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**The Impact of Social Media Influencer Characteristics on
Consumer Purchase Intentions in the Makeup Industry: An
Analysis of the Portuguese Market**

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Master Thesis

presented as partial requirement for obtaining a Master's Degree in Data-Driven Marketing

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação

Universidade Nova de Lisboa

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by

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Master Thesis presented as partial requirement for obtaining the Master's degree in Data-Driven Marketing, with a specialization in Digital Marketing & Analytics

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STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism, any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honor from the NOVA Information Management School.

[Lisbon, 2025]

Maria Caio

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ABSTRACT

This study analyses how the characteristics of digital influencers on social media impact consumer purchasing intentions in the Portuguese cosmetics industry. Based on a conceptual model that includes expertise, credibility, trustworthiness, likeability, attractiveness, eWOM, content quality and content frequency, the research analyses the impact of these factors on consumer behavior in terms of purchasing intentions. A quantitative research approach was used, supported by a structured questionnaire administered to 183 respondents. The study revealed that, although most SMI characteristics are positively correlated with consumer purchase intention, only credibility, eWOM, and content frequency emerged as significant predictors in the linear regression model. These results suggest that repeated exposure, credible communication, and peer reinforcement are the most influential factors in consumer decisions in influencer marketing, while attributes such as attractiveness or expertise, although perceived positively, act as basic expectations rather than differentiating factors. Interestingly, friendliness showed a negative relationship with purchase intention, suggesting possible consumer scepticism towards overly friendly influencers. This research provides valuable insights for brands seeking to optimize influencer partnerships and digital marketing strategies, highlighting the importance of prioritizing consistent, credible and community-supported messages to stimulate purchasing behavior. The study contributes to the growing literature on influencer marketing, clarifying which influencer attributes most effectively encourage consumer engagement and purchasing decisions in the beauty industry. Recommendations for future research include expanding sample diversity, incorporating behavioral metrics, and exploring the moderating effects of platform type or influencer-brand congruence to increase the generalizability and depth of understanding in this field.

KEYWORDS

Social Media Influencers; Influencer Marketing; Purchase Intention; Makeup Industry; Consumer Behavior; Digital Marketing.

Sustainable Development Goals (SDG):



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1. INTRODUCTION

The rapid evolution of digital marketing has transformed how consumers make purchase decisions, with social media influencers (SMIs) emerging as key players in shaping brand perceptions and driving purchasing behavior. In the makeup industry, characterized by strong visual appeal and high involvement, influencers act as powerful intermediaries between brands and consumers, leveraging their perceived authenticity and personal connection to audiences (De Veirman et al., 2017; Lou & Yuan, 2019).

Recent studies have confirmed the effectiveness of influencer marketing in shaping consumer preferences and stimulating purchase intentions (Borges-Tiago et al., 2023). However, there is still a lack of understanding regarding which specific influencer characteristics most strongly drive these behaviors, especially in the Portuguese market, where the adoption of social media as a purchasing driver continues to expand. Despite the growing interest from brands in working with influencers, many decisions about which influencers to select, and what features to prioritize, are still based on intuition or general popularity rather than on scientific evidence. Therefore, it is crucial to systematically investigate which attributes of influencers — such as expertise, trustworthiness, credibility, likeability, attractiveness, content quality, content frequency, and electronic word-of-mouth (eWOM) — have the most significant impact on consumer decision-making. (Narassiguin & Sargent, 2019)

The makeup industry represents a particularly relevant sector to explore these dynamics, given the importance of visual content, product testing, and recommendations in shaping perceptions of product quality and suitability. Moreover, Portuguese consumers are increasingly exposed to influencer marketing practices, but cultural factors, purchasing habits, and attitudes toward beauty consumption may moderate their responses, highlighting the need for context-specific research. Understanding how these characteristics influence purchase intention will help brands, agencies, and influencers themselves to develop more effective and authentic marketing strategies, while also contributing to the literature on consumer behavior in digital environments.

The main objective of this study is to analyze the influence of social media influencer characteristics on consumer purchase intentions in the Portuguese makeup industry. More specifically, this research aims to examine how perceived expertise, credibility, trustworthiness, likeability, attractiveness, content quality, content frequency, and positive eWOM shape consumer trust and purchase intention. Based on a thorough literature review, eight hypotheses were formulated to address this objective. These hypotheses propose that each of the influencer characteristics positively influences consumer purchase intention, with content frequency, credibility, and positive eWOM expected to be especially strong drivers.

The central research question guiding this work is therefore: *How do the characteristics of social media influencers affect consumer purchase intentions in the makeup industry within the Portuguese market?*

To address this question, the study is organized as follows. Chapter 2 presents a literature review on influencer marketing, social media influencers' characteristics, and their links with consumer behavior. Chapter 3 describes the research methodology, including data collection procedures, sampling, and analysis techniques. Chapter 4 presents and discusses the empirical results, testing the proposed hypotheses and analysing their implications. Finally, Chapter 5 provides conclusions, recommendations for practitioners, and suggestions for future research.

By clarifying which influencer attributes most effectively stimulate consumer engagement and purchasing behavior, this study aims to deliver practical insights for brands and marketing professionals seeking to optimize influencer partnerships and design campaigns that are more credible, persuasive, and culturally aligned with the expectations of Portuguese consumers in an increasingly competitive and dynamic digital marketplace.

2. LITERATURE REVIEW

2.1. INFLUENCER MARKETING

Influencer marketing has emerged as a significant promotional strategy in the digital age, fuelled by the widespread adoption of information technology and social media platforms (Freberg et al., 2011; De Veirman et al., 2017). Social media influencers have taken on a dynamic role as endorsers, impacting individuals' decision-making processes with remarkable effectiveness (Freberg et al., 2011). These influencers are widely utilized to publicize and disseminate information about products and services, as well as to execute marketing promotion campaigns targeting online buyers and followers (Al Kurdi & Alshurideh, 2023). Notably, influencers maintain regular communication with their followers, consistently updating them with the latest information, thereby fostering engagement and trust.

Social media influencers, in particular, have become trusted endorsers compared to traditional marketing methods, offering a cost-effective and efficient approach (Alwan & Alshurideh, 2022). Their ability to achieve convincing results in terms of media coverage and consumer purchase persuasion highlights their value. However, despite their growing prominence, academic research on social media influencers remains relatively scarce (Godey et al., 2016), and more recent studies confirm that there is still a need to understand better the mechanisms through which influencers affect purchasing behavior in specific cultural contexts (Borges-Tiago et al., 2023).

Compared to traditional marketing strategies, modern promotion tactics involving social media influencers encourage businesses to assess the unique advantages these individuals provide. Influencers are regarded as more knowledgeable and trustworthy sources due to their capacity to build rapport with key consumers, particularly youth demographics (Ki & Kim, 2019). This quality is critical for businesses aiming to engage younger audiences and establish long-term brand loyalty.

To establish themselves as opinion leaders, many social media influencers actively develop their personal brands and strategically manage their self-presentation to appear relatable and trustworthy to their audiences, fostering familiarity and credibility (van Reijmersdal, Walet, & Gudmundsdóttir, 2024). By leveraging influencer marketing strategies to target their audience, marketers can communicate their messages more organically and effectively to large groups (Talavera, 2015). These partnerships often result in successful collaborations, where influencers help drive product visibility and consumer purchases (Kim & Kim, 2021).

The concept of influencer marketing integrates traditional and modern sales techniques to create a distinctive and highly effective approach to digital marketing. The term gained significant traction in 2016, appearing in 465% more Google searches than before, with 67% of companies utilizing Instagram as a platform for these campaigns. Businesses see substantial

returns on their investments, with every \$1 spent on influencer marketing generating approximately \$5.20 in revenue (Geysler, 2023).

Designed to improve brand recognition, increase website traffic, and foster stronger engagement with target audiences, influencer marketing addresses core marketing objectives in a modern context. It serves as a strategic solution to meet the evolving needs of brands seeking meaningful interactions with consumers (Anca, Alviansyah, & Sabrin, 2025).

The impact of influence on marketing is further validated by its widespread adoption among marketers. Approximately 80% of online marketers recognize social media influencers as reliable endorsers capable of elevating their businesses to higher levels (Dhanesh & Duthler, 2019). Reports indicate that approximately 85% of marketers now use influencer marketing as part of their overall strategy, underscoring the integral role of influencers in modern marketing (Influencer Marketing Hub, 2024). Nevertheless, companies face significant challenges in identifying the most effective influencers to stimulate consumer-generated reviews and stories. The selection process remains complex, involving multiple factors such as influencer–brand fit, audience alignment, and network characteristics (Masuda et al., 2022).

2.2. SOCIAL MEDIA INFLUENCERS

The rise of social media has given prominence to a new category of influential figures known as social media influencers (SMIs), who gain authority through their opinions, knowledge, and credibility on platforms such as Facebook, Instagram, YouTube, and X. Unlike traditional celebrities, SMIs build their influence by consistently producing engaging, relatable content, enabling brands to embed advertisements in a more authentic and persuasive manner (De Veirman et al., 2017). As modern opinion leaders, these influencers amplify brand messages and shape consumer attitudes through electronic word-of-mouth, leveraging their accessibility and perceived closeness to their audiences (Gräve, 2017; Djafarova & Rushworth, 2017).

Social media influencers can be defined as individuals who create and distribute content through social media platforms, achieving a certain level of reach and credibility, which allows them to affect consumer decision-making (De Veirman, Cauberghe, & Hudders, 2017).

SMIs are generally categorized by their follower base and engagement levels, ranging from micro-influencers with fewer than 100,000 followers and highly engaged niche audiences, to macro-influencers with broader yet less intimate reach, and mega-influencers exceeding one million followers, comparable to mainstream celebrities (De Veirman et al., 2017). While many influencers organically develop their communities through content creation, traditional celebrities have also entered the social media sphere, further blurring the distinction between celebrity and influencer status (Hudders et al., 2020).

