

Micro-Influencer Credibility in Local Service Markets: Examining Authenticity, Expertise, Local Familiarity, and Consumer Booking Intention

Dr. Budi Santoso

Senior Lecturer, Universitas Airlangga, Indonesia

Abstract

Micro-influencers have become increasingly relevant to service businesses that depend on geographically concentrated customer communities, interpersonal trust, and locally meaningful recommendations. Unlike celebrity endorsers or high-reach digital creators, micro-influencers typically operate through smaller audience networks in which perceived familiarity, specialized knowledge, accessibility, and community embeddedness may influence persuasive effectiveness. These characteristics are especially important in local service markets, where consumers frequently face uncertainty before purchasing intangible and difficult-to-evaluate offerings such as restaurants, beauty services, fitness programs, home maintenance, professional services, accommodation, and neighborhood experiences. This study develops a simulation-based framework for examining how micro-influencer credibility affects consumer booking intention in local service settings. Credibility is conceptualized through authenticity, expertise, trustworthiness, and local familiarity, while perceived commercialism is modeled as a potential negative influence.

A synthetic dataset representing 360 hypothetical consumers was constructed using seven-point measurement scales. Regression analysis indicates that overall micro-influencer credibility and local familiarity are positively associated with simulated booking intention, whereas perceived commercialism shows a negative relationship. The standardized simulated coefficient for credibility is 0.378 and the coefficient for local familiarity is 0.333, while commercialism produces a coefficient of -0.274 . The model explains approximately 42.3% of synthetic variation in booking intention. The findings suggest that micro-influencer effectiveness in local service markets may depend less on audience size than on whether recommendations appear credible, contextually informed, and consistent with the influencer's established identity and community knowledge. The paper contributes a localized credibility framework for subsequent empirical validation and provides practical implications for service businesses seeking responsible, relationship-oriented influencer partnerships.

Keywords: micro-influencers; source credibility; local service markets; influencer marketing; authenticity; local familiarity; booking intention; perceived commercialism



1. Introduction

Influencer marketing has developed from an experimental social-media tactic into an established component of digital communication strategy. Organizations increasingly collaborate with individuals whose audiences perceive them as knowledgeable, relatable, entertaining, aspirational, or trustworthy. Much early attention focused on celebrities and high-reach social-media personalities, yet smaller-scale creators have become particularly relevant where commercial decisions depend on interpersonal credibility rather than mass visibility. Micro-influencers commonly communicate with comparatively concentrated audiences and may maintain stronger perceptions of accessibility and interaction than nationally recognized endorsers. These characteristics are especially relevant to local service markets, where businesses rarely require exposure to millions of geographically dispersed consumers. A restaurant, fitness studio, beauty salon, local tourism operator, specialist repair provider, or neighborhood professional service may gain greater commercial value from reaching a smaller but geographically and behaviorally relevant audience than from obtaining broad exposure among individuals unlikely to purchase locally.

The persuasive problem in service markets differs from that associated with many tangible products. Services are frequently difficult to evaluate before consumption because consumers cannot always inspect performance in advance or confidently compare providers through physical characteristics. Murray's work on information acquisition in service purchasing demonstrates the importance of interpersonal sources under conditions of perceived risk, while Bansal and Voyer emphasize the role of word-of-mouth communication in service purchase decisions. Local consumers may therefore rely on reviews, recommendations, reputation, prior experiences, and trusted interpersonal sources when deciding among alternative providers. Social-media influencers can become part of this information environment by translating service experiences into narratives, photographs, demonstrations, evaluations, and recommendations. Their persuasive influence, however, depends on whether audiences consider the recommendation sufficiently credible to reduce uncertainty.

Source credibility research provides a useful foundation for explaining this process. Ohanian conceptualized credibility through dimensions including expertise and trustworthiness, extending earlier communication research associated with Hovland, Janis, and Kelley. Expertise concerns whether a communicator is perceived as sufficiently knowledgeable to evaluate the subject, while trustworthiness concerns whether the communicator appears honest and dependable. In contemporary influencer environments, authenticity has emerged as an additional concern because followers often expect creators to maintain consistency between commercial endorsements and their established identities. Audrezet, de Kerviler, and Moulard demonstrate that commercialization can place influencer authenticity under pressure, while Lou and Yuan show that message value and influencer credibility can shape trust in branded content. These findings suggest that influencer effectiveness cannot be inferred from follower numbers alone.

