



The Five-Dimensional Influencer Marketing Model and Its Impact on Digital Natives' Purchase Decisions

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Abstract

This study examines how influencer credibility and content characteristics influence purchase decisions in digital consumer environments, while incorporating the moderating roles of social media interaction and platform preference. The research adopts a quantitative approach, using Partial Least Squares Structural Equation Modeling (PLS-SEM), to analyze the hypothesized structural relationships within a multidimensional influencer marketing framework. Data were collected from 513 active social media users in Indonesia who regularly engage with influencer-generated content across major digital platforms, selected through purposive sampling to ensure relevant exposure. The findings reveal that content relevance, platform preference, and social media interaction significantly influence purchase decisions. In contrast, influencer credibility and content frequency do not demonstrate significant effects, indicating a shift in digital consumer behavior toward content-driven and platform-oriented evaluation. Furthermore, the moderating effects of social media interaction and platform preference are not supported, suggesting that these variables serve more as direct predictors than as amplifying mechanisms. This study contributes to the literature by proposing a five-dimensional influencer marketing model that integrates influencer attributes, content characteristics, user interaction, and platform context within a single analytical framework. The results highlight that influencer effectiveness is increasingly shaped by message relevance and platform familiarity rather than traditional credibility factors. From a practical perspective, marketers are encouraged to prioritize relevant content, select appropriate platforms aligned with audience behavior, and foster meaningful interaction, rather than relying solely on influencer popularity or posting intensity.

Keywords: *Content Relevance, Influencer Marketing, Platform Preference, Purchase Decision, Social Media Interaction*

INTRODUCTION

The rapid growth of social media has fundamentally transformed how consumers search for information, evaluate alternatives, and ultimately make purchasing decisions. Influencer marketing has emerged as one of the most prominent strategies within this digital ecosystem, as it allows brands to deliver persuasive messages through socially embedded and relatable communication channels (Ki et al., 2020). Unlike traditional advertising, influencer-based promotion relies heavily on personal storytelling, audience engagement, and contextual content that resonates with everyday consumer experiences (Casaló et al., 2020).

Globally, social media platforms have become central environments where consumers interact with brands and influencers. Reports indicate that a large proportion of younger consumers regularly consult influencer-generated content before making purchasing decisions. In Indonesia, the rapid expansion of platforms such as TikTok, Instagram, and YouTube has accelerated this trend, creating a digital marketplace where purchasing impulses are often triggered through short-form video content, product demonstrations, and social interaction. Within this environment, factors such as content relevance and platform familiarity increasingly shape how consumers interpret marketing messages (Lou & Yuan, 2018).

Prior studies have investigated several dimensions of influencer marketing, including source



credibility, content quality, and audience engagement (Djafarova & Rushworth, 2017). Research suggests that personalized and relevant content often exerts stronger persuasive effects than traditional source credibility, particularly among audiences that are highly exposed to digital media environments (Lou & Yuan, 2018). At the same time, scholars have emphasized that platform characteristics - such as algorithmic exposure, interface design, and interaction features - play a critical role in shaping user engagement and subsequent consumer responses (Casaló et al., 2020).

Despite these advances, existing studies tend to examine influencer attributes and content characteristics separately. Many models focus primarily on credibility or engagement, while paying limited attention to the combined influence of content dynamics and platform-driven interactions. As digital marketing environments become increasingly complex, understanding influencer effectiveness requires a more integrated perspective that simultaneously considers influencer characteristics, content strategies, audience interaction, and platform contexts (De Veirman et al., 2019). Furthermore, emerging evidence suggests that traditional assumptions regarding the importance of influencer credibility and posting frequency may not fully explain contemporary consumer behavior, as audiences increasingly prioritize message relevance and platform experience over influencer authority (Ki et al., 2020).

Addressing this gap, the present study proposes a Five-Dimensional Influencer Marketing Model that integrates influencer credibility, content frequency, content relevance, platform preference, and social media interaction to explain consumer purchase decisions in digital environments. By incorporating both direct and moderating relationships, this model offers a more comprehensive understanding of how influencer marketing operates within contemporary social media ecosystems.

This study therefore aims to examine how influencer credibility and content characteristics influence purchase decisions while considering the moderating roles of social media interaction and platform preference. The contribution of this research lies in developing an integrated framework that simultaneously combines influencer attributes, content dynamics, and platform-based consumer behavior within a single structural model, thereby providing a more holistic explanation of influencer-driven purchasing mechanisms.

LITERATURE REVIEW

Influencer marketing has become a central concept in digital communication research, driven by the rapid adoption of social media platforms and the increasing reliance of digital-native consumers on online personalities. Scholars widely acknowledge that influencer effectiveness is shaped not only by the characteristics of the influencer but also by the relevance of the content, the degree of audience interaction, and the contextual features of the platform (Leung et al., 2022; Pan et al., 2024). These multi-layered dynamics require an integrated theoretical understanding that goes beyond traditional persuasion models.

Influencer Characteristics and Source Credibility

A substantial stream of research emphasizes that influencer credibility, defined as perceived trustworthiness, authenticity, and expertise, plays a critical role in shaping audience attitudes. Influencers who are seen as authentic and relatable often generate higher engagement and stronger persuasion outcomes (Belanche et al., 2021; Ki et al., 2020; Schouten et al., 2020). However, recent work indicates that credibility does not function uniformly across audiences.