A key feature of SMIs is their capacity to establish personal, emotionally resonant relationships with followers by sharing daily experiences, fostering authenticity and transparency that sustain audience trust (Jin, Muqaddam, & Ryu, 2019). Their popularity is further supported by traits such as relatability, confidence, friendliness, credibility, and effective communication skills (Freberg et al., 2011; Conde, 2019). Through deliberate self-branding and storytelling, SMIs curate a public image aligned with commercial goals, positioning themselves as aspirational figures who shape consumer preferences and strengthen emotional bonds between brands and audiences (Khamis et al., 2017; Djafarova & Rushworth, 2017).

2.3. SOCIAL MEDIA INFLUENCERS CHARACTERISTICS

2.3.1. EXPERTISE

Expertise is a crucial element of an influencer's credibility, as it reflects their knowledge, skills, and experience regarding a specific product or domain (Umeogu, 2012). This characteristic significantly affects the persuasiveness of endorsement and has a direct impact on consumer purchase intentions (Aaker & Myers, 1987; Silvera & Austad, 2004; Ohanian, 1991). McCracken (1989, p. 311) defines expertise as 'the apparent capacity of the source to make legitimate affirmations,' meaning that an endorser with high expertise is seen as more capable of delivering accurate and reliable information (Hovland et al., 1953).

Several studies have confirmed that endorsers perceived as experts exert a stronger influence on consumer trust and purchase decisions (Erdogan, 1999; Ohanian, 1991). For instance, Gire Alfaruqi (2023) demonstrated that an endorser's expertise in a product domain enhances consumer trust and can lead to higher purchase intention. Furthermore, Dean and Biswas (2001) emphasized that expertise becomes particularly relevant when promoting functional and high-cost brands, where consumers rely more on authoritative figures than on conventional advertisements (Charbonneau & Garland, 2005).

The role of expertise in influencer marketing has gained further importance with the emergence of social media influencers who specialize in distinct niches, such as gaming, fitness, fashion, or makeup (Chekima et al., 2020). Unlike traditional celebrities, influencers develop their expertise through firsthand experience and continuous engagement with specific products, making them more credible in the eyes of consumers (Schouten et al., 2019). Djafarova and Rushworth (2017) also confirmed that online buyers consider influencers' expertise crucial for endorsement success, reinforcing the idea that credibility is strengthened when there is a clear match between the influencer's knowledge and the product being endorsed.

A key distinction between influencers and traditional celebrities lies in the authenticity of their product endorsements. While celebrities may promote products based solely on contractual agreements without prior use or familiarity, influencers typically endorse products they have personally tested and trust (Hanzaee & Aghasibeig, 2008). This aspect enhances their credibility, as their audience perceives them as genuine users rather than mere promoters. Research further highlights that when influencers share consistent and informed recommendations, they cultivate trust and strengthen their persuasive power (Chetioui et al., 2020).

The effectiveness of expertise in influencer marketing extends across various industries. Studies indicate that featuring experts in advertisements—such as dentists endorsing toothpaste—significantly boosts consumer confidence and fosters positive attitudes towards purchasing the product. Similarly, expertise has been found to influence consumer attitudes and purchasing behavior in the fashion industry and overall brand perception (Khan, 2023).

Under these circumstances, and referring to the beauty and make-up sector, we hypothesise that:

H1: Social media influencers with higher perceived expertise in the makeup industry positively influence consumer trust and purchase intentions.

2.3.2. CREDIBILITY

Credibility is a fundamental characteristic of social media influencers, as it determines the level of trust that consumers place in them (Li & Zhang, 2018). Influencer credibility plays a significant role in shaping audience perceptions and can directly impact purchase decisions (Kádeková & Holienčinová, 2018; Lee & Eastin, 2021). Research consistently demonstrates that when consumers perceive influencers as credible, they are more likely to trust their endorsements and purchase the recommended products (Ohanian, 1990).

Credibility in the context of social media is often reinforced by authenticity and transparency, which strengthen the influencer's persuasive power (Sokolova & Perez, 2021). Perceived credibility encompasses an individual's belief that an influencer's recommendations are unbiased, truthful, and reliable (Hass, 1981). The effectiveness of an influencer's message is largely dependent on two key dimensions of credibility: expertise and trustworthiness (Hovland et al., 1953; Ohanian, 1990).

According to the source credibility model, messages from a credible source can influence consumer beliefs, attitudes, and behaviors through a psychological process known as *internalization*, in which the audience adopts the influencer's views as their own (Erdoğan, 1999). Since influencers act as primary sources of information in marketing campaigns, their perceived credibility is crucial for advertisers to assess the effectiveness of endorsements (Friedman et al., 1978; Lou & Yuan, 2019).

Over time, the concept of credibility has evolved, with researchers identifying various contributing factors. Hovland et al. (1953) originally defined credibility as comprising expertise and trustworthiness. Trustworthiness refers to the degree to which an influencer is perceived as honest and unbiased, while expertise reflects perceived knowledge and competence (Whitehead, 1968; Applbaum & Anatol, 1972). More recent research has also incorporated attractiveness as an element of credibility, recognizing that visually appealing influencers can be perceived as more persuasive (Ohanian, 1990; 1991).

Given this evidence, it is reasonable to hypothesize the following relationship between influencer credibility and purchase intention:

H2: The credibility of a social media influencer increases consumer willingness to purchase makeup products they endorse.

2.3.3. TRUSTWORTHINESS

Trustworthiness is a crucial trait of social media influencers, influencing the level of confidence and acceptance that audiences place in their endorsements (Abdulmajid-Sallam & Wahid, 2012; Lou & Yuan, 2019). It refers to the honesty, integrity, and believability an influencer possesses (van der Walddt et al., 2009), which help build stronger consumer-brand relationships. Ohanian (1990) defines trustworthiness as the degree of confidence consumers have in an influencer's intent to convey valid and sincere assertions. Research consistently shows that influencers perceived as trustworthy have a greater persuasive impact on audiences, regardless of their expertise (Ohanian, 1990).

As a moral value, trust is an essential quality that must be earned and maintained over time. It guarantees credibility, dependability, and honesty in influencer–audience relationships (Berhanu & Raj, 2020; Ki et al., 2020). Trustworthiness significantly influences consumer perceptions of sincerity and reliability, which in turn affect purchase intentions (Lee & Eastin, 2021). Studies further indicate that trust is one of the most crucial factors influencing purchase decisions, particularly in the social media environment where traditional advertising cues are absent (Sokolova & Perez, 2021). When influencers demonstrate authenticity and integrity, they foster deeper connections with their followers, ultimately enhancing their effectiveness in marketing campaigns (Jin, Muqaddam, & Ryu, 2019).

Defined as the integrity and believability of a communicator (Erdogan, 1999), trustworthiness is a crucial component of influencer credibility (Hudders et al., 2020; Shan et al., 2019). For social media influencers to successfully endorse products and services, they must actively cultivate and uphold their trustworthiness (Schouten et al., 2019). The perceived trustworthiness of an influencer plays a significant role in shaping consumer attitudes and behavior, as audiences are more likely to engage with and act upon endorsements from

individuals they view as honest and reliable (Swanepoel, Lye, & Rugimbana, 2009; Ki et al., 2020).

Given this evidence, it is reasonable to hypothesize the following relationship:

H3: In the makeup sector, consumers are more likely to purchase makeup products from influencers they perceive as trustworthy.

2.3.4. LIKEABILITY

Likeability is a crucial characteristic of social media influencers, shaping consumer perceptions and influencing purchasing behavior. It encompasses an individual's fondness toward an influencer based on their personality, physical appeal, and how enjoyable they are to engage with (McGuire, 1985). Research has demonstrated that when consumers perceive an influencer as likable, they develop a stronger connection, which enhances trust and increases the likelihood of following their recommendations (Borges-Tiago et al., 2023).

An influencer's likeability fosters positive associations between them and their audience, distinct from attractiveness or resemblance. This trait plays a vital role in the perceived credibility of both the influencer and the brands they endorse (Hudders et al., 2021). Consumers often view influencers as role models, and their likeability strengthens attitudes towards brands, influences word-of-mouth marketing, and encourages purchase intention (Schouten et al., 2019; Torres et al., 2019; Trivedi & Sama, 2020).

The concept of likeability extends beyond mere physical appeal; it is also tied to an influencer's behavior, kindness, and ability to create an enjoyable experience for their followers (Tellefsen & Thomas, 2005; Sokolova & Perez, 2021). Influencers with a high degree of likeability are more likely to attract and retain followers, as audiences prefer engaging with individuals they find relatable and amiable. This sense of connection can lead to stronger consumer-brand relationships, as influencers bridge the gap between marketing messages and audience receptivity (Uzunoglu & Misci Kip, 2014; Abidin, 2016).

Moreover, likeability has been linked to an individual's ability to predict and influence audience behavior. Tellefsen and Thomas (2005) emphasize that likeability is strongly associated with self-presentation, commitment, and behavioral consistency, reinforcing an influencer's effectiveness. As a result, brands often seek influencers with high likeability to improve product credibility and increase audience engagement (Jin, Muqaddam, & Ryu, 2019).

Given these considerations, it is reasonable to propose the following hypothesis:

H4: Influencers with higher likeability (e.g., friendly, relatable, and engaging) have a stronger impact on consumer attitudes toward makeup brands.

2.3.5. ATTRACTIVENESS

Attractiveness plays a significant role in shaping audience perceptions and influencing consumer behavior. It is closely linked to how individuals evaluate sources and the social values they associate with them (McCroskey & McCain, 1974; Masuda et al., 2022). In advertising, an influencer's attractiveness largely depends on their similarity, familiarity, and likability among their audience (Ohanian, 1991; McGuire, 1985). Similarity refers to the perceived resemblance between the influencer and their followers, familiarity is based on the audience's knowledge of the influencer through repeated exposure, and likability stems from the influencer's physical appeal and personality (McGuire, 1985).

Beyond physical beauty, attractiveness also encompasses an influencer's ability to engage audiences and foster emotional connections (Montoya & Insko, 2008; Hudders et al., 2021). Psychological studies indicate that individuals find others more attractive when they exhibit socially desirable traits, such as fairness and trustworthiness (Dion, Berscheid, & Walster, 1972; Sokolova & Perez, 2021). Research has shown that physically attractive endorsers enhance the effectiveness of advertisements, as consumers are more likely to associate appealing endorsers with positive brand attributes (Silvera & Austad, 2004).