Local service markets introduce another dimension that has received less direct attention: local familiarity. A micro-influencer who routinely discusses a particular neighborhood, community, cuisine, professional field, or local lifestyle may possess contextual credibility that a high-profile but geographically distant influencer cannot reproduce. Local familiarity may signal knowledge of community expectations, price norms, competing providers, accessibility conditions, cultural



preferences, and service quality. A recommendation for a neighborhood restaurant, clinic, salon, training facility, or repair provider may therefore be more persuasive when audiences believe the influencer actually understands the local consumption environment. This possibility suggests that conventional influencer metrics based on audience reach or generalized engagement should be supplemented with measures of contextual fit and community relevance.

The present study develops a simulation-based framework for investigating micro-influencer credibility in local service markets. It examines credibility through authenticity, expertise, trustworthiness, and local familiarity while accounting for perceived commercialism as a potential credibility-reducing factor. Booking intention is treated as the principal consumer outcome because many local services ultimately depend on appointments, reservations, visits, consultations, or other forms of behavioral commitment. The study does not present synthetic observations as responses from real participants. Instead, simulation is used transparently to demonstrate theoretically expected relationships and establish an analytical model that can later be tested through actual consumer surveys, field experiments, campaign data, or service-booking behavior. The central proposition is that micro-influencers may create value for local service providers not because they reproduce celebrity-scale reach, but because they can operate as credible and contextually informed intermediaries between local businesses and consumer communities.

2. Objectives of the Study

2.1 To Examine the Influence of Micro-Influencer Credibility on Booking Intention

The first objective is to examine whether perceived micro-influencer credibility is positively related to consumer intention to book or purchase a local service. Credibility is treated as an integrated evaluation rather than a single personality characteristic. Consumers may interpret an influencer as credible when recommendations appear knowledgeable, honest, experience-based, internally consistent, and relevant to the context in which the service operates.

This objective is particularly important for service businesses because prospective customers frequently face uncertainty before purchase. A credible recommendation can potentially function as an informational shortcut that reduces perceived uncertainty and increases confidence in the provider. The study therefore evaluates whether higher simulated credibility scores correspond with stronger booking intentions.

2.2 To Assess Authenticity, Expertise, Trustworthiness, and Local Familiarity

The second objective is to examine the dimensions that may contribute to micro-influencer credibility within geographically bounded service markets. Expertise reflects perceived knowledge of the service category. Authenticity refers to consistency between the recommendation and the influencer's recognizable identity and previous communication. Trustworthiness concerns perceived honesty and reliability, while local familiarity represents knowledge of the community and its consumption environment.

Local familiarity is given particular attention because influencer research commonly examines product–endorser fit without specifically addressing geographic and community fit. A consumer choosing a local service may assign greater value to an endorsement when the communicator appears to



understand local alternatives and practical circumstances. The study therefore evaluates local familiarity as an independent predictor in addition to overall credibility.

2.3 To Evaluate the Credibility Cost of Perceived Commercialism

The third objective is to assess whether perceived commercialism weakens consumer responses to micro-influencer recommendations. Commercial collaboration is not inherently incompatible with credibility. Influencers can legitimately receive compensation for producing promotional content, provided that commercial relationships are transparent and recommendations remain consistent with the creator's expertise and established identity.

Problems may emerge when followers believe that recommendations are driven primarily by payment rather than genuine evaluation. Excessive sponsorship frequency, repetitive promotional language, poor fit between the influencer and service, or unconvincing praise may increase perceived commercialism. The present study therefore considers whether commercialism is negatively associated with booking intention after credibility and local familiarity are taken into account.

3. Review of Literature

3.1 Source Credibility and Influencer Persuasion

Research on persuasive communication has long recognized the importance of source characteristics. Hovland, Janis, and Kelley argued that message acceptance is influenced by audience perceptions of the communicator, while Ohanian subsequently developed a widely used framework for measuring perceived celebrity endorser expertise, trustworthiness, and attractiveness. Although influencer marketing emerged in a different technological environment, the underlying credibility mechanism remains relevant. Consumers are unlikely to assign equal persuasive weight to every individual presenting a commercial recommendation.