Digital natives, who are highly exposed to diverse online personas, tend to prioritize message relevance over influencer status, suggesting that credibility may no longer be the primary determinant of purchase decisions (Migkos et al., 2025). This evolving perspective highlights the need to revisit how credibility operates in contemporary influencer ecosystems.

Content Strategy: Frequency and Relevance

Content strategy forms another major foundation of influencer marketing theory. Studies consistently show that content relevance, the degree to which a message aligns with the audience's personal interests, problems, or lifestyle, significantly enhances persuasion and brand engagement (da Silva, 2023). Relevant content deepens cognitive processing, strengthens emotional resonance, and increases the value of the message, making it a strong predictor of purchase intention.

In contrast, content frequency has produced mixed findings. While some scholars argue that frequent posting increases visibility and strengthens the influencer-audience relationship (Fatadona et al., 2025; Mufadhol et al., 2024), others warn that excessive frequency can trigger content fatigue and reduce message credibility. These contradictory perspectives demonstrate that frequency itself may no longer be a universal indicator of influence, especially among digital-native users who exhibit selective consumption patterns.

Engagement and Social Interaction Mechanisms

Social media interaction, such as likes, comments, shares, and other forms of engagement, is widely recognized as a key mechanism that drives digital persuasion. Prior studies show that engagement fosters emotional bonding, generates social proof, and enhances message internalization (Kurikko & Tuominen, 2020; Marbach et al., 2019). Engagement is therefore more than a behavioral output; it reflects a psychological process through which audiences interpret and respond to influencer content.

Despite its clear predictive strength, engagement has rarely been examined as a moderating factor. Most studies treat social interaction as a direct predictor of purchase intention, leaving unanswered the question of whether interaction amplifies or weakens the influence of credibility, frequency, or relevance on consumer decisions. This gap highlights the need to conceptualize engagement not only as an outcome but also as a contextual variable that shapes persuasion dynamics.

Platform-Centric Consumer Behavior

A growing body of literature emphasizes the importance of platform preference, suggesting that the design, culture, and interaction style of the social media platform itself shapes consumer responses. Platforms such as Instagram, TikTok, and YouTube foster distinct user behaviors, influencing how audiences perceive influencer messages and how deeply they engage with content (da Silva, 2023). Moreover, habitual platform use increases emotional comfort and receptiveness to advertising cues, making platform preference a critical yet underexplored determinant of consumer behavior.

Recent empirical work confirms that platform characteristics significantly affect engagement depth, message processing, and purchasing responses (Huang et al., 2022). However, surprisingly few studies test platform preference as a boundary condition, a factor that may strengthen or weaken the effect of influencer characteristics on purchase behavior. This oversight presents a meaningful theoretical opportunity.

Integrated Influencer Marketing Frameworks

Previous studies provide valuable insights into different dimensions of influencer marketing, yet their findings remain fragmented. Several scholars emphasize the importance of influencer credibility as a key driver of consumer persuasion and trust (Belanche et al., 2021; Schouten et al., 2020). In contrast, other studies argue that content-related factors, particularly content relevance, exert stronger influence on consumer engagement and purchase behavior because audiences prioritize message value over influencer authority (da Silva, 2023; Lou & Yuan, 2018).

Meanwhile, emerging research highlights the growing importance of engagement mechanisms and platform environments, suggesting that user interactions and platform characteristics shape how audiences interpret and internalize influencer messages (Huang et al., 2022; Kurikko & Tuominen, 2020). These contrasting perspectives indicate that a single dominant factor cannot explain the effectiveness of influencer marketing.

Instead, consumer responses appear to be shaped by the combined influence of influencer attributes, content strategies, audience interaction, and platform dynamics. However, empirical models rarely examine these dimensions simultaneously within a unified analytical framework, particularly for digital-native consumers who experience social media as an integrated and immersive environment (Migkos et al., 2025; Prasetya et al., 2025).

Taken together, these findings reveal an important theoretical implication. While some studies position credibility as the primary source of persuasion, others highlight the dominant role of content relevance and engagement dynamics in shaping consumer responses. At the same time, platform environments increasingly influence how audiences interpret influencer messages and form purchase intentions. These differing empirical results suggest that influencer marketing operates through a multidimensional mechanism in which content, influencer attributes, interaction patterns, and platform context jointly shape consumer behavior.

This theoretical fragmentation underscores the need for a more comprehensive model that unifies these dimensions into a coherent structure. Therefore, this study introduces the Five-Dimensional Influencer Marketing Model, which incorporates influencer credibility, content frequency, content relevance, platform preference, and social media interaction, along with their moderating effects on purchase decisions among digital-native consumers.

Hypotheses Development

Building upon the theoretical perspectives and empirical findings discussed above, the relationships among influencer credibility, content frequency, content relevance, social media interaction, platform preference, and purchase decisions begin to form a coherent conceptual structure.

Prior studies suggest that each of these elements contributes differently to how digital consumers interpret, engage with, and ultimately respond to influencer-driven messages. By integrating these dimensions into a unified framework, the present study seeks to clarify the direct and moderating mechanisms that underpin digital purchase behavior. Based on these theoretical arguments, the following hypotheses are proposed.

Direct Effects

H1: Influencer Credibility (IC) positively influences Purchase Decision (PD).

H2: Content Frequency (CF) positively influences Purchase Decision (PD).

H3: Content Relevance (CR) positively influences Purchase Decision (PD).