McGuire's Attraction Model, presented in *The Handbook of Social Psychology* (McGuire, 1985), breaks down attractiveness into five dimensions: being attractive, stylish, beautiful, elegant, and sexy. A strong physical presence can significantly impact an influencer's ability to attract followers and establish trust, sometimes surpassing other qualities such as expertise (Nurhandayani et al., 2019; Masuda et al., 2022). The influence of attractiveness extends to shaping brand image, customer satisfaction, and purchase intent (Lim et al., 2017). Studies further demonstrate that an influencer's appeal directly affects consumer attitudes, word-of-mouth marketing, and purchasing decisions (Taillon et al., 2020).

Given this evidence, the following hypothesis is proposed:

H5: The physical attractiveness of social media influencers positively affects consumer attitudes and purchase intentions for makeup products.

2.3.6. ELETRONIC WORD-OF-MOUTCH (EWOM)

Electronic word of mouth (eWOM) refers to the sharing of information, opinions, or recommendations about products and services through digital platforms, including social

media, blogs, review sites, and online communities (Hennig-Thurau et al., 2004). Unlike traditional word of mouth, which is limited by geographic and interpersonal reach, eWOM benefits from a broader audience, greater speed, and the capacity for information to persist and be retrieved over time (Cheung & Thadani, 2012). This extended reach increases the potential impact of peer opinions on consumer attitudes and behaviors (Cheung et al., 2008).

Social media influencers are central agents in amplifying eWOM, as their endorsements often carry a high degree of perceived authenticity and credibility (Ismagilova et al., 2020). Their posts, reviews, and recommendations can trigger cascades of electronic word of mouth, enhancing social proof and reducing perceived risk for consumers. Consumers tend to place significant trust in eWOM because it is seen as less commercially driven and more authentic compared to traditional advertising (Erkan & Evans, 2016). Positive eWOM, in particular, has been shown to enhance purchase intention, foster favorable attitudes toward brands, and stimulate consumer engagement (Jalilvand & Samiei, 2012). Conversely, negative eWOM can damage brand reputation, highlighting the importance of carefully managing influencer partnerships and monitoring online discourse (Cheung et al., 2009).

In the beauty and makeup industry, eWOM is especially relevant due to the experiential nature of cosmetic products, where consumers rely on reviews and recommendations to assess quality and suitability (Hussain, Song, & Niu, 2017). By sharing authentic experiences and repeated positive endorsements, influencers reinforce brand messages and contribute to a collective sense of product legitimacy and desirability (Ismagilova et al., 2020). This process aligns with the social proof principle, whereby individuals adopt behaviors or attitudes that they see repeated by others in their network. As such, eWOM functions as a powerful driver of consumer decision-making in digital environments, making it a cornerstone of successful influencer marketing strategies.

Considering the evidence on the power of electronic word-of-mouth as a driver of consumer attitudes and behavior, it is reasonable to propose the following hypothesis:

H6: Positive electronic word-of-mouth (eWOM) generated by influencers significantly enhances consumer trust and purchase intentions in the makeup industry.

2.3.7. CONTENT QUALITY

Content quality plays a pivotal role in influencing audience engagement and consumer behavior in the digital landscape. High-quality content acts as a mediator between social media functionalities and user behavior, shaping intentions and engagement levels (Gao et al., 2021). The effectiveness of content in driving follower interaction is not solely dependent on how it is perceived but also on its creativity and innovation (D. Kim & Kim, 2021; Munsch, 2021).

According to Carlson et al. (2018), content quality is determined by the accuracy, comprehensiveness, relevance, and timeliness of the information shared on social media platforms. Well-crafted content encompasses originality, creativity, and perceived credibility, which are essential for capturing consumer interest. Prior studies indicate that engaging and creative content significantly enhances consumer involvement, attracting their attention to brands (Berger & Milkman, 2012). Furthermore, content quality serves as a crucial indicator in the online sphere, affecting consumer behavior and decision-making processes (O'Cass & Carlson, 2012).

The role of content quality extends beyond aesthetics and presentation; it also influences consumer choices by providing valuable and credible information (Filiari, 2015). High-quality content fosters trust, encourages interactions, and strengthens consumer-brand relationships. In a highly competitive digital environment, brands and influencers who prioritize delivering engaging, informative, and well-structured content are more likely to maintain audience engagement and drive positive consumer responses.

In light of the crucial role of content quality in fostering trust and influencing purchase decisions, the following hypothesis is proposed:

H7: High-quality content (e.g., visually appealing, informative, and engaging posts) enhances consumer trust and increases makeup purchase intentions.

2.3.8. CONTENT FREQUENCY

Content frequency refers to how often an influencer publishes posts or endorsements, and it has been identified as a crucial factor in maintaining audience engagement and reinforcing brand-related messages (Mufadhol et al., 2024).

According to the mere exposure effect, repeated exposure to a stimulus increases familiarity and, consequently, positive attitudes toward it (Zajonc, 1968). This principle applies to influencer marketing, where a higher posting frequency can strengthen consumers' recall of promoted products and enhance perceived trustworthiness through consistent messaging (Weismueller et al., 2020). Regular updates signal commitment and authenticity, helping influencers remain top-of-mind for their audiences and fostering stronger parasocial relationships (Lou & Yuan, 2019).

Moreover, frequent content publication may reduce the perceived risk of purchasing by consistently reinforcing product benefits and social proof cues (Mufadhol et al., 2024). In the beauty industry, where trends evolve rapidly, high-frequency content ensures influencers stay relevant and competitive, encouraging consumers to consider their product recommendations in a timely and credible manner. Therefore, content frequency can be

considered a strategic variable that supports both influencer effectiveness and brand objectives in digital marketing campaigns.

Based on these considerations regarding the impact of posting frequency on audience perceptions and purchasing behavior, the following hypothesis is advanced:

H8: A higher frequency of content publication by social media influencers positively influences consumer trust and purchase intentions for makeup products.

2.4. PURCHASE INTENTION

Purchase intention refers to a consumer's likelihood and willingness to buy a specific product or service after evaluating its attributes and benefits (Martins et al., 2019; Younus et al., 2015). This intention is driven by the consumer socialization process, in which individuals develop their preferences and expectations. It is often used as an indicator in marketing to predict sales, evaluate marketing strategies, and estimate market share. Research highlights that a higher purchase intention increases the probability of actual purchase behavior (Lou & Yuan, 2019).

Consumers' intention to buy a product is influenced by both utilitarian and hedonic motivations (Fülöp et al., 2023). Utilitarian motivation is practical and goal-driven, focusing on fulfilling specific needs efficiently (Zheng et al., 2019). Factors such as convenience, cost-effectiveness, and product availability shape this form of motivation. In contrast, hedonic motivation is rooted in emotional gratification, emphasizing the enjoyment and experience of shopping (Yeo et al., 2017). Consumers driven by hedonic motives seek pleasure, aesthetics, and social engagement in their purchase journey (Gan & Wang, 2017).

Product perception, including factors such as value, price, and quality, also plays a key role in influencing purchase intention. Studies have shown that online consumer reviews and eWOM significantly impact consumer attitudes and willingness to purchase (Ismagilova et al., 2020). Consequently, brands have increasingly leveraged social media marketing to enhance product visibility, increase brand awareness, and strengthen consumer engagement (Lou & Yuan, 2019). Social media influencers (SMIs) play a crucial role in this process by generating eWOM and offering engaging, informative, and interactive endorsements (Gräve, 2017).

Consumers' purchase behavior is shaped by their beliefs and preferences, which can be influenced by SMIs due to their aspirational role (Djafarova & Rushworth, 2017). The effectiveness of influencer marketing in stimulating purchase intention is linked to key factors such as source credibility (Weismueller et al., 2020), attractiveness (Chekima et al., 2020), product match-up (Lim et al., 2017), and communication strategies (Sarraf & Teshnizi, 2020). When consumers perceive influencers as trustworthy and relevant, their recommendations

become more persuasive, strengthening brand-consumer relationships and fostering a greater willingness to purchase.

Additionally, trust is a major determinant of purchase intention. Trust in an online marketplace or brand can enhance consumer willingness to make purchases, mitigate perceived risks, and encourage positive eWOM (Hassan, Iqbal, & Khanum, 2018). Consumers who experience satisfaction with a product or service are more likely to repurchase and share their experiences with others, further reinforcing brand credibility and trust (Semuel & Chandra, 2014). When brands successfully build consumer trust, they strengthen engagement, drive sales, and foster long-term customer loyalty.

3. METHODOLOGY

It is important to note that, throughout the development of this research, artificial intelligence tools were used, namely the ChatGPT language model by OpenAI, with the aim of supporting the clarification of theoretical concepts, suggesting text structuring, and assisting with language revision. Its use did not replace critical analysis nor did it influence the results of the research.

3.1. RESEARCH OBJECTIVE

This study aims to examine how different characteristics of social media influencers—expertise, credibility, trustworthiness, likeability, attractiveness, word-of-mouth, content quality, and content frequency—impact consumer purchase behavior in the Portuguese makeup market. Prior research suggests that these characteristics significantly contribute to consumer perceptions of influencer credibility and, consequently, their likelihood of purchasing endorsed products (Weismueller et al., 2020). By assessing the relative importance of these attributes, this research seeks to provide insights into which factors most significantly shape consumer attitudes toward influencer marketing in the beauty sector.

To address the central research question, “How do the characteristics of social media influencers affect consumer purchase intentions in the makeup industry within the Portuguese market?”, a questionnaire has been designed to systematically collect data on consumer attitudes, behaviors, and preferences regarding influencer endorsements.

This study employs a quantitative research approach to objectively measure and analyze the influence of social media influencer characteristics on consumer purchase intentions in the makeup industry. A quantitative approach is fundamental in this context because it enables researchers to test well-defined hypotheses, measure the strength of associations between variables, and generalize findings to larger populations (Hair et al., 2018). This systematic, data-driven process provides robust and replicable results that are essential for supporting evidence-based decision-making in the field of marketing (Bryman, 2016).

