

## Role of Content and Influencer Attributes in Smartphone Purchase Intention

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### **Abstract**

**Research Originality:** This research extends the elaboration likelihood model (ELM) by examining the effect of long-form smartphone reviews on purchase intention on YouTube in Indonesia.

**Research Objectives:** The study aimed to examine the role of content and influencer attributes in smartphone purchase intention in Indonesia.

**Research Method:** The ELM was employed to analyze long-form smartphone reviews by tech-influencers. Data were obtained using an online survey distributed to 477 YouTube users who watched smartphone review content. Data were analyzed by using partial least squares structural equation modeling.

**Empirical Results:** The study's results show that purchase intention is directly and positively associated with content originality, uniqueness, and informativeness, as well as with influencer trustworthiness and self-presence, with content uniqueness having the strongest effect. Influencer expertise, physical attractiveness, and social attractiveness indirectly affect purchase intention positively through content attributes.

**Implications:** This study extends the ELM theory by examining social media and products reviewed by YouTube tech influencers. It provides managerial implications for influencers and companies in the technology sector, aiming to enhance their content quality, particularly uniqueness, and personal branding.

### **Keywords:**

elaboration likelihood model; user-generated content; online reviews; purchase intention; YouTube

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### **How to Cite:**

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## INTRODUCTION

Social media has irrevocably transformed the ways individuals engage and communicate, thereby providing marketers with enhanced opportunities to connect with their target consumer demographics (Kim & Kim, 2021). A prominent way for marketers to engage with their target audiences on social media is through influencer marketing. Social media influencers are users of social platforms who have cultivated substantial outreach by constructing their personal brand through self-generated content and interactive material (Casaló et al., 2020; Farivar et al., 2022). Prominent personalities may attract follower counts ranging from thousands to millions, with followers actively engaging with their content (Pfeuffer et al., 2021).

The insights and viewpoints articulated by influencers are collectively referred to as electronic word of mouth (eWOM). As a prominent form of eWOM, online consumer reviews have emerged as a critical source of product-related intelligence, altering how consumers seek information to bolster their purchase intentions (Farivar et al., 2023). Contemporary consumers demonstrate a marked preference for acquiring product and brand information through online reviews rather than traditional media outlets (Zhao et al., 2023). Online reviews can take many forms, including text, audio, and video (Fitriani et al., 2020).

Video reviews provide consumers with dynamic audiovisual cues, illustrating the auditory and visual aspects of products in use (Jiang & Benbasat, 2007). One prominent social media platform influencer uses YouTube to disseminate their video reviews. YouTube is an optimal platform for users to share their experiences with purchasing and using products with others (Muda & Hamzah, 2021). On YouTube, users can share long-form videos that typically have sufficient duration to develop intricate and comprehensive narratives (Afham et al., 2023). In Indonesia, the smartphone market has expanded notably, growing 15.5% year over year, culminating in nearly 40 million units sold in 2024 (IDC, 2025), alongside an extensive YouTube audience.

Individuals who focus on the discourse surrounding contemporary technological innovations are called technology influencers. These tech influencers leverage their expertise to disseminate content that helps audiences become familiar with new brands and enterprises, understand the functionality of various products, services, or software, and make informed purchasing decisions (Meltwater, 2024). To investigate smartphone video reviews produced by tech influencers as a manifestation of persuasive communication, the elaboration likelihood model (ELM) provides an appropriate theoretical framework for examining the influence of these individuals, the content they produce, and the effects of such content on their audience. Previous investigations have employed the ELM to elucidate the mechanisms by which individuals assess online product reviews, elaborating on the content of review messages and evaluating the characteristics of reviewers (Farivar et al., 2023). Existing communication scholarship posits that the attributes of messages and the sources from which they originate constitute significant communicative stimuli that audiences process to influence their attitudes and behavioral intentions (Petty et al., 1986).