Moderation by Social Media Interaction (SMI)

H4: SMI moderates the effect of IC on PD.

H5: SMI moderates the effect of CF on PD.

H6: SMI moderates the effect of CR on PD.

Moderation by Platform Preference (PP)

H7: PP moderates the effect of IC on PD.

H8: PP moderates the effect of CF on PD.

H9: PP moderates the effect of CR on PD.

Summarising the relationships proposed in this study, Figure 1 presents the conceptual framework that links influencer credibility, content frequency, and content relevance to purchase decision, with social media interaction and platform preference acting as moderating variables.

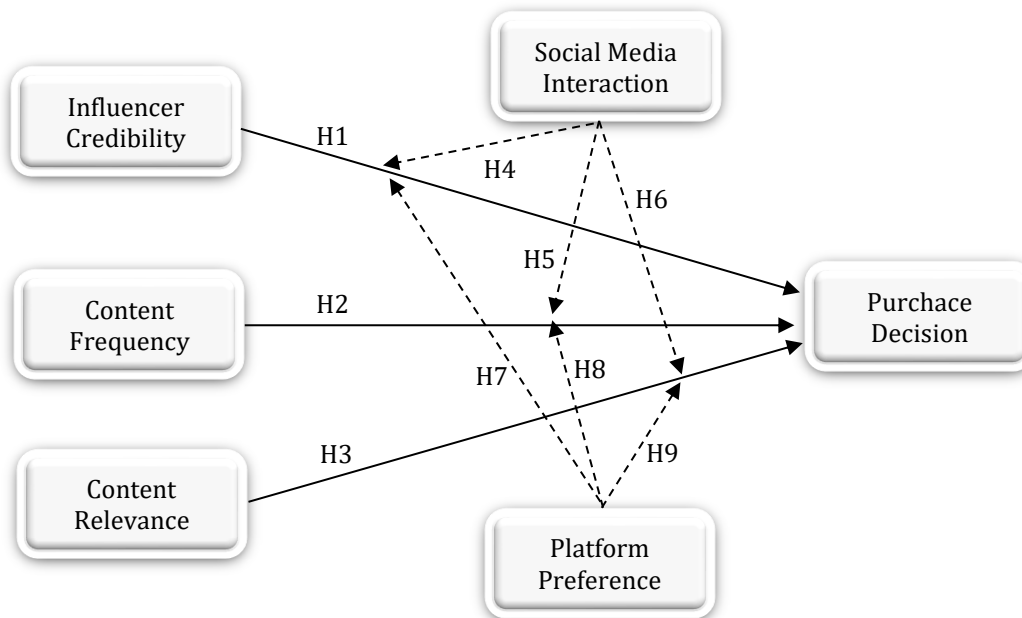


Figure 1. Conceptual Research Framework

RESEARCH METHOD

The present study adopts an explanatory quantitative design, using Partial Least Squares Structural Equation Modeling (PLS-SEM), to examine the hypothesized structural relationships among influencer credibility, content characteristics, social media interaction, and platform preference in shaping purchase decisions within digital consumer environments. This design is appropriate because the research aims to analyze complex relationships among latent constructs with moderating pathways.

Given that the study employs cross-sectional survey data, the analysis focuses on identifying associative effects rather than establishing strict causal inference. PLS-SEM is well-suited for predictive and theory-building purposes, particularly when the model incorporates multiple interaction terms, non-normal data, and large-scale survey responses (Hair et al., 2020; Memon et al., 2021).

Population, Sample, and Sampling Technique

The target population of this study consists of active social media users in Indonesia who regularly engage with influencer-generated content and have prior exposure to digital promotional activities. This population is defined by behavioral criteria rather than general demographic classifications, ensuring that all respondents have relevant experience with influencer marketing practices.

To ensure clarity and consistency, the study specifically focuses on individuals who (1) actively use at least one major social media platform such as Instagram, TikTok, or YouTube, (2) follow at least one influencer account, and (3) have been exposed to influencer-related promotional content within the past six months. These criteria clearly bounded the population to a relevant segment of digital consumers directly involved in the phenomenon under investigation.

To determine the adequacy of the sample, the study follows the classical sample-size guidelines developed by Krejcie and Morgan (1970), as reproduced and clarified by Bukhari (2021). Based on these guidelines, a large population requires a minimum of 384 respondents at a 95% confidence level. By aligning the estimated accessible population with this standard, the final sample of 513 respondents not only meets but substantially exceeds the recommended threshold.

Furthermore, this sample size satisfies methodological requirements for PLS-SEM, particularly for models involving multiple latent constructs and moderating effects, thereby ensuring sufficient statistical power and robustness in structural estimation (Memon et al., 2021).

Purposive sampling is recommended for contemporary digital-behavior research because it allows researchers to focus on respondents who possess relevant experiential exposure, thereby strengthening the validity of structural inferences (Chua, 2006; Wibasuri et al., 2023). This justification aligns with the present study's intention to capture respondents who are genuinely engaged with influencer content, an essential parameter for evaluating digital persuasion mechanisms.

To ensure that respondents were relevant to the study's objectives, several inclusion criteria were applied. First, respondents had to be active users of at least one major social media platform commonly used for influencer marketing, such as Instagram, TikTok, or YouTube. Second, participants were required to follow at least one social media influencer or content creator who regularly promotes products or brands.