Unlike qualitative methods, which focus on exploring meanings and subjective interpretations, quantitative research is better suited for investigating consumer behavior at scale, where standardization and comparability are required to identify significant patterns and relationships (Creswell & Creswell, 2018). This is particularly relevant in social media research, where large and diverse audiences interact with influencer content in ways that can be quantified and analyzed statistically (Kaplan & Haenlein, 2010).

Quantitative methods also allow for the operationalization of key constructs — such as credibility, trustworthiness, attractiveness, content quality, and eWOM — through validated measurement scales, enabling researchers to capture attitudes and perceptions in a structured manner (Ohanian, 1990; Lou & Yuan, 2019). By applying established survey

instruments and standardized Likert-type scales, the study can achieve high levels of reliability and validity, ensuring consistent and meaningful results across respondents.

Moreover, quantitative data collection through surveys is efficient, cost-effective, and well-suited for reaching digitally active consumer segments who are familiar with social media and online questionnaires (Evans & Mathur, 2018). The resulting dataset allows for powerful inferential analyses, such as correlation and multiple regression, which can reveal both direct and indirect effects of influencer attributes on purchase intention — a level of analytical precision that qualitative methods alone cannot provide (Hair et al., 2018).

Therefore, adopting a quantitative research design is not only appropriate but essential for meeting the objectives of this study, which seeks to quantify, test, and generalize the effects of influencer characteristics on consumer purchase intentions within the makeup sector. This approach aligns with best practices in marketing and social media research, supporting both academic rigor and managerial relevance (Bryman, 2016)

3.2. CONCEPTUAL FRAMEWORK

The research was based on a conceptual model consisting of eight hypotheses.

Attributes of SMI

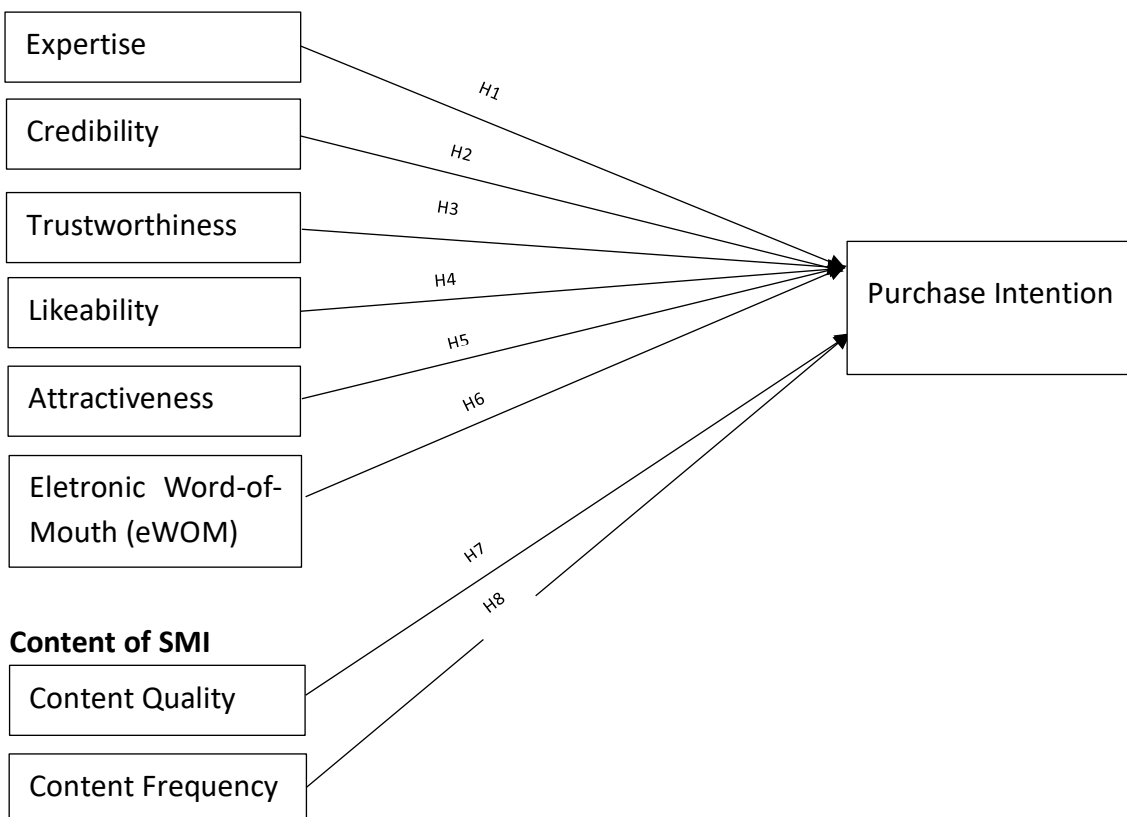


Figure 1 - Conceptual Model. Source: Own Elaboration

The conceptual model proposed in this study illustrates the relationship between specific characteristics of social media influencers (SMIs) — namely expertise, credibility, trustworthiness, likeability, attractiveness, and electronic word-of-mouth (eWOM) — and consumers' purchase intentions in the makeup industry. Additionally, it incorporates two content-related factors — content quality and content frequency — to examine how the nature of influencer content contributes to shaping consumer behavior. The model posits eight hypotheses (H₁–H₈), each testing the direct influence of an individual attribute or content factor on purchase intention.

3.3. QUESTIONNAIRE DESIGN

The questionnaire was designed to investigate several interconnected dimensions related to influencer marketing and consumer behavior. First, it examines how specific influencer characteristics affect consumer trust and decision-making. Prior research suggests that attributes such as expertise and credibility play a crucial role in fostering consumer trust and positively shaping purchase intentions (Ohanian, 1990; Schouten et al., 2019). Accordingly, the questionnaire includes items that assess whether consumers tend to value influencers who appear knowledgeable and reliable. It also explores the influence of likeability and attractiveness, aiming to understand whether physical appeal and relatability enhance an influencer's persuasiveness (Masuda, Han, & Lee, 2022). In addition, the role of word-of-mouth (WOM)—particularly in its digital form, electronic WOM (eWOM)—is considered, as it has been shown to significantly boost brand trust and impact consumer decisions (Hussain, Song, & Niu, 2017). The questionnaire investigates how peer discussions about influencer-promoted products may shape respondents' purchasing behavior.

The second major dimension focuses on influencer content strategies and their perceived effectiveness. Questions are included to assess the quality of content, recognizing that visually appealing, well-organized, and informative posts are more likely to be trusted by consumers (Carlson, Wyllie, Rahman, & Voola, 2018). Additionally, the frequency with which influencers post is addressed, as repeated exposure to promotional content may enhance consumer recall and engagement, thereby increasing the chance of purchase (Kim & Kim, 2021).

Lastly, the questionnaire includes direct measures of purchase intention to determine how likely respondents are to buy makeup products based on influencer endorsements. This serves to establish a concrete link between influencer traits and actual consumer behavior (Lou & Yuan, 2019). Demographic and behavioral items are also incorporated to allow for segmentation analysis, helping to uncover whether variables such as age, social media usage, or spending habits moderate the relationship between influencer characteristics and purchase intentions (Narassiguin & Sargent, 2019).

3.4. MEASUREMENT SCALES

This study employs well-established measurement scales to assess the influence of social media influencer characteristics on consumer purchase intentions in the makeup industry. Each construct is evaluated using a 7-point Likert scale (1 = Strongly Disagree to 7 = Strongly Agree), a widely accepted method for capturing attitudinal and behavioral variations with enhanced granularity. The selection of measurement scales was based on prior validated research to ensure reliability and construct validity. The Likert scale was applied to almost all survey questions, as it provides a structured and standardized way to quantify respondent perceptions. This approach facilitates the statistical analysis of relationships between different influencer characteristics and consumer behaviors, allowing for the identification of potential correlations between key variables.

By implementing the 7-point Likert scale across most survey items, this study ensures greater flexibility in data interpretation and statistical robustness, allowing for the exploration of correlations between influencer characteristics, content strategies, and consumer purchase intentions. This methodological approach strengthens the study's capacity to generate meaningful insights into the impact of social media influencers on consumer behavior.

3.5. DATA COLLECTION

To gather the necessary data for this study, a self-administered questionnaire was made available online. This approach was chosen due to its ability to efficiently gather uniform and comparable responses from many individuals in a cost-effective and time-saving manner (Ponchio et al., 2021). Given that the target audience is expected to be comfortable using the Internet and social media, distributing the questionnaire online was also deemed the most appropriate channel to reach them.

Prior to launching the main survey, a preliminary version of the questionnaire was tested with 5 individuals who shared characteristics with the intended sample. This pretest aimed to assess the questionnaire's clarity, timing, and overall effectiveness. Based on the feedback received, several refinements were made—some questions were reworded for better comprehension, new items were added where gaps were identified, and certain terms were clarified to avoid potential confusion. These test participants were included in the main survey to ensure the consistency and integrity of the final dataset.

The questionnaire itself was created using the Qualtrics platform, which is specifically designed for online surveys. The survey link was shared on multiple social media platforms—namely Facebook, Instagram, and LinkedIn—and also sent directly through messaging services

like Messenger and WhatsApp. Throughout the data collection process, confidentiality was upheld, and participants were informed that the data would be used solely for academic purposes. All responses were handled in accordance with the General Data Protection Regulation (GDPR). A total of 182 responses were collected. Of these, 26 responses were excluded due to missing data.

3.6. ANALYSIS

All analysis of the data derived from the survey was carried out exclusively using Microsoft Excel. This software enabled the systematic processing of responses, including the calculation of descriptive statistics, correlation matrices, multiple linear regression models, and the assessment of internal consistency using Cronbach's alpha coefficient. The use of Excel proved to be appropriate for the volume and nature of the data collected, ensuring accurate calculation and a clear structure of the results. The results section begins with an analysis of the psychometric properties of the measurement instruments to ensure the validity and reliability of the constructs under study.