A prior study by Farivar et al. (2023) examined the impact of influencer characteristics (peripheral factors) and post content (central factors) on followers' purchase intentions, using the ELM theory in the domain of influencer marketing on Instagram within the fashion sector. Their research encompassed physical attractiveness, trustworthiness, and self-presence as peripheral variables, and perceived originality, uniqueness, and informativeness as central variables. Physical attractiveness refers to the audience's evaluation of a message source's appearance (Farivar et al., 2023). It is a subjective aesthetic judgment influenced by cultural factors (Kim & Li, 2020). Research by Margom and Amar (2023) indicates that attractive influencers enhance consumer purchase intent. Meanwhile, trustworthiness pertains to the integrity of the message source and audience confidence in its validity. Islamiyah and Hapsari (2023) demonstrated that reviewers perceived as trustworthy significantly enhance the audience's purchase intentions for influencer-recommended products. Moreover, influencer self-presence refers to the degree to which influencers showcase themselves in posts and in follower interactions (Farivar et al., 2022). An influencer's self-presence in content shapes audience perception and significantly affects their ability to sway audience choices and behaviors.

In addition, originality denotes the quality of novel entities (Casalo et al., 2020). Gökerik (2024) found that originality and content quality enhance the informational value of influencers' content, thereby affecting followers' buying intentions. Further, uniqueness refers to the specificity of an object, behavior, or person relative to others. Content uniqueness encompasses the distinct recommendations by influencers that can significantly impact audience purchase intentions (Xiong & Tseng, 2024). Furthermore, informativeness denotes the capacity of influencers' content to deliver valuable information (Wang et al., 2024). In review contexts, accurate information is crucially influential on purchasing intentions (Liu & Zheng, 2024).

Masuda et al. (2022) aligned with ELM theory and focused solely on peripheral ELM routes via influencer attributes. They utilized perceived expertise and social attractiveness to augment peripheral factors. Expertise constitutes the audience's perception of the messenger's understanding, skill, and knowledge. When influencers are perceived as knowledgeable, their recommendations can significantly boost consumer engagement and purchase intentions. Meanwhile, social attractiveness refers to a speaker's likability (Sokolova & Kefi, 2022). An influencer's social appeal serves as a precursor to parasocial relationships, which can positively affect followers' purchase intentions (Lee, 2023). Masuda et al. (2022) evaluated an influencer's credibility through trustworthiness, expertise, and attractiveness. This research model incorporates peripheral factors as supportive elements in processing high-involvement product information. Consumers often employ a central route for high-involvement products like smartphones, seeking extensive information due to elevated prices and risks (Fortunato, 2016). For these products, persuasive messages that are strong, logical, and well-supported are more effective (Petty et al., 2022). While the central route predominates for high-involvement products, peripheral cues, such as messenger attractiveness, can enhance consumer attitudes by capturing attention and fostering a favorable initial impression (Park et al., 2023).

The two ELM routes, peripheral and central, can be complementary. In online marketing, peripheral cues, such as website design, influence how engaged consumers process central product information, thereby amplifying persuasive effects. For high-involvement products such as smartphones, the central route serves as the primary pathway, with peripheral factors bolstering persuasion. Therefore, integrating peripheral dimensions into the Farivar et al. (2023) model may elucidate audience responses to reviews of high-involvement products (e.g., smartphones). Theoretical literature indicates that peripheral factors can moderate the impact of the conveyed message (Petty & Cacioppo, 1986). Messenger attributes, as peripheral factors, influence recipients' evaluations of persuasive messages, i.e., central factors (Petty et al., 2002). Positive moderation occurs when audience-perceived positive messenger attributes influence message consideration (Petty et al., 1986). In influencer contexts, perceived attractiveness and trustworthiness enhance the value of content as purchase recommendations (Farivar et al., 2023). Farivar et al. (2023) examined this moderating effect and found that influencer attributes significantly moderate the relationship between central factors and follower purchase intentions. The characteristics of influencers (peripheral factors) who engage in product discussion or promotion through content, as identified in prior research, can be further developed and investigated to elucidate their role in shaping consumer processing of persuasive messages across various product engagement categories.

Based on the literature review above, there are some research gaps in previous studies on the application of the ELM framework to examine the effects of central and peripheral factors on purchase intention. First, the study by Farrivar et al. (2023) focused solely on a single type of short-form social media content created by fashion influencers. It did not include perceived expertise and social attractiveness as influencer attributes. Second, the study by Masuda et al. (2023) lacked specificity regarding the product and did not include central ELM routes or moderating effects. Third, the application of the ELM framework to study long-form smartphone reviews by technology influencers on the YouTube platform in Indonesia is limited.

