hypothesis H6: Consumer attitude toward the brand mediates the relationship between influencer attractiveness and consumers' purchase intentions (Lim et al., 2017), is partially confirmed. Attractiveness directly affects purchase intention, but when attitude is included as a mediator in the model, the effect of attractiveness decreases, while the impact of attitude is strong. These results confirm partial mediation and support the earlier findings of Lim et al. (2017), according to which attractive influencers not only capture attention but also shape attitudes through positive emotional and cognitive responses, which in turn stimulate purchase intention.

The structure of the relationship suggests that attractiveness alone can initiate interest, but forming a positive attitude is crucial for transforming that initial perception into concrete purchase intention. These results have significant implications for marketing practice: attractiveness can serve as an initial trigger, but long-term effects on behavior depend on the influencer's ability to shape positive attitudes toward the brand.

6. CONCLUSION

Based on the results of this study, it has been confirmed that influencer characteristics, particularly brand-influencer alignment, expertise, reliability, and attractiveness, significantly influence the formation of consumers' attitudes toward the brand, which is consistent with the findings of Lim et al. (2017) and Phichhang et al. (2024). It is especially highlighted that alignment between the influencer and the brand has the strongest impact on consumer attitudes,

confirming the importance of strategic compatibility in the promotion process. Furthermore, product endorsement by the influencer directly and strongly affects consumer behavior, indicating the key role of influencers in stimulating purchase intention.

One significant conclusion is that consumer attitude toward the brand partially mediates the effect of influencer attractiveness on purchase intention, which confirms the complex nature of consumer decision-making and highlights the importance of shaping positive attitudes as a mediating mechanism (Lim et al., 2017). This confirms the proposition that influencer attractiveness alone is insufficient; it must influence consumers' emotional and cognitive relationship with the brand to achieve an effect on behavior.

This study contributes to consumer behavior theory and influencer marketing by confirming that influencer attributes: attractiveness, expertise, trustworthiness, and brand–influencer congruence, significantly shape consumers' attitudes toward the brand. Furthermore, the research shows that consumer attitudes partially mediate the effect of influencer attractiveness on purchase intention, providing empirical evidence of the complex mechanisms linking perceptions of influencers to consumer behavior. This extends existing theoretical models by integrating source credibility dimensions and the concept of brand–influencer.

This research has significant practical implications for companies utilizing influencer marketing in digital environments. The findings provide clear, actionable guidance for marketing professionals and brand managers on how different influencer characteristics impact brand perception and consumer behavior, enabling more informed decision-making in campaign design. Empirical results show that influencer expertise, trustworthiness, and authenticity have a greater effect on consumer attitudes and purchase intention than mere popularity or follower count, highlighting the importance of careful partner selection. The alignment between a brand's identity and values and the influencer's persona is particularly critical, serving as a key criterion for strategic decision-making and

shaping positive consumer attitudes. The results also emphasize the importance of developing long-term partnerships with influencers, as these foster greater trust and audience loyalty. Additionally, segmenting consumers based on demographic and digital characteristics can enhance targeting and campaign optimization, enabling more effective communication strategies, strengthening brand perception, and increasing consumer engagement in the digital space. These findings provide practical tools and guidelines for professionals to design effective, measurable, and sustainable digital marketing strategies.

The study is limited to a sample of respondents from a specific geographic area, which may affect the generalizability of the findings. The use of self-report measures in surveys may be subject to social desirability bias and other forms of response bias, while focusing on a limited number of influencer characteristics does not cover all factors that may affect consumer behavior. Moreover, the study did not focus on a specific brand but analyzed general consumer perceptions, which limits understanding of specific effects in the context of individual brands. Although the sample included both genders, a detailed analysis of gender differences in perceptions and responses to influencers was not conducted, representing an additional direction for future research.

Future research can further explore this topic through comparative analyses of different types of influencers (micro and macro) and by examining effects in various cultural and market contexts to identify potential variations in perception and influencer marketing effectiveness. Longitudinal approaches are also recommended to track the long-term effects of influencers on consumer attitudes, behavior, and loyalty. Additionally, using objective indicators (actual purchases, clicks, engagement metrics) can enhance the validity of the findings. Special attention could be given to the role of individual differences among consumers (gender, age, digital literacy, susceptibility to influencers) as well as to mediating and moderating variables that shape the effect of influencers on consumer behavior.

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Apstrakt

Uticaj karakteristika influensera na stav prema brendu i nameru kupovine: medijatorski efekat stavova potrošača

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Potrošači kao društvena bića podložni su uticajima iz svoje okoline, među kojima značajnu ulogu imaju referentne grupe. Razvoj interneta i društvenih mreža doveo je do promene u obrascima ponašanja potrošača, pri čemu influenseri postaju ključni akteri u oblikovanju stavova potrošača i njihovih namera. Predmet istraživanja je ispitivanje uticaja ključnih karakteristika influensera, tj. atraktivnosti, stručnosti, poverenja, podrške proizvodu i njihove usklađenosti sa brendom, na stavove i namere potrošača. Poseban fokus je na medijacijskoj ulozi stava potrošača prema brendu u odnosu između atraktivnosti influensera i kupovne namere. Ovaj pristup omogućava sagledavanje direktnih i posrednih efekata influensera na ponašanje potrošača. Cilj istraživanja je utvrditi kako perceptivne karakteristike in-

fluensera utiču na stavove potrošača prema brendu i u kojoj meri njihova javna podrška proizvodima doprinosi oblikovanju potrošačkog ponašanja u procesu donošenja odluka o kupovini. Istraživanje je sprovedeno primenom kvantitativne metodologije, korišćenjem anketnog upitnika na prigodnom uzorku od 304 ispitanika. Doprinos rada ogleda se u boljem razumevanju uticaja influensera na ponašanje potrošača i pružanju praktičnih smernica za digitalni marketing, posebno u pogledu strateškog odabira influensera za kampanje.

Ključne reči: referentne grupe, influenseri, stav prema brendu, kupovne namere

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