Third, respondents needed to use social media frequently, defined as accessing social media platforms at least once per day. Finally, participants were required to have prior experience encountering influencer-generated promotional content related to products or services. These criteria ensured that all respondents possessed sufficient exposure to influencer marketing environments, thereby strengthening the relevance and validity of the collected data.

Research Procedure and Observed Parameters

The research was conducted through an online survey distributed across various digital channels, enabling respondents to report their perceptions of influencer attributes, content dynamics, interaction patterns, platform preferences, and purchase-related decisions. The observations focused on constructs derived from the theoretical model and supported by prior studies of digital persuasion, consumer engagement, and influencer marketing.

The inclusion of moderating variables, Social Media Interaction (SMI) and Platform Preference (PP), was intended to capture contextual variations in how digital consumers process influencer content across different platforms. This approach aligns with recent conceptualizations that emphasize the multidimensional and platform-specific nature of digital influence mechanisms.

Variable Description and Measurement

All variables in this study were operationalized as latent constructs and measured using multiple indicators adapted from prior literature in digital marketing and consumer behavior. Each construct was designed to capture its conceptual dimensions based on established theoretical frameworks.

Influencer credibility was measured through indicators reflecting perceived trustworthiness, expertise, and authenticity. Content frequency was measured based on the perceived intensity and regularity of content exposure. Content relevance captured the extent to which the content aligns with users' interests and needs.

Social media interaction was operationalized through engagement behaviors such as liking, commenting, and sharing. Platform preference reflected the degree to which respondents favor specific social media platforms for content consumption. The purchase decision was measured

based on respondents' intentions and behavior when purchasing products promoted by influencers.

All measurement items were adapted to the Indonesian context through minor wording adjustments to ensure clarity and cultural relevance, without altering their original conceptual meaning. Each item was measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Each construct in this study was measured using multiple indicators. Influencer Credibility was measured using 5 indicators; Content Frequency, using 5 indicators; Content Relevance, using 8 indicators; Social Media Interaction, using 3 indicators; Platform Preference, using 9 indicators; and Purchase Decision, using 10 indicators. These items were selected based on theoretical relevance and adapted from prior studies to ensure adequate representation of each construct.

Data Analysis Technique

Data were analyzed using PLS-SEM through SmartPLS, chosen for its robustness in handling complex structural models and interaction effects, as well as its suitability for predictive analysis in behavioral research. PLS-SEM allows simultaneous evaluation of the measurement model and structural relationships, providing comprehensive insights into construct reliability, validity, predictive relevance, and effect sizes.

PLS-SEM is also considered advantageous for analyzing survey data with non-normal distributions and for maximizing explained variance in the endogenous variable, a core priority of this study. Recent open-access methodological contributions highlight the appropriateness of PLS-SEM for digital-consumer research involving moderating constructs and multi-dimensional frameworks (Hair et al., 2020).

FINDINGS AND DISCUSSION

This section presents the findings derived from the PLS-SEM analysis, which was conducted to examine the relationships among the constructs in the Five-Dimensional Influencer Marketing model. The results are organized into two major components: the evaluation of the measurement model to establish the validity and reliability of the constructs, followed by the assessment of the structural model to determine predictive accuracy, direct effects, and the moderating mechanisms within the framework. These empirical results form the foundation for the theoretical interpretation and managerial implications discussed in the subsequent section.

Respondent Demographic Profile

To provide a clearer overview of the sample composition, Table 1 presents the demographic characteristics of the respondents, including gender, age group, and primary digital platform used. These characteristics reflect the profile of active digital consumers who are engaged with influencer-generated content and relevant to the context of this study.

As shown in Table 1, the sample is dominated by female respondents (67.1%), suggesting that women are more actively engaged with influencer-related content in the observed digital environment. In terms of age distribution, the majority of respondents fall within the 18-20 age group (68.8%), followed by the 21-23 age group (16.8%). This confirms that the sample largely represents younger digital consumers who are highly active on social media platforms and are the primary target of influencer marketing strategies.

Table 1. Respondent Demographic Characteristics

Category	Frequency	Percentage (%)
<i>Gender</i>		
Female	344	67
Male	169	33
Total	513	100
<i>Age Group</i>		
< 18 years	43	8
18-20 years	353	69
21-23 years	86	17
> 23 years	31	6
Total	513	100
<i>Primary Digital Platform</i>		
WhatsApp	81	16
Website	67	13
Google Business	67	13
Others	67	13
Instagram	64	13
TikTok	57	11
Marketplace	56	11
Facebook	54	11
Total	513	100

Regarding platform usage, respondents reported a diverse range of digital platforms. WhatsApp emerged as the most frequently used platform (15.8%), followed by Website-based access, Google Business, and other platforms (each 13.1%). Instagram (12.5%) and TikTok (11.1%), which are widely recognized as dominant influencer marketing platforms, also show substantial usage. This distribution indicates that influencer-driven interactions are not limited to traditional social media platforms but extend across multiple digital channels, reflecting the increasingly integrated nature of digital consumer behavior.

Measurement Model (Outer Model)

Convergent Validity (Outer Loadings)

The evaluation of the outer model began with an assessment of convergent validity, focusing on the outer loadings of all indicators. In PLS-SEM, indicators are expected to load at 0.70 or higher to be considered adequate in representing their latent construct (Hair et al., 2020).