Therefore, this study aimed to examine the effects of central factors (perceived originality, uniqueness, and informativeness) on the purchasing intention of consumers engaged with smartphone review content and the effects of peripheral factors (trustworthiness, expertise, physical attractiveness, social attractiveness, and self-presence) on the purchasing intention of individuals consuming long-form smartphone review content by technology influencers on the YouTube platform in Indonesia. In addition, this research aimed to examine the moderating role of peripheral factors in the relationship between central factors and the purchasing intention of audiences consuming long-form smartphone review content by technology influencers on the YouTube platform in Indonesia.

There are some research novelties of this study. First, this research enhances the literature by adapting Farivar et al. (2023) and integrating variables from Masuda et al. (2022). Second, this study extends the ELM theory proposed by Farivar et al. (2023) by examining different social media platforms and product categories, moving from Instagram

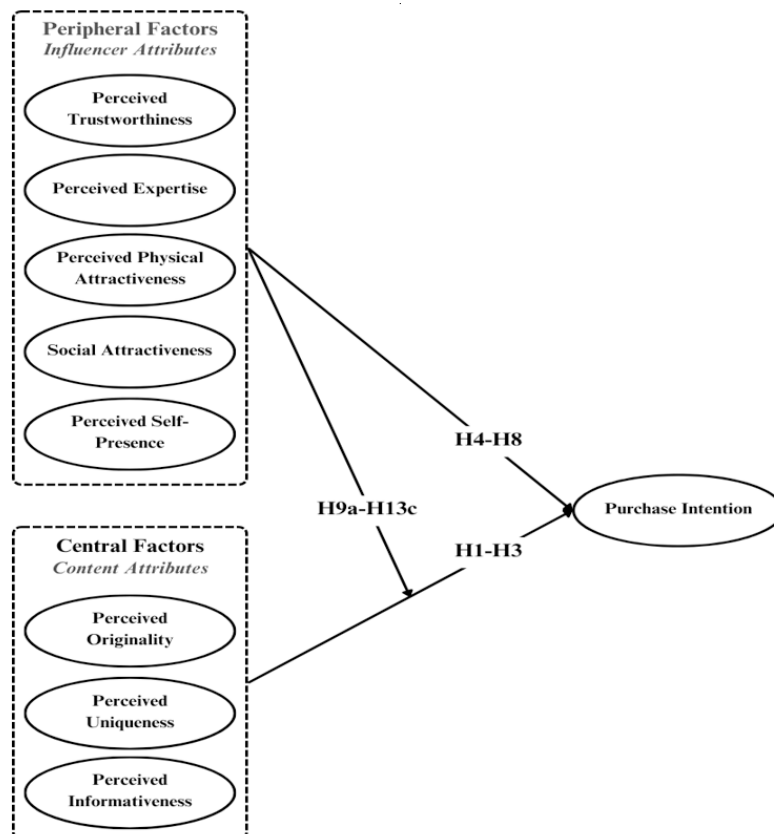
fashion influencers to YouTube smartphone influencers. Third, this study introduces social attractiveness and expertise as antecedents for peripheral factors in the ELM model.

## METHODS

This research collected the data through a survey. The online questionnaire was distributed to social media users through online advertisement. Measurement items were adopted from Farivar et al. (2023) and Casaló et al. (2020). It consisted of three stages. The first stage screens respondents by measuring their affinity with consuming smartphone review content on YouTube. Screening questions were administered to ensure that respondents who completed the core questionnaire met the research sample criteria.

This study uses a purposive sampling approach, a non-probability sampling method in which researchers select samples they assume are representative of the study's target population (Malhotra, 2015). Purposive sampling is a method in which the characteristics of the population are selected based on their relevance to the research context (Malhotra, 2015). Researchers selected the sample from the research population based on the criterion of Indonesian citizens aged 18 years and above, as this is the age group that can conduct online transactions. Furthermore, the criteria for YouTube users who subscribe to technology influencers are considered, as this study focuses on smartphone review content on the platform.

Figure 1. Research Framework



The screening questions in this study included a question confirming respondents were over 18 years old, a description of technology influencers, a question confirming respondents had watched smartphone review content in the past six months, and a question confirming respondents' subscriptions to a technology influencer. By using these screening questions, we hoped that responses from respondents who passed them would provide relevant data for the study. The second stage consists of measurement items using a seven-point Likert Scale ranging from 1 (strongly disagree) to 7 (strongly agree). Lastly, the third stage collected the respondents' demographic information.