Freberg and colleagues described social-media influencers as a distinctive category of independent third-party endorsers capable of shaping audience attitudes through blogs, social networks, and other digital channels. Their role differs from traditional celebrity endorsement because influencer authority is often constructed through sustained content production and recurring audience interaction. De Veirman, Cauberghe, and Hudders demonstrated that follower counts can influence consumer perceptions, but their research also indicates that audience size does not operate independently of product characteristics and perceived fit. Consequently, larger reach should not automatically be treated as stronger persuasive quality.

Djafarova and Rushworth found that credibility perceptions surrounding online personalities can influence purchase decisions, particularly among younger consumers. Lou and Yuan further showed that informative value, entertainment value, expertise, trustworthiness, attractiveness, and similarity can influence trust in influencers' branded posts. Sokolova and Kefi likewise demonstrated the importance of credibility and parasocial interaction in explaining purchase intention associated with Instagram and YouTube personalities. Collectively, these studies suggest that influencer effectiveness is strongly relational: audiences respond not simply to exposure but to their interpretation of the person communicating the endorsement.

3.2 Authenticity, Endorser Fit, and Micro-Influencer Relationships

Authenticity has become particularly important because social-media influencers often derive influence from the perception that their communication reflects personal experience rather than institutional advertising. Abidin's analysis of influencer practices illustrates how commercial visibility and personal self-presentation can become intertwined. Audrezet, de Kerviler, and Moulard later demonstrated that commercial demands can place authenticity under threat, encouraging influencers to develop strategies that preserve perceived sincerity while participating in brand collaborations.

The concept of fit offers another explanation for endorsement effectiveness. McCracken's meaning-transfer perspective emphasizes the cultural meanings carried by endorsers, while Till and Busler demonstrate that expertise and product-endorser fit can affect attitudes and purchase intentions. Within influencer environments, Schouten, Janssen, and Verspaget found that identification and credibility help explain differences between celebrity and influencer endorsements. Fit is therefore not merely a visual or demographic match; it concerns whether the recommendation makes sense within the influencer's established content identity and audience expectations.

Micro-influencers may possess an advantage when narrower topical specialization strengthens perceived fit. A creator known for neighborhood food reviews may appear more qualified to recommend a local restaurant than a general entertainment personality. Similarly, a local fitness creator may possess stronger contextual relevance for a nearby studio than a nationally recognized lifestyle influencer whose audience is geographically dispersed. Campbell and Farrell describe influencer marketing as involving distinct influencer categories with different functional roles, reinforcing the need to align influencer type with campaign objectives rather than treating reach as the only strategic criterion.

3.3 Local Service Risk, Word of Mouth, and Community Relevance

Services often possess experiential characteristics that make quality difficult to assess before purchase. Murray found that consumers may rely heavily on personal information sources when acquiring services because perceived risk and uncertainty influence information-search behavior. Bansal and Voyer similarly showed that word-of-mouth processes play an important role in service purchase decisions. These insights are especially relevant to local services, where reputational information can directly influence bookings and provider selection.

Electronic word of mouth extends this process into online environments. Brown, Broderick, and Lee conceptualized word-of-mouth communication within online social networks, while Cheung, Lee, and Rabjohn examined how individuals adopt online opinions. Erkan and Evans later demonstrated that information quality, credibility, usefulness, and adoption are important in explaining purchase intentions arising from electronic word of mouth. Micro-influencer recommendations can operate as a hybrid form of interpersonal and commercial communication because they may combine personal experience, social relationships, and sponsored content.

Local familiarity may strengthen this process by increasing the perceived diagnostic value of the recommendation. A locally embedded influencer may be familiar with neighborhood prices, service norms, accessibility, competing providers, community preferences, and practical expectations. Such knowledge can make recommendations more actionable. For service providers, the strategic implication is that audience proximity may sometimes matter more than audience magnitude. A smaller audience



containing individuals who live within the provider's service area and trust the influencer's local judgment may generate more meaningful commercial outcomes than broad exposure among geographically irrelevant followers.