This is followed by the presentation of descriptive and comparative statistics, with the aim of analyzing the means and standard deviations of the constructs and comparing them according to the sociodemographic characteristics of the respondents (e.g. gender, age, level of education), use of social networks and attributes related to SMI. Subsequently, a correlation analysis is performed to examine the associations between the constructs, identifying the strength and direction of these relationships. Finally, multiple linear regression analyses are performed to assess the impact of the independent variables and the mediating variable on the dependent variable, followed by an analysis of the effect of SMI characteristics on purchase intention.

3.7. PARTICIPANTS

Table 1 presents the demographic profile of the 156 participants who completed the survey. The sample is predominantly female (90.4%), with only 8.3% identifying as male, and 0.6% each identifying as non-binary/other or preferring not to disclose their gender. This distribution reflects a significant gender imbalance and suggests that the sample is primarily composed of women, which may be relevant considering the topic relates to the makeup industry, traditionally associated with a predominantly female consumer base.

In terms of age distribution, many respondents fall within the 25-34 (29.5%) and 18-24 (25.6%) age brackets, followed by 35-44 (18.6%) and 55-64 (14.7%). Smaller proportions are observed in the 45-54 (7.7%), >65 (3.2%), and <18 (0.6%) categories. This indicates that the sample is largely composed of young adults and adults in their early careers or mid-life stages, which is relevant when considering digital engagement and social media consumption habits.

Regarding educational background, more than half of the respondents (52.6%) reported having completed university education, while a considerable portion (35.9%) reported having pursued postgraduate education. Only 8.3% did not attend university, and 3.2% selected “Other.” This suggests a relatively well-educated sample, which could influence consumer behaviors, digital literacy, and critical assessment of influencer content.

Overall, the demographic composition aligns well with the typical audience engaged in social media platforms and the makeup industry, providing a relevant basis for analyzing the impact of influencer characteristics on consumer purchase intentions within this context.

	N	%
Gender		
Female	141	90.4%
Male	13	8.3%
Non-binary / Other	1	0.6%
Prefer not to say	1	0.6%
Age		
<18	1	0.6%
18-24	40	25.6%
25-34	46	29.5%
35-44	29	18.6%
45-54	12	7.7%
55-64	23	14.7%
>65	5	3.2%
Education level		
No university education	13	8.3%
University education	82	52.6%
Post graduation education	56	35.9%
Other	5	3.2%

Table 1 - Respondents' Demographic. Source: Own Elaboration

4. RESULTS AND DISCUSSION

In analysing the results, we chose to follow the order of the variables in the research model.

4.1. RELIABILITY

Reliability examines the internal consistency of an instrument, verifying whether the set of items consistently assesses a single underlying construct. In this study, internal consistency was assessed through Cronbach's Alpha coefficient, with values equal to or greater than 0.70 considered acceptable indicators of good reliability (Hair et al., 2018).

To assess the internal consistency and reliability of the constructs used in this study, Cronbach's Alpha coefficients were calculated for each multi-item scale. This measure evaluates the degree to which a set of items consistently reflects a single underlying construct, and it is widely accepted that values equal to or greater than 0.70 indicate acceptable reliability (Hair et al., 2018). As shown in the table, all constructs demonstrated satisfactory levels of internal consistency, with Cronbach's Alpha values ranging from 0.702 to 0.894.

Specifically, the **Content Frequency** ($\alpha = 0.894$) and **Attractiveness** ($\alpha = 0.876$) presented **excellent reliability**, suggesting a very high level of coherence among their respective items. Constructs such as **Likability** ($\alpha = 0.844$), **Expertise** ($\alpha = 0.839$), **Content Quality** ($\alpha = 0.836$), and **eWOM** ($\alpha = 0.833$) exhibited **good internal consistency**, indicating that the items grouped under these dimensions reliably measure the intended concepts. Meanwhile, **Trustworthiness** ($\alpha = 0.771$) and **Credibility** ($\alpha = 0.702$) demonstrated **acceptable reliability**, still meeting the recommended threshold for exploratory research.

Overall, Cronbach's Alpha analysis confirms that the measurement instruments used in the questionnaire are reliable and that the constructs are internally consistent, thus providing a robust foundation for subsequent statistical analyses.

Construct	Cronbach's alpha	Interpretation
Expertise	0.839	Good
Credibility	0.702	Acceptable
Trustworthiness	0.771	Acceptable
Likability	0.844	Good
Attractiveness	0.876	Excellent
eWOM	0.833	Good
Content quality	0.836	Good
Content frequency	0.894	Excellent

Table 2 - Cronbach's Alpha. Source: Own Elaboration

4.2. DESCRIPTIVE STATISTICS

Descriptive statistics were computed to summarize the overall distribution of responses for each construct measured in the survey. As shown in table 3, the mean scores for all constructs range between 4.48 and 5.29 on a 7-point Likert scale, indicating generally favorable perceptions among respondents toward the characteristics of social media influencers (SMIs) and their impact on purchase intentions.

The highest mean values were observed for Credibility ($M = 5.29$, $SD = 1.31$) and Trustworthiness ($M = 5.29$, $SD = 1.21$), suggesting that respondents perceive credible and trustworthy influencers as particularly important. Expertise ($M = 5.19$) and Content Quality ($M = 5.17$) also scored relatively high, reinforcing the role of knowledge and high-quality content in shaping user evaluations.

On the other hand, Content Frequency ($M = 4.48$, $SD = 1.48$) and Attractiveness ($M = 4.63$, $SD = 1.42$) recorded the lowest mean scores, indicating that these factors, while still positively rated, are considered less influential in comparison to other dimensions. Purchase Intention itself presented a moderate mean of 4.73 ($SD = 1.36$), reflecting a generally positive—though not overwhelmingly strong—tendency among respondents to be influenced by SMIs when considering makeup purchases.

All constructs exhibit standard deviations between 1.21 and 1.48, which denotes a reasonable degree of variability in responses across participants. Moreover, the minimum and maximum values for all constructs range from 1 to 7, confirming that the full scale was used by participants and that perceptions varied across the entire spectrum.

These results provide initial insights into how the sample evaluated each construct and serve as a foundation for the subsequent correlation and regression analyses.

Construct	Mean	Std Dev	Min	Max
Expertise	5,19	1,39	1	7
Credibility	5,29	1,31	1	7
Trustworthiness	5,29	1,21	1	7
Likability	5,05	1,42	1	7
Attractiveness	4,63	1,42	1	7
Ewom	4,98	1,35	1	7
Content Quality	5,17	1,22	1	7
Content Frequency	4,48	1,48	1	7
Purchase Intention	4,73	1,36	1	7

Table 3 - Descriptive Statistics. Source: Own Elaboration

4.3. HYPHOTESHIS TESTING

This more rigorous modeling approach revealed that the regression model explained approximately 78.4% of the variance in purchase intention ($R^2 = 0.784$), reflecting a robust fit to the data. Within this framework, four variables emerged as statistically significant predictors: credibility ($\beta = 0.223$, $p = 0.002$), eWOM ($\beta = 0.251$, $p < 0.001$), content frequency ($\beta = 0.519$, $p < 0.001$), and likeability ($\beta = -0.166$, $p = 0.020$), the latter with a negative coefficient. These results indicate that consumers are more inclined to consider purchasing makeup products when influencers are perceived as credible, when products receive repeated positive endorsements, and when influencers post frequently. Interestingly, likeability showed a negative association, which may suggest a suppressor or multicollinearity effect. In contrast, expertise, trustworthiness, attractiveness, and content quality did not demonstrate statistically significant effects in the regression model, despite positive correlations in the initial analysis. These findings emphasize that repeated exposure, credibility, and peer validation play a more decisive role than superficial traits in shaping purchase decisions within influencer marketing.

Regarding Hypothesis 1, which stated that **social media influencers with higher perceived expertise in the makeup industry positively influence consumer trust and purchase intentions.**

Regarding Hypothesis 1, which stated that Social media influencers with higher perceived expertise in the makeup industry positively influence consumer trust and purchase intentions, the correlation analysis revealed a strong positive relationship between perceived expertise of social media influencers and consumer purchase intention ($r = 0.558$). This indicates that consumers tend to be more inclined to consider purchasing makeup products when influencers demonstrate a solid understanding of makeup techniques and product knowledge. However, the results from the multiple linear regression did not support the hypothesis: the coefficient for expertise was negative and statistically non-significant ($\beta = -0.0315$, $p = 0.593$). This discrepancy suggests that although expertise is positively perceived in isolation, it loses explanatory power when analyzed in conjunction with other influencer attributes. One possible explanation is that expertise might be an *entry-level expectation* for beauty influencers, meaning that consumers assume a baseline level of knowledge and thus do not differentiate based on this attribute when making final purchase decisions.

Considering Hypothesis 2, which claimed that **the credibility of a social media influencer increases consumer willingness to purchase makeup products they endorse.**

Credibility showed a strong and statistically significant positive correlation with purchase intention ($r = 0.651$), suggesting that consumers generally place higher trust in influencers they perceive as credible. The multiple linear regression further confirmed this relationship,

with credibility emerging as a significant predictor of purchase intention ($\beta = 0.222$, $p = 0.002$). This finding highlights credibility as a key factor in influencing consumer behavior within the beauty industry. From a practical standpoint, brands should prioritize collaborations with influencers who have built a consistent and honest presence online. Credibility likely serves as a proxy for perceived authenticity and reliability, which are critical in high-involvement product categories such as cosmetics.

Referring to Hypothesis 3, which stated that **consumers are more likely to purchase makeup products from influencers they perceive as trustworthy.**

Trustworthiness exhibited a strong positive correlation with purchase intention ($r = 0.676$), reinforcing prior research that positions trust as a cornerstone of influencer marketing effectiveness. However, the multiple regression analysis did not support this hypothesis: trustworthiness was not a statistically significant predictor when controlling for other variables ($\beta = 0.061$, $p = 0.636$). This suggests that while consumers generally value trustworthy influencers, the unique explanatory power of this variable diminishes in the presence of others such as credibility and eWOM. A potential interpretation is that credibility may subsume trustworthiness in the consumers' cognitive evaluation, thereby reducing its standalone impact on behavioral intention.