The framework used in this research is shown in Figure 1. To examine the effects of content attributes on purchase intention, it is hypothesized that perceived originality, perceived uniqueness, and perceived informativeness positively affect purchase intention. Further, to assess the effects of influencer attributes on purchase intention, it is hypothesized that perceived trustworthiness, perceived expertise, perceived physical attractiveness, perceived social attractiveness, and self-presence positively affect purchase intention. Furthermore, to analyze the moderating effects of influencer attributes on the relationship between content attributes and purchase intention, it is hypothesized that perceived trustworthiness, perceived expertise, perceived physical attractiveness, perceived social attractiveness, and self-presence positively moderate the relationship between central factors and purchase intention.

This research employs purposive sampling within a non-probability framework to obtain representative samples of the target population. The survey collected 449 valid responses. The data were analyzed through validity and reliability tests, followed by structural equation modeling (SEM) using the partial least squares (PLS) method. The validity of the research data was assessed by measuring factor loadings, cross-loadings, and average variance extracted (AVE). Meanwhile, the reliability of the research data was assessed using composite reliability and Cronbach's alpha. Operationalization of the research variables, their items, and codes is shown in Table 1.

**Table 1. Variable Operationalization**

Variable	Indicator	Code
Perceived Trustworthiness	This influencer can be relied upon to provide product reviews.	PT1
	This influencer is honest in providing product reviews.	PT2
	This influencer is sincere in providing product reviews.	PT3
	This influencer can be trusted to provide product reviews.	PT4
Perceived Expertise	I feel this influencer knows a lot about technology.	PE1
	I feel this influencer is competent in making statements on matters related to technology.	PE2
	I consider this influencer an expert in technology.	PE3
	I consider this influencer experienced enough to make statements on technology-related matters.	PE4
Perceived Physical Attractiveness	In my opinion, this influencer is handsome/beautiful.	PA1
	I think this influencer is quite attractive.	PA2
	I find this influencer very physically attractive.	PA3

Variable	Indicator	Code
Perceived Social Attractiveness	I think this influencer can be my friend.	SA1
	I would like to talk to this influencer.	SA2
	I think this influencer and I can build a personal friendship.	SA3
	This influencer would be fun to be friends with.	SA4
Self-Presence	This influencer demonstrates product usage when reviewing smartphones (influencers show their physical appearance in the content).	SP1
	The content uploaded by this influencer generally shows their physical appearance.	SP2
	This influencer tends to show her/his physical appearance in promotional/ advertising content.	SP3
	There is a sense of personality associated with this influencer when she/ he shows her/his physical appearance in their review content.	SP4
	There is a sense of warmth associated with this influencer when she/ he shows her/his physical appearance in review content.	SP5
Perceived Originality	The product reviews uploaded by this influencer are original.	PO1
	The product reviews uploaded by this influencer are up to date.	PO2
	The product reviews uploaded by this influencer are innovative.	PO3
	The product reviews this influencer uploaded are creative.	PO4
Perceived Uniqueness	The product reviews uploaded by this influencer are very unique.	PU1
	The product review uploaded by this influencer is the one and only.	PU2
	The product reviews this influencer uploaded are special.	PU3
Perceived Informativeness	The information in this influencer's product reviews is effective.	PI1
	The product reviews uploaded by this influencer are helpful.	PI2
	The product reviews uploaded by this influencer are useful.	PI3
	The information in this influencer's product reviews is valuable.	PI4
Purchase Intention	I will buy products reviewed by this influencer.	PIIn1
	I intend to buy a product reviewed by this influencer.	PIIn2
	I am interested in purchasing products reviewed by this influencer.	PIIn3
	I am likely to purchase a product reviewed by this influencer.	PIIn4

## RESULTS AND DISCUSSION

The respondents' profile is presented in Table 2. It is evident that most respondents who completed the survey were young adults (48.6%), male (61.7%), university graduates (65%), residents of Java outside Jabodetabek (53.9%), private-sector employees (53.2%), and individuals with a monthly income of IDR 6,000,000–8,000,000 (27.4%).