Table 2. Convergent Validity Assessment Based on Outer Loadings

	Influencer Credibility	Content Frequency	Content Relevance	Social Media Interaction	Platform Preference	Purchase Decision
IC5	0.722					
IC6	0.765					
IC7	0.799					
IC8	0.767					

IC10	0.812	
CF2	0.774	
CF5	0.720	
CF6	0.822	
CF8	0.757	
CF10	0.795	
CR1	0.732	
CR2	0.790	
CR4	0.703	
CR5	0.739	
CR6	0.795	
CR7	0.792	
CR8	0.700	
CR9	0.761	
SMI7	0.805	
SMI8	0.843	
SMI10	0.822	
PP2	0.785	
PP3	0.769	
PP4	0.816	
PP5	0.713	
PP6	0.793	
PP7	0.788	
PP8	0.782	
PP9	0.789	
PP10	0.767	
PD1	0.759	
PD2	0.819	
PD3	0.815	
PD4	0.812	
PD5	0.758	
PD6	0.829	
PD7	0.819	
PD8	0.814	
PD9	0.783	
PD10	0.808	

Source: Processed Data, 2025

The measurement model was first evaluated to assess the reliability and validity of the constructs. All indicators demonstrated satisfactory outer loadings above the recommended threshold of 0.70, confirming adequate indicator reliability.

Construct Reliability and Convergent Validity Analysis

The reliability assessment includes three essential parameters, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE), all of which help determine whether each latent construct is measured consistently and accurately.

Table 3. Construct Reliability and Convergent Validity Results

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Content Frequency	0.832	0.882	0.599
Content Relevance	0.89	0.912	0.566
Influencer Credibility	0.832	0.881	0.598
Platform Preference	0.919	0.933	0.606
Purchase Decision	0.938	0.947	0.643
Social Media Interaction	0.763	0.863	0.678

Source: Processed Data, 2025

Cronbach's Alpha and Composite Reliability values for all constructs exceeded 0.70, indicating strong internal consistency. Convergent validity was also supported as all Average Variance Extracted (AVE) values surpassed the minimum requirement of 0.5.

Discriminant Validity (HTMT)

The discriminant validity of the constructs was evaluated using the Heterotrait-Monotrait Ratio (HTMT), which is widely recognized as a more reliable criterion compared to traditional methods such as the Fornell-Larcker criterion ([Henseler et al., 2014](#)). A construct pair is considered to have adequate discriminant validity when its HTMT value is below 0.90, while more conservative thresholds (e.g., 0.85) may be applied when constructs are theoretically similar.

Table 4. HTMT Results for the Five-Dimensional Influencer Marketing Model

	Content Frequency	Content Relevance	Influencer Credibility	Platform Preference	Purchase Decision	Social Media Interaction	Social Media Interaction x Influencer Credibility	Social Media Interaction x Content Frequency	Social Media Interaction x Content Relevance	Platform Preference x Content Frequency	Platform Preference x Content Relevance	Platform Preference x Influencer Credibility
Content Frequency												
Content Relevance	0.859											
Influencer Credibility	0.772	0.734										
Platform Preference	0.800	0.863	0.691									
Purchase Decision	0.708	0.825	0.615	0.818								

Decision										
Social Media Interaction	0.782	0.865	0.624	0.861	0.810					
Social Media Interaction x Influencer Credibility	0.196	0.131	0.183	0.203	0.172	0.147				
Social Media Interaction x Content Frequency	0.256	0.185	0.194	0.207	0.187	0.203	0.792			
Social Media Interaction x Content Relevance	0.172	0.195	0.125	0.165	0.203	0.271	0.781	0.835		
Platform Preference x Content Relevance	0.172	0.145	0.13	0.164	0.136	0.168	0.757	0.798	0.864	
Platform Preference x Influencer Credibility	0.216	0.136	0.233	0.204	0.145	0.203	0.901	0.759	0.731	0.809
Platform Preference x Content Frequency	0.261	0.178	0.212	0.191	0.157	0.202	0.761	0.899	0.773	0.881
										0.832

Source: Processed Data, 2025

Discriminant validity assessed using the HTMT criterion indicates that most construct correlations are below the recommended threshold of 0.90, suggesting acceptable discriminant validity across the measurement model. However, one interaction construct slightly exceeds the threshold (HTMT = 0.901), indicating a borderline case.

This marginal deviation is considered acceptable in the context of interaction constructs, which tend to exhibit higher correlations due to their composite and multiplicative nature. Nevertheless, this result should be interpreted with caution, and future research is encouraged to further validate the discriminant boundaries of these constructs. Additionally, all constructs remain theoretically distinct, and no severe multicollinearity issues were observed, supporting the overall adequacy of the discriminant validity assessment.

Structural Model

R-Square (R^2) and Adjusted R-Square Analysis

After establishing the validity and reliability of the measurement model, the next step is to assess the explanatory power of the structural model. The R-Square (R^2) and Adjusted R-Square values indicate the extent to which the predictor variables account for the variance in the endogenous construct, Purchase Decision. These indicators serve as essential measures of the model's overall predictive capability and help determine whether the structural relationships under investigation offer meaningful explanatory strength. The results of the R^2 and Adjusted R^2 analysis are presented in the following table.

Table 5. R-Square Estimates for the Five-Dimensional Influencer Marketing Model

	R-square	R-square adjusted
Purchase Decision	0.675	0.668

Source: Processed Data, 2025

The coefficient of determination (R^2) assesses the predictive accuracy of the endogenous construct. Following the guidelines proposed by [Hair et al. \(2020\)](#), R^2 values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak, respectively.