4. Research Methodology

4.1 Research Design and Simulation Framework

The study adopts a quantitative simulation-based research design. Simulation was selected because no verified consumer dataset was supplied for the present manuscript. All numerical observations are therefore synthetic and are used to illustrate how the proposed relationships could be evaluated empirically. They must not be interpreted as evidence obtained from actual survey respondents or customers.

A synthetic dataset of 360 hypothetical consumers was constructed. The framework assumes individuals who use social media and who may encounter recommendations concerning geographically accessible services. Principal constructs were represented through seven-point scales ranging from low to high perceived levels. The modeled constructs included authenticity, expertise, trustworthiness, local familiarity, perceived commercialism, overall micro-influencer credibility, and local service booking intention.

Credibility was modeled as an integrated construct influenced by authenticity, expertise, trustworthiness, and local familiarity. Booking intention was modeled as a function of credibility, local familiarity, trustworthiness, and perceived commercialism. Random variation was incorporated to avoid deterministic relationships and to produce a heterogeneous synthetic consumer population.

Table 1: Operational Framework for the Simulated Study

Construct	Operational Definition	Measurement Logic	Expected Direction
Authenticity	Perceived consistency between endorsement and the influencer's established identity and experience	Seven-point simulated scale	Positive
Expertise	Perceived knowledge or competence concerning the relevant service category	Seven-point simulated scale	Positive
Trustworthiness	Perceived honesty, dependability, and sincerity of the influencer	Seven-point simulated scale	Positive
Local familiarity	Perceived understanding of the community, local alternatives, and service environment	Seven-point simulated scale	Positive
Perceived commercialism	Degree to which the recommendation appears predominantly motivated by commercial compensation	Seven-point simulated scale	Negative



Construct	Operational Definition	Measurement Logic	Expected Direction
Overall credibility	Integrated perception of the influencer as a believable and competent information source	Seven-point simulated scale	Positive
Booking intention	Consumer willingness to make a reservation, appointment, visit, or service purchase	Seven-point simulated scale	Dependent variable

Note: All numerical observations are synthetic and intended solely for methodological illustration.

4.2 Proposed Measurement and Sampling Strategy

For future empirical validation, the study could employ a consumer sample drawn from individuals who have encountered micro-influencer recommendations for local services within a specified period. Researchers should define the geographic market before recruitment and establish clear criteria for identifying a micro-influencer. Follower-count thresholds vary across industries and platforms, so an empirical study should avoid presenting an arbitrary follower range as universally applicable. Audience locality, interaction patterns, and topical specialization should be measured alongside follower count.

A future questionnaire could include the following five proposed core items:

- This micro-influencer appears knowledgeable about the local service being recommended.
- The recommendation appears consistent with the micro-influencer's usual content and personal experience.
- I consider this micro-influencer trustworthy when evaluating local service providers.
- This micro-influencer appears familiar with local alternatives and community preferences.
- This recommendation would increase my willingness to book or try the local service.

These items are proposed rather than administered measures. Empirical use would require appropriate adaptation of established source-credibility scales, expert review, pilot testing, reliability assessment, construct validation, and ethical procedures appropriate to the research setting. Sponsorship recognition and perceived commercialism should also be measured separately because transparent sponsorship does not necessarily produce the same psychological response as excessive commercialization.

4.3 Statistical Analysis

Descriptive statistics were first calculated for the principal simulated constructs. The association between overall credibility and booking intention was then examined graphically to determine whether the synthetic data followed the expected positive relationship.

A multiple regression model was specified as:

$$[BI_i = \beta_0 + \beta_1 CR_i + \beta_2 LF_i + \beta_3 CM_i + \beta_4 TR_i + \epsilon_i]$$

where (BI) represents booking intention, (CR) overall credibility, (LF) local familiarity, (CM) perceived commercialism, (TR) trustworthiness, and (ϵ) the residual component.

Standardized coefficients were used to compare the relative strength of predictors. Because the dataset is simulated, statistical significance does not provide evidence concerning an actual consumer



population. Inferential values describe the generated analytical scenario and demonstrate how subsequent empirical research could test the framework.