With respect to Hypothesis 4, which proposed that **influencers with higher likeability (e.g., friendly, relatable, and engaging) have a stronger impact on consumer attitudes toward makeup brands.**

Likeability showed a strong positive correlation with purchase intention ($r = 0.660$), indicating that consumers are more likely to be influenced by friendly, relatable, and engaging personalities. However, the regression analysis revealed a surprising result: the coefficient was negative and statistically significant ($\beta = -0.166$, $p = 0.020$). This counterintuitive outcome suggests a suppression effect, possibly due to multicollinearity with other predictors such as eWOM or content quality. It may also reflect a shifting consumer mindset, where likability is no longer sufficient to drive purchase decisions in isolation and could even be perceived as performative or inauthentic if not accompanied by substantive expertise or credible endorsements.

Concerning Hypothesis 5, which suggested that **the physical attractiveness of social media influencers positively affects consumer attitudes and purchase intentions for makeup products.**

Attractiveness was positively correlated with purchase intention ($r = 0.570$), confirming its relevance in consumer evaluations of beauty influencers. Nevertheless, in the multiple regression model, attractiveness did not emerge as a significant predictor ($\beta = 0.0306$, $p = 0.557$). This result supports the notion that while visual appeal might draw initial attention, it does not carry enough weight to independently drive consumer behavior when other characteristics are considered. In the context of the beauty industry—where aesthetics are expected—physical attractiveness might act as a *hygiene factor*: necessary but not sufficient to influence purchase intention.

Examining Hypothesis 6, which assumed that **positive electronic word-of-mouth (eWOM) generated by influencers significantly enhances consumer trust and purchase intentions in the makeup industry.**

Electronic word-of-mouth (eWOM) showed a very strong correlation with purchase intention ($r = 0.785$), one of the highest in the analysis. This relationship was reinforced in the regression model, where eWOM was a highly significant predictor ($\beta = 0.2507$, $p < 0.001$). These findings underline the central role of peer reinforcement and community validation in the consumer decision-making process. The power of eWOM lies in its ability to reduce perceived risk and amplify product legitimacy through repeated and consistent messaging. From a strategic standpoint, brands should invest in multi-influencer campaigns that generate widespread visibility and discourse across platforms to enhance the impact of social proof.

In relation to Hypothesis 7, which argued that **high-quality content (e.g., visually appealing, informative, and engaging posts) enhances consumer trust and increases makeup purchase intentions.**

Content quality demonstrated a very strong correlation with purchase intention ($r = 0.709$), suggesting that consumers are more responsive to visually appealing, informative, and well-structured posts. Despite this, the regression analysis revealed a non-significant result for content quality as an independent predictor ($\beta = 0.0884$, $p = 0.264$). This implies that content quality, while appreciated, may play more of a supporting role—enhancing engagement and credibility—but not directly influencing the final purchase decision when other factors such as credibility and eWOM are also present. Consumers may assume a minimum level of quality among professional influencers, thereby diminishing its effect as a differentiator.

The questionnaire included two Instagram posts, both promoting makeup products. One post has a more natural, informal style, while the other has a more professional, high-quality production, showed in Figure 2. About 63% of respondents said that the more natural and organic post, with lower quality, would likely make them buy that product more than the higher quality post.

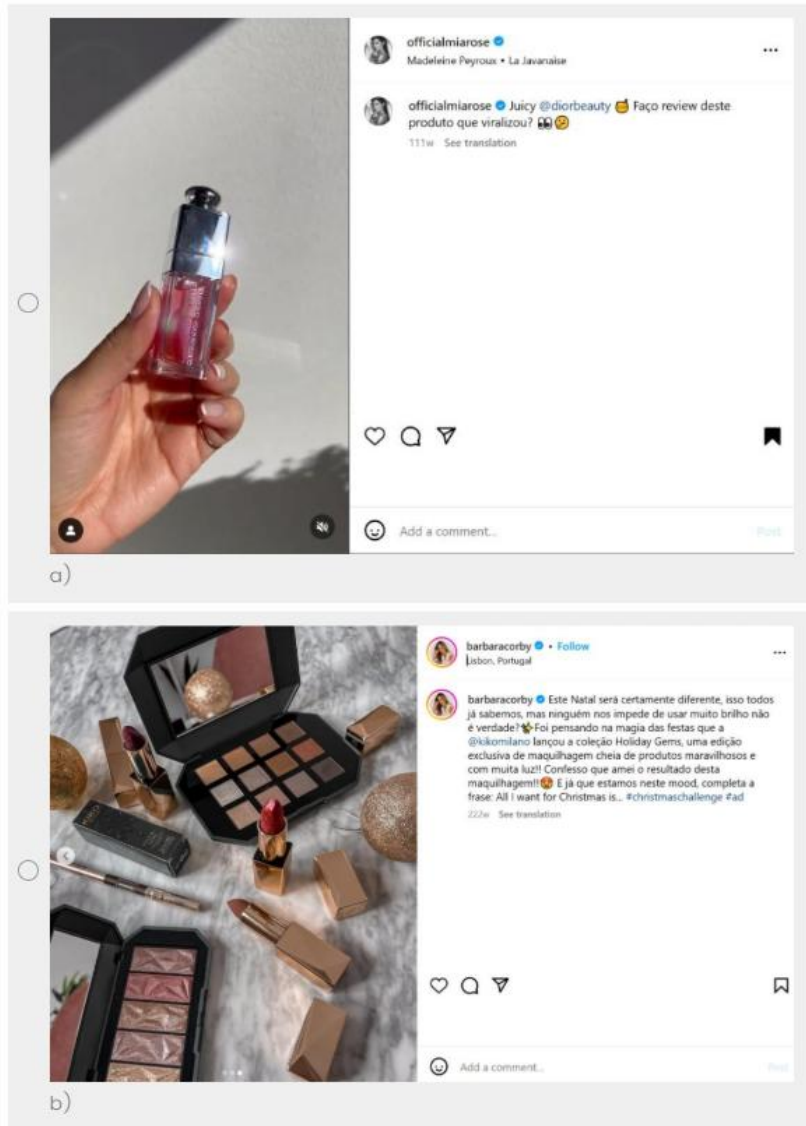


Figure 2 - Survey Question about Quality Content . Source: Own Elaboration

Finally, regarding Hypothesis 1, which stated that **a higher frequency of content publication by social media influencers positively influences consumer trust and purchase intentions for makeup products.**

Content frequency emerged as the strongest correlate of purchase intention ($r = 0.837$), indicating that the regularity with which influencers post significantly shapes consumer perceptions. The regression results confirmed this finding, with content frequency showing the highest standardized coefficient among all predictors ($\beta = 0.5186$, $p < 0.001$). This result aligns with exposure theory, where repeated exposure to the same product or brand increases familiarity and persuasion. It suggests that consistency and persistence in influencer activity are critical to driving consumer intent. For brands, this finding emphasizes the importance of

ongoing partnerships with influencers rather than one-off campaigns, ensuring sustained visibility and engagement.

Table 4 illustrates the correlation between each variable and Purchase Intention.

Hypothesis	Variable	Correlation with Purchase Intention	Strength
H1	Expertise	0.558	Strong
H2	Credibility	0.651	Strong
H3	Trustworthiness	0.676	Strong
H4	Likeability	0.660	Strong
H5	Attractiveness	0.570	Strong
H6	eWOM	0.785	Very strong
H7	Content Quality	0.709	Very strong
H8	Content Frequency	0.837	Very strong

Table 4- Correlation with variable Purchase Intention. Source: Own Elaboration

Table 5 shows the Multiple Linear Regression for Purchase Intention.

<i>Regression Statistics</i>	
Multiple R	0,88564267
R Square	0,784362938
Adjusted R Square	0,772627588
Standard Error	0,650953574
Observations	156

	<i>10</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	0,061067508	0,256643639	0,237946702	0,812253776	-0,4461202	0,568255216
Expertise_avg	-0,03150494	0,058862784	0,535226812	0,593301786	0,147831535	0,084821654
Credibility_avg	0,222330432	0,072232216	3,077995452	0,002486829	0,079582721	0,365078143
Trustworthiness_avg	0,061180167	0,084587326	0,723278169	0,470658301	0,105984125	0,228344459
Likability_avg	0,166419792	0,070453889	-2,36210938	0,019481834	0,305653114	-0,02718647
Attractiveness_avg	0,030649454	0,052134809	0,587888475	0,557509198	0,072381093	0,13368
eWOM_avg	0,250685027	0,070475439	3,557055212	0,000505152	0,111409117	0,389960936
Content Quality_avg	0,088357589	0,078917674	1,119617255	0,264702935	0,067602146	0,244317324
Content Frequency_avg	0,518579043	0,06601348	7,855653723	7,70267E-13	0,388121005	0,649037082

Table 5- Multiple Linear Regression Results for Purchase Intention. Source: Own Elaboration

5. CONCLUSIONS

The main objective of the study is to analyze how the characteristics of digital influencers affect the purchase intention of their followers in the makeup industry in Portugal. Although most of the influencers' attributes showed strong positive correlations with the purchase intention variable, the results show that only the characteristics of electronic word of mouth and content frequency emerged as significant positive predictors in the linear regression model. The results are in line with previous research highlighting the importance of credible sources, peer reinforcement, and repeated exposure in driving consumer behavior (Cheung & Thadani, 2012; Ismagilova et al., 2020).

Nevertheless, empirical support was not found for some of the suggested hypotheses, despite being theoretically well-founded. Expertise, credibility, attractiveness, and content quality, although positively correlated with purchase intention, did not show statistically significant results in the linear regression analysis. This suggests that, although consumers generally appreciate these characteristics in SMIs, they may consider them as minimum expectations for influencers, rather than differentiating factors that affect their final purchase decisions.

A curious finding is related to likeability, which, contrary to expectations, showed a significant but negative association with purchase intention. The reason that may explain this result is a suppressing or multicollinearity effect, or perhaps it reflects a certain scepticism on the part of the public towards digital influencers who are seen as overly friendly, without sufficient experience or credibility.