In this study, Purchase Decision demonstrates:

- $R^2 = 0.675$
- R^2 Adjusted = 0.668

This indicates that the model explains 67.5% of the variance in purchase decisions, which reflects a strong and meaningful level of predictive power. The remaining 32.5% is attributable to factors not included in the present model.

The minimal difference between R^2 and R^2 Adjusted suggests that the model is stable and free from overfitting. All predictors, including content relevance, platform preference, social media interaction, and moderation terms, collectively contribute to the structural model's explanatory power.

The results confirm that the model provides robust explanatory power for understanding purchase decisions among digital-native consumers. The substantial R^2 value reinforces the relevance of the Five-Dimensional Influencer Marketing framework in capturing the dynamics of influencer-driven purchasing behavior.

Effect Size (f^2) Analysis

Effect size (f^2) assesses the contribution of each exogenous variable to the endogenous construct. Following [Hair et al. \(2020\)](#), effect size values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively.

Table 6. Effect Size Estimates for the Five-Dimensional Influencer Marketing Model

	Purchase Decision	Content Frequency	Content Relevance	Influencer Credibility	Platform Preference	Social Media Interaction
Purchase Decision						
Content Frequency	0.000					
Content Relevance	0.079					

Influencer Credibility	0.004
Platform Preference	0.111
Social Media Interaction	0.033
Social Media Interaction x Influencer Credibility	0.010
Social Media Interaction x Content Frequency	0.000
Social Media Interaction x Content Relevance	0.003
Platform Preference x Content Relevance	0.001
Platform Preference x Influencer Credibility	0.010
Platform Preference x Content Frequency	0.000

Source: Processed Data, 2025

The effect size analysis provides insight into the relative importance of each predictor. Platform Preference shows the largest relative effect among the variables; however, its effect size ($f^2 = 0.111$) remains within the small category. Content Relevance and Social Media Interaction also demonstrate small effect sizes, indicating that their contributions, although statistically significant, are modest in magnitude.

In contrast, Influencer Credibility and Content Frequency exhibit negligible effect sizes, suggesting minimal practical contribution to the model. Similarly, the interaction terms associated with the moderating variables display very small effect sizes, indicating that the moderating mechanisms contribute limited additional explanatory power beyond the direct effects.

Predictive Relevance (Q^2 predict) Analysis

The model's predictive relevance was evaluated using Q^2 predict, which indicates how well it predicts new or omitted data points. According to [Hair et al. \(2020\)](#), Q^2 values are typically interpreted as follows:

- - 0.25 → weak predictive relevance
- 0.25 - 0.50 → moderate predictive relevance
- 0.50 → strong predictive relevance

Table 7. Predictive Relevance (Q^2 predict) of the Structural Model

	Q^2 predict
Purchasing Decision	0.645

Source: Processed Data, 2025

In this study, Purchase Decision shows: Q^2 predict = 0.645. This value clearly reflects strong predictive relevance. It suggests that the proposed Five-Dimensional Influencer Marketing model is highly capable of predicting purchase decisions among digital-native consumers. In particular, the combination of content relevance, platform preference, and social media interaction provides substantial predictive power, whereas the moderation paths do not add meaningful incremental predictive power.

With a Q^2 predict value of 0.645, the model demonstrates robust predictive accuracy. This indicates that the structural model is not only statistically sound but also practically useful for forecasting consumer purchase behavior in influencer marketing contexts.

Path Coefficient Analysis

Following the assessment of the model's predictive power using R-Square values, the next stage is to examine the structural relationships among the constructs. The path coefficients analysis provides insight into the magnitude and direction of each hypothesized effect on Purchase Decision, including both direct influences and the specified moderating interactions. The resulting coefficients, t-statistics, and p-values obtained through the bootstrapping procedure form the basis for evaluating the support for each hypothesis. The complete results of the path coefficient analysis are presented in the following table.

Table 8. Results of Hypothesis Testing: Direct and Moderating Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Content Frequency → Purchase Decision	0.008	0.011	0.055	0.15	0.441
Content Relevance → Purchase Decision	0.308	0.306	0.061	5.026	0.001
Influencer Credibility → Purchase Decision	0.054	0.054	0.051	1.055	0.146
Platform Preference → Purchase Decision	0.359	0.36	0.063	5.656	0.001
Platform Preference x Content Frequency → Purchase Decision	-0.011	-0.018	0.074	0.147	0.442

Platform Preference × Content Relevance → Purchase Decision	0.024	0.018	0.057	0.42	0.337
Platform Preference × Influencer Credibility → Purchase Decision	0.106	0.111	0.073	1.453	0.073
Social Media Interaction → Purchase Decision	0.176	0.175	0.053	3.322	0.001
Social Media Interaction × Content Frequency → Purchase Decision	0.026	0.031	0.085	0.304	0.381
Social Media Interaction × Content Relevance → Purchase Decision	-0.056	-0.046	0.067	0.83	0.203
Social Media Interaction × Influencer Credibility → Purchase Decision	-0.109	-0.115	0.083	1.317	0.094

Source: Processed Data, 2025

Direct Effect

The results of the bootstrapping procedure indicate that three out of the five main predictors exert a significant influence on Purchase Decision, while the remaining two do not.