5. Analysis

5.1 Descriptive Pattern of Credibility and Booking Intention

The synthetic sample produced a mean overall micro-influencer credibility score of approximately 4.80 on the seven-point scale. Mean local familiarity was approximately 4.96, while mean perceived commercialism was 3.51. The mean simulated booking-intention score was approximately 3.83.

The descriptive pattern indicates considerable variation across simulated consumers rather than universal acceptance of influencer recommendations. This heterogeneity is theoretically appropriate because consumers differ in attitudes toward sponsored content, service needs, influencer familiarity, prior experiences, and susceptibility to interpersonal recommendations.

Overall credibility showed a positive bivariate relationship with booking intention. Consumers represented by higher simulated credibility values generally displayed stronger booking intention, although observations did not fall perfectly along a single line. This dispersion reflects the assumption that service choices depend on multiple influences rather than credibility alone.

Table 2: Simulated Analytical Results for Local Service Booking Intention

Predictor / Indicator	Simulated Result	Direction	Analytical Interpretation
Mean overall credibility	4.80	—	Moderately high perceived credibility
Mean local familiarity	4.96	—	Strong contextual familiarity
Mean perceived commercialism	3.51	—	Moderate commercial perception
Mean booking intention	3.83	—	Moderate simulated behavioral intention
Overall credibility, standardized β	+0.378	Positive	Strongest positive credibility-related predictor
Local familiarity, standardized β	+0.333	Positive	Substantial independent local-context effect
Perceived commercialism, standardized β	-0.274	Negative	Commercial overemphasis weakens booking intention
Trustworthiness, standardized β	+0.079	Weak positive	Limited independent contribution after credibility controls
Model (R^2)	0.423	—	Model explains 42.3% of synthetic variance

Simulation note: Credibility, local familiarity, and commercialism produced statistically detectable effects within the synthetic model, whereas the unique trustworthiness coefficient was comparatively weak after overlapping credibility effects were controlled. These values must not be generalized to actual consumers.

5.2 Relative Importance of Credibility and Local Familiarity

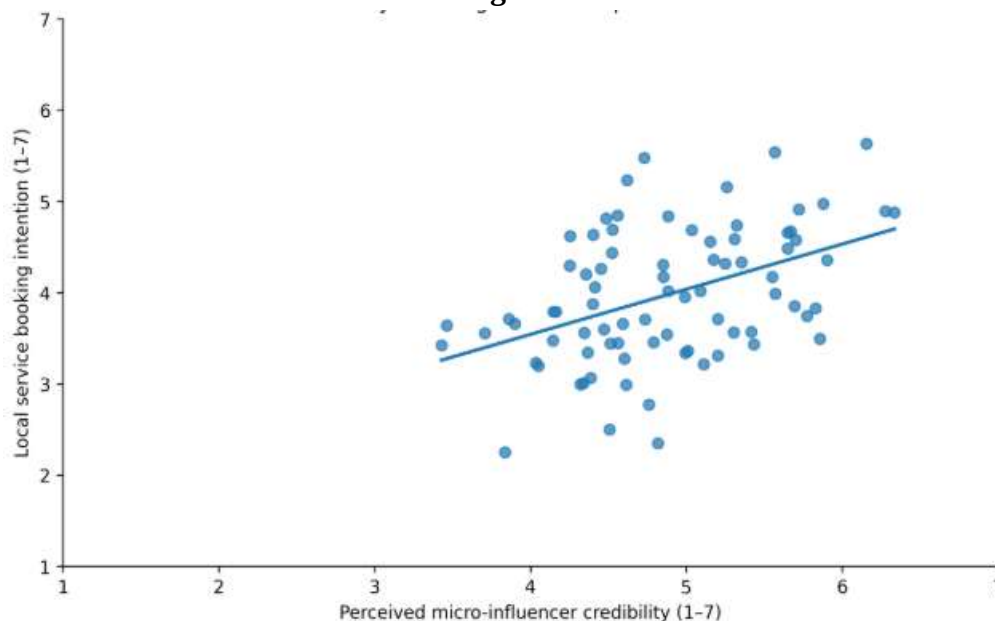
Overall credibility produced the strongest positive standardized coefficient in the simulated multivariable model, with $\beta = 0.378$. The result is consistent with source-credibility theory because a recommendation should become more influential when audiences regard the communicator as sufficiently competent and believable. The finding also supports the broader influencer-marketing literature emphasizing credibility as a central mechanism connecting creator characteristics with consumer response.