The discrepancies between literature and the empirical results can be explained by several reasons. Firstly, the use of a convenience sample, composed mainly of young, educated individuals who are active on social media, may have led to perceptions that differ from those observed in broader populations. The fact that the sample is relatively small also limits the statistical power of the analysis, as it reduces the probability of detecting subtle but significant effects. Furthermore, the constructs measured, although carefully chosen, may overlap conceptually, diluting their individual explanatory power in a multivariate model. Finally, there are contextual factors such as growing familiarity with influencer marketing or increasing critical awareness among consumers, which contribute to diminishing the perceived impact of more superficial characteristics of SMI.

In summary, the research highlights the central role of credibility and eWOM and frequent content publication as key drivers of purchase intention, while suggesting that there are other characteristics of influencers that may be necessary conditions but are not statistically

sufficient to influence consumer behavior in relation to purchase intention. These findings contribute to a deeper understanding of influencer marketing and call for further studies with more representative samples, more advanced statistical techniques, and broader concepts to validate and expand on these results.

Table 6 shows hypotheses testing results regarding the research model.

Hypothesis	Results
H1 - Social Media Influencers with higher expertise in the makeup industry positively influence consumer trust and purchase intention	Not Supported
H2 - The credibility of a social media influencer increases consumer willingness to purchase makeup products they endorse	Supported
H3 - Consumers are more likely to purchase makeup products from influencers they perceive as trustworthy	Not Supported
H4 - Influencers with higher likeability (e.g., friendly, relatable, and engaging) have a stronger impact on consumer attitudes toward makeup brands	Not Supported
H5 - The physical attractiveness of a social media influencers positively affects consumer attitudes and purchase intentions for makeup products	Not Supported
H6 - Positive electronic word-of-mouth (eWOM) generated by influencers significantly enhances consumer trust and purchase intentions in the makeup industry	Supported
H7 - High-quality content (e.g., visually appealing, informative, and engaging posts enhances consumer trust and increases makeup purchase intentions	Not Supported
H8 - A higher frequency of content publication by social media influencers positively influences consumer trust and purchase intentions for makeup products	Supported

Table 6 - Summary of Hypotheses Testing Results. Source: Own Elaboration

6. LIMITATIONS

Despite its contributions, this study is not without limitations. First, the sample was drawn exclusively from the Portuguese market. While this focus provided valuable and relevant context-specific insights, it limits the generalizability of the findings to other cultural or geographic settings where consumers may have different expectations of influencers, different beauty consumption patterns, or varied attitudes toward social media. Future research could address this by incorporating comparative cross-cultural or international samples to explore these contextual differences and enhance the external validity of the results.

Second, the data was based entirely on self-reported measures, which are inherently prone to social desirability bias and inaccuracies in self-perception. Respondents might have overstated their likelihood of purchasing or their appreciation for influencer attributes, or alternatively, might have understated negative sentiments, which could distort the true relationships being examined. Triangulating self-reports with behavioral data, such as actual purchase records or social media interaction metrics, could help overcome this limitation in future studies.

Third, the study adopted a cross-sectional design, capturing data at a single point in time, which does not allow for establishing causality or understanding how consumer attitudes evolve over longer periods. Influencer marketing is a dynamic and fast-evolving field, and consumer perceptions are likely to shift in response to new trends, brand campaigns, or changes in platform algorithms. Longitudinal studies or experimental approaches could provide more robust evidence on cause-and-effect relationships and capture these temporal dynamics.

Fourth, the use of a convenience sample with a relatively modest size, primarily composed of younger, highly educated, and social media-active respondents, introduces sampling bias and may limit the representativeness of the findings. A larger and more diverse sample, including different age groups, socioeconomic backgrounds, and levels of digital literacy, would provide a richer and more generalizable understanding of influencer marketing effects.

Fifth, while the study included multiple influencer characteristics, it did not account for important contextual factors such as platform affordances, product type, or influencer–product congruence, which may moderate the impact of these characteristics on purchase intentions. For instance, consumers might interpret expertise differently on TikTok compared to YouTube or respond more positively to product matches that align naturally with the influencer’s personal brand. Future research should explore these moderating variables to develop a more holistic framework.

Sixth, although the regression approach was appropriate for testing hypotheses, it may have oversimplified the complex relationships among influencer attributes, especially given the

potential conceptual overlap between constructs such as credibility, trustworthiness, and likeability. The presence of multicollinearity may have masked meaningful effects. Applying more advanced techniques, such as structural equation modeling or latent variable analysis, could better capture the interactions and underlying structures of these relationships and produce more nuanced insights.

Finally, the study did not explore the long-term effects of repeatedly influencer exposures or the sustainability of influencer marketing outcomes over time. Since repeated exposure (as suggested by content frequency) showed strong results in this study, future work should examine whether these effects persist or diminish, and how long-term engagement with influencers translates into brand loyalty or repeated purchases.

7. FURTHER RESEARCH

This study opens several promising avenues for future research on the impact of social media influencer characteristics on consumer purchase intentions. One of the most immediate opportunities lies in expanding the sample size and improving its heterogeneity. The present sample was composed predominantly of young, highly educated Portuguese women, which, while relevant to the makeup industry, limits the generalizability of the results. Future studies could include a more balanced distribution across gender, age groups — especially older consumers who are increasingly active on digital platforms — and varying educational and socioeconomic backgrounds to better capture the diversity of consumer behavior in influencer marketing.

Moreover, cross-national comparisons would provide valuable insights into how cultural, social, and economic factors moderate the influence of different influencer attributes. By replicating the study in other countries or conducting multi-country analyses, researchers can determine whether the importance of credibility, content frequency, and eWOM is universal or culturally contingent. For instance, markets with lower trust in influencers or different beauty standards may prioritize other characteristics, such as expertise or trustworthiness, over content volume.

In addition to geographic and demographic expansion, applying this model to other industries could enrich our understanding of influencer marketing dynamics. While the beauty and makeup sector is a natural fit for visual and aspirational content, industries such as fashion, fitness, wellness, technology, and even financial services are increasingly leveraging influencer partnerships. Testing whether the same variables influence purchase intention in these sectors could reveal industry-specific patterns or reinforce the universality of certain influencer traits.

Future studies could also benefit from methodological diversification. Longitudinal designs would help evaluate the long-term effects of influencer exposure, such as whether content frequency contributes to brand loyalty over time or if repeated exposure diminishes trust. Experimental approaches could isolate the impact of specific characteristics — for example, manipulating perceived credibility or likeability — to better establish causal relationships. Additionally, integrating behavioral data (e.g., click-through rates, actual purchases, engagement metrics) alongside self-reported intentions would offer a more comprehensive picture of consumer behavior.

To conclude, further research should consider the evolving nature of influencer–follower relationships and the role of platform affordances. With the rise of new content formats (e.g., TikTok videos, live streams, short-form reviews), the way consumers process influencer content is changing. Exploring how different platforms shape the effectiveness of influencer traits — or how influencer–brand congruence interacts with perceived authenticity — can help refine strategic approaches for marketers in increasingly dynamic digital ecosystems.

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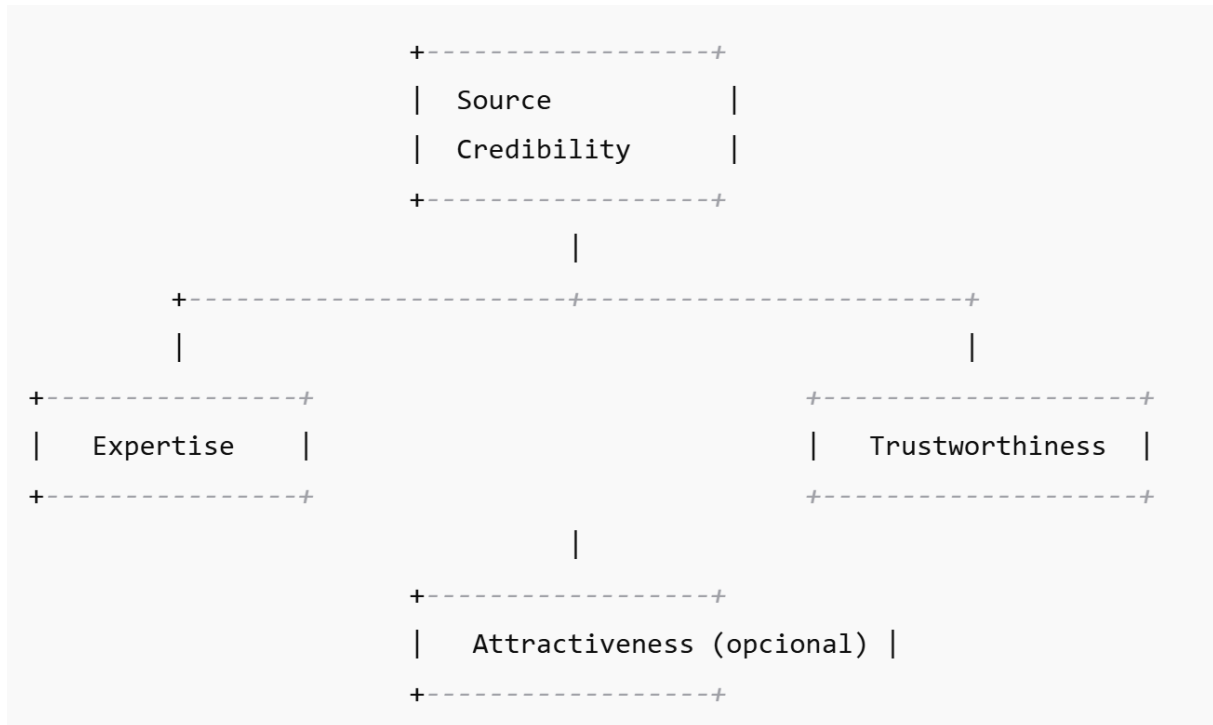
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APPENDIX A

Appendix 1 – Source Credibility Model (Hovland et al., 1953)



Appendix 2 – McGuire's Attraction Model (1985)



According to McGuire's Attraction Model (1985), the attractiveness of a persuasive source can be broken down into five key dimensions: being attractive, beautiful, stylish, elegant, and sexy. These attributes act as cognitive shortcuts that enhance audience perceptions of the source's credibility, likability, and social desirability, thereby increasing the persuasive impact of the message (McGuire, 1985).