Content Frequency → Purchase Decision

$\beta = 0.008$, $t = 0.150$, $p = 0.441$

Content frequency shows no significant effect on purchase decisions. This suggests that the frequency with which influencers post content does not meaningfully affect the buying behavior of digital native consumers.

Content Relevance → Purchase Decision

$\beta = 0.308$, $t = 5.026$, $p < 0.001$

Content relevance demonstrates a strong and significant effect. When influencer content aligns with the audience's interests and needs, the likelihood of purchase increases substantially.

Influencer Credibility → Purchase Decision

$\beta = 0.054$, $t = 1.055$, $p = 0.146$

Influencer credibility does not significantly predict purchase decisions. This indicates a shift in digital consumer behavior; digital consumers are becoming more critical and no longer rely solely on credibility cues when evaluating influencer recommendations.

Platform Preference → Purchase Decision

$\beta = 0.359$, $t = 5.656$, $p < 0.001$

Platform preference is the strongest predictor in the model, highlighting that consumers are more likely to make purchasing decisions on platforms they frequently use and feel comfortable with.

Social Media Interaction → Purchase Decision

$\beta = 0.176, t = 3.322, p < 0.001$

Social media interaction also has a significant positive effect. Active engagement enhances familiarity and trust, increasing the likelihood of purchase.

The strongest determinants of purchase decisions are:

- Platform Preference
- Content Relevance
- Social Media Interaction

Meanwhile, Content Frequency and Influencer Credibility do not significantly influence purchase decisions among digital-native consumers.

Moderation Analysis

Platform Preference as a Moderator

None of the interaction terms involving Platform Preference are significant:

$PP \times CF \rightarrow PD$ ($p = 0.442$)

$PP \times CR \rightarrow PD$ ($p = 0.337$)

$PP \times IC \rightarrow PD$ ($p = 0.073$)

Although the interaction with Influencer Credibility approaches marginal significance, it still does not meet the 0.05 threshold. Platform preference does not moderate the effect of CF, CR, or IC on purchase decisions.

Social Media Interaction as a Moderator

All interaction paths involving SMI are insignificant:

$SMI \times CF \rightarrow PD$ ($p = 0.381$)

$SMI \times CR \rightarrow PD$ ($p = 0.203$)

$SMI \times IC \rightarrow PD$ ($p = 0.094$)

Although the moderation of credibility trends toward significance, it remains statistically unsupported. Social media interaction does not moderate any of the predictor-outcome relationships.

Although both moderators are significant as independent predictors, neither Social Media Interaction nor Platform Preference intensifies or weakens the model's predictive relationships. Purchase decisions among digital natives appear to be shaped more by content quality and platform familiarity than by interaction-driven or platform-driven amplification effects.

Discussion

This section discusses the study's key findings by integrating them with existing theories, prior empirical research, and contemporary consumer behavior patterns among digital-native audiences. Overall, the results demonstrate that the Five-Dimensional Influencer Marketing model has strong explanatory and predictive power, as reflected in an R^2 value of 0.675 and a Q^2 predict value of 0.645. These results confirm that the variables included in the model provide a solid foundation for predicting consumer purchase decisions in social media environments.

One of the most compelling findings is the substantial impact of Platform Preference on Purchase Decision. Digital-native consumers appear to be far more influenced by the platform through which promotional messages are delivered than by the influencer's credibility or posting

frequency. This suggests that purchasing behaviors are closely tied to platform familiarity, interface comfort, and the immersive experience offered by specific digital ecosystems. This aligns with recent studies emphasizing that platform attachment can enhance trust, streamline decision-making, and significantly boost purchase intentions.

The study also highlights the strong influence of Content Relevance. This result supports longstanding theoretical perspectives that emphasize message congruence and personalization as key drivers of persuasion. For digital-native consumers, relevant and personalized content resonates more deeply than popularity signals, leading to higher perceived value and a greater likelihood of purchase. These findings align well with message-personalization and value-co-creation frameworks in digital marketing literature.

Furthermore, Social Media Interaction demonstrates a significant effect on purchase decisions. Rituals of engagement, commenting, liking, sharing, and saving trigger emotional and cognitive involvement that strengthens users' connection with both the content and the product. This supports engagement-oriented decision-making theories, underscoring the role of active involvement in shaping consumer behavior.

On the other hand, Influencer Credibility and Content Frequency show no significant impact. This finding contrasts with a large body of earlier influencer marketing research that positions credibility as one of the most influential drivers of consumer persuasion. Traditional persuasion theory suggests that trustworthy and expert endorsers enhance message acceptance and increase purchase intention. However, the present results suggest that contemporary digital consumers may evaluate influencer content differently.

Rather than relying heavily on credibility cues, audiences appear to prioritize the practical value and contextual relevance of the content they encounter. This shift may reflect the increasing media literacy of digital consumers, who are frequently exposed to sponsored content and therefore evaluate influencer recommendations more critically. This outcome reflects the evolving mindset of digital-native consumers who are increasingly skeptical, better informed, and less dependent on influencers' reputations. Their decisions are driven primarily by content value and platform relevance rather than by perceived influencer authority or posting frequency.

Similarly, the absence of a significant effect for Content Frequency challenges the common assumption that higher posting intensity automatically strengthens audience influence. While frequent exposure may increase visibility, excessive repetition can reduce message novelty and trigger content fatigue. In highly saturated social media environments, users are continuously exposed to promotional messages from multiple influencers. As a result, frequency alone may no longer serve as a reliable signal of influence, particularly when consumers selectively engage with content that they perceive as relevant or meaningful.