Perceived commercialism produced a negative coefficient of $\beta = -0.274$. This suggests that excessive commercial interpretation can reduce the persuasive value of a recommendation. The effect should not be interpreted as evidence that sponsorship itself is undesirable. Transparent commercial partnerships can coexist with credibility. The risk arises when audiences conclude that financial motivation has displaced genuine judgment or when the endorsement appears inconsistent with the influencer's normal content.

5.3 Graphical Evidence From the Synthetic Model

The simulated credibility–booking relationship is shown in Graph 1. A readable subset of 80 observations from the full 360-case synthetic dataset is displayed to prevent excessive visual overlap, while the underlying regression analysis uses all 360 observations.

Graph 1: Simulated Relationship Between Micro-Influencer Credibility and Local Service Booking Intention



The upward trend indicates that stronger perceived credibility is generally associated with greater willingness to book a recommended local service. The dispersion around the trend line is analytically important because it demonstrates that credibility does not completely determine consumer response. Price, convenience, prior familiarity with the business, availability, service necessity, competing reviews, and individual preferences could all alter a real purchasing decision.

The key analytical finding is therefore probabilistic rather than deterministic. Credibility appears capable of shifting the likelihood of favorable consumer response, but it should be understood as part of a larger service-choice process. Local service businesses should consequently avoid evaluating influencers through simplistic assumptions such as “more followers equal more bookings.” The stronger strategic question is whether the influencer possesses the credibility and contextual relevance required to make the recommendation diagnostically useful to potential customers.

6. Discussion

6.1 Credibility Matters More Than Visibility Alone

The simulated findings support a distinction between audience visibility and persuasive credibility. High follower counts can increase the number of people who encounter promotional content, but exposure does not guarantee belief, relevance, or behavioral response. For geographically bounded service businesses, large portions of a high-reach influencer's audience may be incapable of becoming customers because they live outside the service area or lack a meaningful need for the offering.

Micro-influencers can potentially reduce this inefficiency when their audiences are more concentrated around a location, interest, professional community, or lifestyle category. Their commercial value can therefore arise from audience relevance rather than audience magnitude. This position is compatible with work by De Veirman and colleagues showing that follower count interacts with other endorsement characteristics rather than functioning as a universally positive indicator.

Credibility also becomes especially important in services because consumers often purchase an expected experience rather than a directly inspectable physical object. A trustworthy micro-influencer can provide informational cues that reduce uncertainty, but the recommendation must appear based on genuine experience and competent evaluation. Service businesses should therefore assess previous content quality, topical consistency, audience interaction, and actual local knowledge before entering partnerships.

6.2 Local Familiarity as a Distinctive Source of Persuasive Value

The relatively strong simulated coefficient for local familiarity represents an important theoretical contribution of the framework. Traditional source-credibility models emphasize expertise and trustworthiness, while endorsement research frequently evaluates product–endorser fit. Local service markets introduce a further dimension: whether the recommender appears capable of judging the provider within the specific community where the service is consumed.

A neighborhood food creator, for example, may evaluate a restaurant relative to nearby alternatives and established local expectations. A creator specializing in regional tourism may understand transport constraints, seasonal conditions, visitor behavior, and local pricing. A locally active



fitness creator may know whether a studio's facilities, accessibility, schedules, and atmosphere suit the intended customer community. These forms of knowledge can make an endorsement more actionable.

Local familiarity should therefore be measured rather than assumed. Simply residing within a city does not automatically create local authority. Credibility is more likely to emerge from sustained evidence of community engagement, repeated contextual knowledge, meaningful interaction, and consistency between the influencer's claimed expertise and observable content history.

6.3 Managing Commercial Partnerships Without Eroding Authenticity

The negative simulated relationship between commercialism and booking intention highlights a central tension within influencer marketing. Successful creators eventually attract commercial opportunities because their credibility has economic value. Yet excessive monetization can weaken the very credibility that initially made the influencer attractive to businesses.