Appendix 3 - Questionnaire

This study is part of my Master's thesis in Data-Driven Marketing, specializing in Digital Marketing & Analytics at Nova IMS.

The research aims to explore The Impact of Social Media Influencer Characteristics on Consumer Purchase Intentions in the Makeup Industry within the Portuguese Market.

Your participation is completely voluntary and anonymous, and all responses will be used solely for academic purposes. The survey will take approximately 7 minutes to complete.

Have you ever purchased a makeup product based on a recommendation from a social media influencer?

Yes

No

I don't remember

Which social media platform do you most frequently use for makeup-related content? (Select up to two)

Instagram

Youtube

Facebook

Tiktok

Twitter / X

Other

How often do you interact with makeup influencers on social media?

Daily

A few times per week

Once a week

A few times per month

Rarely / Never

For the following statements, please indicate your level of agreement using the scale: 1 = Strongly Disagree | 2 = Disagree | 3 = Tend do disagree | 4 = Neither agree nor disagree | 5 = Tend do agree | 6= Agree | 7= Strongly agree

	Strongly disagree	Disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Agree	Strongly agree
I trust makeup recommendations more when they come from an influencer with expertise in makeup application.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer influencers who provide in-depth explanations about the products they promote.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An influencer's professional knowledge of makeup techniques increases my likelihood of purchasing a recommended product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider an influencer's credibility when deciding whether to buy a product they recommend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If an influencer is known for their honesty, I am more likely to purchase their recommended makeup products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase a product if I perceive the influencer as trustworthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influencers who openly disclose paid promotions are more trustworthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

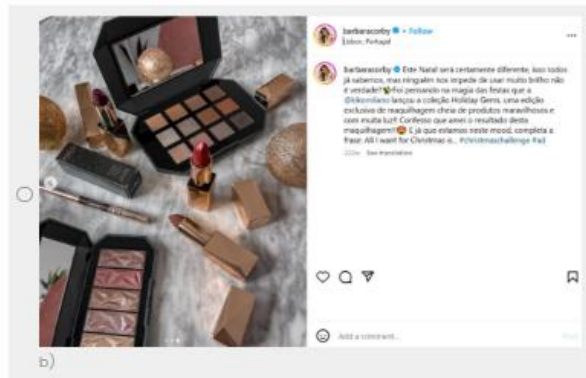
If an influencer genuinely uses a product in their daily routine, I am more inclined to buy it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to follow makeup recommendations from influencers I find relatable and friendly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I engage more with influencers who share personal stories and experiences about makeup.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An influencer's personality affects my decision to buy a product they promote.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The physical attractiveness of an influencer makes a makeup product seem more appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to trust beauty influencers who appear well-groomed and stylish.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An influencer's personal appearance influences my perception of a makeup product's quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have purchased makeup products based on online recommendations from influencers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When multiple influencers endorse the same product, I am more likely to consider buying it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Seeing positive feedback from other users in an influencer's comment section influences my decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-quality content (e.g., well-lit images, detailed reviews, professional editing) increases my trust in an influencer's recommendations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer makeup influencers who create detailed tutorials over those who only showcase products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influencers who create informative and engaging content make me more likely to purchase the products they recommend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to buy a product if an influencer frequently posts about it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular posts from an influencer keep me engaged with the makeup brands they promote.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If an influencer stops posting frequently, I might lose interest in their recommendations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase makeup products endorsed by my favorite influencers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I see a makeup product repeatedly promoted by different influencers, I am more inclined to buy it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I actively search for influencer recommendations before purchasing new makeup products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The characteristics of an influencer significantly affect my decision to buy makeup products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have discovered new makeup brands through influencers that I later purchased.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase a makeup product if I have seen an influencer using it in multiple posts/videos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Below you will see two Instagram posts below, both promoting makeup products. One post has a more natural, informal style, while the other has a more professional, high-quality production. Which post would make you more likely to purchase the product?"



a)



b)

To ensure data quality, please select 'Strongly Agree' for this question.

- Strongly Disagree
- Disagree
- Tend to disagree
- Neither agree nor disagree
- Tend to agree
- Agree
- Strongly Agree

What is your primary motivation for following makeup influencers? (Select up to two)

- Learning new makeup techniques
- Discovering new products
- Entertainment
- Following beauty trends
- Other

How much do you spend on makeup products per month?

- Less than 20€
- 20€-30€
- 30€-40€
- 40€-50€
- 50€-60€
- 60€-70€
- More than 70€

Which type of makeup products do you buy most often? (Select up to two)

- Foundation & Concealer
- Lipsticks & Lip Glosses
- Eyeshadows & Eyeliners
- Skincare-related makeup (BB creams, tinted moisturizers)
- Other

What is your highest level of education?

- No University Education
- University Education
- Post graduated Education
- Other

What is your gender?

- Male
- Female
- Non-binary / Other
- Prefer not to say

What is your age group?

- <18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- +65

Any additional comments on how social media influencers impact your purchasing decisions?

Characters remaining: 200

Appendix 4 – Questionnaire constructs

Construct	Survey Items	References
Screening questions	Have you ever purchased a makeup product based on a recommendation from a social media influencer?	Lou & Yuan (2019)
	Which social media platform do you most frequently use for makeup-related content?	Hussain, Song, & Niu (2017)
	How often do you engage with makeup influencers on social media?	De Veirman, Cauberghe, & Hudders (2017)
	What is your gender?	Nascimento (2019)
	What is your age group?	Kim & Kim (2021)
Expertise (H1)	I trust makeup recommendations more when they come from an influencer with expertise in makeup application.	Ohanian (1990)
	I prefer influencers who provide in-depth explanations about the products they promote.	Djafarova & Rushworth (2017), Schouten et al. (2019)
	An influencer's professional knowledge of makeup techniques increases my likelihood of purchasing a recommended product.	Ohanian (1990), Schouten et al. (2019)
Credibility (H2)	I consider an influencer's credibility when deciding whether to buy a product they recommend.	Weismueller et al. (2020), Tsen & Cheng (2021), Ohanian (1990)
	If an influencer is known for their honesty, I am more likely to purchase their recommended makeup products.	Weismueller et al. (2020), Tsen & Cheng (2021)
Trustworthiness (H3)	I am more likely to purchase a product if I perceive the influencer as trustworthy.	Ohanian (1990), Masuda, Han, & Lee (2022)
	Influencers who openly disclose paid promotions are more trustworthy.	Berhanu & Raj (2020)
	If an influencer genuinely uses a product in their daily routine, I am more inclined to buy it.	Masuda, Han, & Lee (2022)
Likeability (H4)	I am more likely to follow makeup recommendations from influencers I find relatable and friendly.	Wiedmann & von Mettenheim (2020), Trivedi & Sama (2020)
	I engage more with influencers who share personal stories and experiences about makeup.	Trivedi & Sama (2020)

	An influencer's personality affects my decision to buy a product they promote.	Wiedmann & von Mettenheim (2020)
Attractiveness (H5)	The physical attractiveness of an influencer makes a makeup product seem more appealing.	Ohanian (1990), Wiedmann & von Mettenheim (2020),
	I am more likely to trust beauty influencers who appear well-groomed and stylish.	Wiedmann & von Mettenheim (2020)
	An influencer's personal appearance influences my perception of a makeup product's quality.	Masuda et al. (2022)
Word-of-Mouth (eWOM) (H6)	I have purchased makeup products based on online recommendations from influencers.	Hussain et al. (2017), Djafarova & Rushworth (2017)
	When multiple influencers endorse the same product, I am more likely to consider buying it.	Rahim et al. (2016)
	Seeing positive feedback from other users in an influencer's comment section influences my decision.	Djafarova & Rushworth (2017)
Content Quality (H7)	High-quality content increases my trust in an influencer's recommendations.	Carlson et al. (2018), Kim & Kim (2021), Lou & Yuan (2019)
	I prefer makeup influencers who create detailed tutorials over those who only showcase products.	Lou & Yuan (2019)
	Influencers who create informative and engaging content make me more likely to purchase the products they recommend.	Kim & Kim (2021)
Content Frequency (H8)	I am more likely to buy a product if an influencer frequently posts about it.	Weismueller et al. (2020), Lou & Yuan (2019)
	Regular posts from an influencer keep me engaged with the makeup brands they promote.	Wang, Scheinbaum, & Wiertz (2017)
	If an influencer stops posting frequently, I might lose interest in their recommendations.	Lou & Yuan (2019)
Purchase Intention	I actively search for influencer recommendations before purchasing new makeup products.	Lou & Yuan (2019)
	The characteristics of an influencer significantly affect my decision to buy makeup products.	Nascimento (2019)
	I have discovered new makeup brands through influencers that I later purchased.	Lou & Yuan (2019)

	I am more likely to purchase a makeup product if I have seen an influencer using it in multiple posts/videos.	Weismueller et al. (2020)
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Appendix 5– Ethics Committee of NOVA IMS Approval



This is to certify that

Project No.: **DDMKT2025-7-147632**

Project Title: **The Impact of Social Media Influencer Characteristics on Consumer Purchase Intentions in the Makeup Industry: An Analysis of the Portuguese Market**

Principal Researcher: **Maria Caio**

according to the regulations of the Ethics Committee of NOVA IMS and MagIC Research Center this project was considered to meet the requirements of the NOVA IMS Internal Review Board, being considered **APPROVED** on 7/15/2025.

It is the Principal Researcher's responsibility to ensure that all researchers and stakeholders associated with this project are aware of the conditions of approval and which documents have been approved.

The Principal Researcher is required to notify the Ethics Committee, via amendment or progress report, of

- Any significant change to the project and the reason for that change;
- Any unforeseen events or unexpected developments that merit notification;
- The inability of the Principal Researcher to continue in that role or any other change in research personnel involved in the project.

Lisbon, 7/15/2025

NOVA IMS Ethics Committee
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