Additionally, the study reveals no significant moderating effects for either Platform Preference or Social Media Interaction. Although both variables serve as strong direct predictors, they do not strengthen or weaken the influence of Content Frequency, Content Relevance, or Influencer Credibility on Purchase Decision. This suggests that digital-native consumers respond directly to key content and platform characteristics, without requiring conditional amplification from interaction-related mechanisms.

The absence of moderating effects also provides an important theoretical implication. While social media interaction and platform preference significantly influence purchase decisions as independent predictors, they do not amplify the relationships between influencer attributes and consumer responses. This suggests that digital consumers process influencer content in a relatively direct manner rather than through complex interaction-based reinforcement mechanisms.

In other words, audiences may form purchase decisions primarily based on their evaluation of the content and the platform environment itself, rather than through conditional amplification

effects. This interpretation aligns with emerging perspectives in digital consumer psychology that emphasize platform familiarity and perceived content value as primary drivers of online persuasion.

Overall, this study contributes theoretically by highlighting the dominance of platform-centric and content-driven factors in shaping purchasing decisions among digital-native consumers. The findings also offer strong practical implications for marketers: effective influencer marketing is less about influencer prestige and more about content relevance and the strategic selection of platforms where audiences are most active.

CONCLUSIONS

This study examined how influencer credibility, content frequency, content relevance, social media interaction, and platform preference jointly shape digital consumers' purchase decisions. The empirical results highlight that content relevance, platform preference, and social media interaction are the strongest and most consistent predictors of purchasing behavior, indicating that consumers respond more to messages that feel personally meaningful, are delivered through platforms they are comfortable with, and are supported by interactive engagement cues.

In contrast, content frequency and influencer credibility show weaker, non-significant effects, suggesting a shift in the dynamics of digital persuasion, in which the audience prioritizes contextual alignment and interaction quality over mere repetition or traditional authority signals.

Beyond these findings, the study offers several practical implications. From a managerial perspective, the findings suggest that marketers should rethink how influencer campaigns are designed. Instead of focusing primarily on influencer popularity or posting frequency, marketers should prioritize developing highly relevant, audience-centered content. Influencer collaborations should emphasize storytelling, problem-solving content, and contextual alignment with the audience's daily experiences.

Additionally, brands should carefully select the social media platforms where their target audiences are most active, as platform familiarity appears to be a stronger driver of purchase decisions than influencer reputation itself. In practice, this means marketers should invest more in content strategy and platform optimization rather than allocating budgets solely based on influencer reach or follower counts. By aligning influencer content with audience interests and platform behavior, brands can significantly improve the effectiveness of digital persuasion.

Brands will benefit from collaborating with influencers who demonstrate consistent audience alignment and operate on platforms that match the behavioral tendencies of their target consumers. Policymakers and industry actors may also consider developing guidelines that encourage responsible content curation, promote platform-specific optimization, and support transparent influencer-brand partnerships to strengthen consumer trust in the digital environment.

Despite its contributions, this study is not without limitations. First, the data rely on self-reported perceptions, which may introduce subjectivity and reduce the ability to infer behavioral causality beyond the model. Second, although the sample size is robust, the respondents represent a particular segment of active digital consumers, which may limit generalisability to other demographic or geographic contexts. Third, the cross-sectional research design restricts observation of behavioral change over time, particularly in rapidly evolving digital platforms.

Future research may expand these insights by employing longitudinal designs to capture shifts in consumer responses as platforms evolve and influencer ecosystems mature. Scholars could also explore comparative analyses across multiple platforms to better understand how algorithmic features, interface structures, and user cultures shape persuasion pathways.

Additionally, qualitative or mixed-methods approaches could provide deeper insight into

how consumers interpret meaning, authenticity, and relevance within the influencer-audience relationship. Such extensions will help refine theoretical models of digital persuasion and offer more nuanced implications for practice.

Ultimately, effective influencer marketing in contemporary digital environments depends less on who delivers the message and more on how well the content fits the audience and the platform where the interaction occurs.

LIMITATION & FURTHER RESEARCH

This study has several limitations that should be considered when interpreting the results. First, the research relies on cross-sectional survey data, which captures consumer perceptions at a single point in time and may not fully reflect dynamic changes in digital behavior. Second, the use of self-reported measures may introduce perceptual bias, as respondents' evaluations of influencer content do not always translate directly into actual purchasing behavior. Third, although the sample size is substantial, the respondents represent a specific segment of active social media users, which may limit the generalizability of the findings to other demographic groups or cultural contexts.

Future research may extend this study in several directions. First, scholars are encouraged to examine additional moderating variables that may better explain the dynamics of influencer marketing effectiveness, such as perceived authenticity, influencer-brand congruence, or algorithmic visibility. Second, future studies could explore platform-specific exposure effects by comparing how influencer marketing operates across major social media environments such as TikTok, Instagram, and YouTube.

These platforms differ in their algorithmic structures, content formats, and interaction patterns, which may influence how audiences interpret and respond to influencer messages. Finally, cross-country comparative research would provide valuable insights into how cultural contexts shape influencer credibility, engagement patterns, and platform preferences, thereby enriching the global understanding of digital consumer behavior.

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