Audrezet and colleagues describe authenticity management as a significant challenge for influencers facing commercial pressures. The present model extends this concern to local service markets. Small businesses may be particularly tempted to request highly promotional scripts, absolute praise, exaggerated claims, or immediate calls to action because campaign budgets are limited and measurable returns are expected. Such control can make content appear more like conventional advertising and reduce the interpersonal quality associated with influencer recommendations.

A more credible partnership allows the influencer to retain an authentic communicative voice while ensuring that sponsorship is disclosed appropriately. Service businesses should also select partners who genuinely fit the service category rather than purchasing endorsements solely because an account offers inexpensive exposure. Commercial transparency, experiential honesty, and editorial independence can protect both consumer trust and the influencer's long-term reputation.

7. Conclusion

Micro-influencer marketing presents a distinctive opportunity for local service businesses because commercial effectiveness in geographically concentrated markets depends on more than aggregate audience size. The present study developed a simulation-based framework demonstrating how authenticity, expertise, trustworthiness, local familiarity, perceived commercialism, and overall credibility may jointly influence consumer booking intention. The synthetic findings indicate that overall credibility has a substantial positive relationship with booking intention and that local familiarity provides an additional source of persuasive value.

The framework also demonstrates that perceived commercialism can weaken favorable consumer response. Commercial collaboration is not inherently inconsistent with credible influence, but endorsement effectiveness may decline when promotional motivation becomes more salient than genuine experience or when sponsorship appears disconnected from the influencer's normal identity. Responsible partnership design should therefore preserve transparency, appropriate fit, and realistic communication rather than attempting to conceal or overpower the commercial nature of the relationship.

For local service businesses, the central managerial implication is that influencer selection should move beyond follower counts. Relevant criteria include geographic audience concentration, topical



expertise, community familiarity, interaction quality, content consistency, previous sponsorship patterns, credibility, and compatibility with the service experience. A smaller creator who is genuinely trusted within the target community may produce greater decision relevance than a much larger personality whose audience has little connection with the local market.

The study is intentionally limited by its synthetic design. No claim is made that the reported coefficients represent actual consumers or predict real campaign performance. Future research should test the framework using verified consumer surveys, service-booking records, field experiments, platform analytics, or matched influencer–business campaigns. Researchers could also compare micro-, macro-, and celebrity influencers while controlling for geographic audience relevance, service category, sponsorship disclosure, follower engagement, and previous customer familiarity. Such empirical work would help determine when micro-influencer credibility becomes a genuine competitive resource for local service providers and when conventional reach-based marketing remains more effective.

References

1. Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(4), 291–314.
2. Silvera, D. H., & Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of Marketing*, 38(11/12), 1509–1526.
3. Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92.
4. Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7.
5. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828.
6. Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73.
7. Audrezet, A., de Kerviler, G., & Moulard, J. G. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569.
8. Casalo, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519.
9. Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742.
10. Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4), 160–170.
11. Ki, C.-W. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, 55, 102133.



12. Saima, & Khan, M. A. (2021). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of Promotion Management*, 27(4), 503–523.
13. Kim, D. Y., & Kim, H.-Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223–232.
14. Tafesse, W., & Wood, B. P. (2021). Followers' engagement with Instagram influencers: The role of influencers' content and followers' characteristics. *Journal of Retailing and Consumer Services*, 58, 102303.
15. Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: A literature review and conceptual framework on the strategic use of social media influencers. *Social Media + Society*, 7(2).
16. Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174, 121246.
17. Leite, F. P., & Baptista, P. de P. (2022). The effects of social media influencers' self-disclosure on behavioral intentions: The role of source credibility, parasocial relationships, and brand trust. *Journal of Marketing Theory and Practice*, 30(3), 295–311.
18. Sesar, V., Martinčević, I., & Boguszewicz-Kreft, M. (2022). Relationship between advertising disclosure, influencer credibility and purchase intention. *Journal of Risk and Financial Management*, 15(7), 276.
19. Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644.
20. Dhanesh, G. S., & Duthler, G. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. *Public Relations Review*, 45(3), 101765.