The results of the first data analysis, testing construct reliability and convergent validity, are shown in Table 3. The first analysis reveals that all indicators have factor loadings above 0.6. All variables also have composite reliability values greater than 0.7, and the average variance extracted values are greater than 0.5, establishing the reliability and validity of the variables and their indicators for further analysis.

The second analysis, which tested multicollinearity among variables, is shown in Table 4. The multicollinearity test shows that all eight independent variables have VIF values below 5, indicating no multicollinearity among the variables used in this research. The

results of the third analysis, which assesses the extent to which the independent variables explain purchase intention using the coefficient of determination, are shown in Table 5. The results indicate that all eight independent variables can explain 55% of the variation in purchase intention.

**Table 2. Respondent’s Profile**

Characteristic	Category	Frequency	Percentage
Gender	Female	172	38.3
	Male	277	61.7
Age (years)	18-29	218	48.6
	30-39	207	46.1
	> 39	24	5.3
Domicile	Jabodetabek	153	34.1
	Java outside of Jabodetabek	242	53.9
	Outside of Java	54	12
Education	Undergraduate	157	35
	Graduate	292	65
Occupation	Student	55	12.2
	State Employee	27	6
	Private Employee	239	53.2
	Self-employed	96	21.4
	Others	32	7.2
Income (IDR 000)	< 1.000	55	12.2
	1.000 - 4.000	130	29
	4.000 - 6.000	121	26.9
	6.000 - 8.000	123	27.4
	8.000 - 12.000	14	3.1
	> 12.000	6	1.3
<b>Total</b>		<b>449</b>	<b>100</b>

**Table 3. Construct Reliability and Convergent Validity**

Variable	Indicator	Factor Loading	Composite Reliability	Cronbach's Alpha	Average Variance Extraction
Perceived Trustworthiness	PT1	0.744	0.862	0.787	0.61
	PT2	0.762			
	PT3	0.792			
	PT4	0.823			
Perceived Expertise	PE1	0.784	0.856	0.775	0.598
	PE2	0.810			
	PE3	0.704			
	PE4	0.792			
Perceived Physical Attractiveness	PA1	0.876	0.905	0.843	0.762
	PA2	0.839			
	PA3	0.901			

Variable	Indicator	Factor Loading	Composite Reliability	Cronbach's Alpha	Average Variance Extraction
Perceived Social Attractiveness	SA1	0.851	0.915	0.876	0.728
	SA2	0.860			
	SA3	0.838			
	SA4	0.863			
Self-Presence	SP1	0.666	0.896	0.854	0.634
	SP2	0.809			
	SP3	0.813			
	SP4	0.856			
	SP5	0.825			
Perceived Originality	PO1	0.740	0.861	0.785	0.609
	PO2	0.800			
	PO3	0.771			
	PO4	0.808			
Perceived Uniqueness	PU1	0.784	0.853	0.742	0.659
	PU2	0.773			
	PU3	0.875			
Perceived Informativeness	PI1	0.765	0.866	0.793	0.618
	PI2	0.788			
	PI3	0.815			
	PI4	0.774			
Purchase Intention	PI <sub>n1</sub>	0.826	0.905	0.861	0.705
	PI <sub>n2</sub>	0.856			
	PI <sub>n3</sub>	0.841			
	PI <sub>n4</sub>	0.836			

**Table 4. Multicollinearity Test Result**

Variable	VIF	Conclusion
Perceived Trustworthiness	1.801	No Multicollinearity
Perceived Expertise	2.226	No Multicollinearity
Perceived Physical Attractiveness	2.764	No Multicollinearity
Perceived Social Attractiveness	2.734	No Multicollinearity
Self-Presence	2.378	No Multicollinearity
Perceived Originality	3.617	No Multicollinearity
Perceived Uniqueness	2.819	No Multicollinearity
Perceived Informativeness	2.155	No Multicollinearity

**Table 5. Coefficient of Determinant**

Effect	R <sup>2</sup>
Purchase Intention	0.552

The results of the fourth analysis, which tested the hypotheses developed in this research, are shown in Tables 6 and 7. The hypotheses were separated into two parts: (1) direct effect; and (2) moderating effect. The results of the inner-model test in Table 6 show that five out of eight direct effect hypotheses are supported. All three content attributes (perceived originality, perceived uniqueness, and perceived informativeness), which represent the central factors of ELM, are statistically significant, with perceived uniqueness having the strongest direct effect on purchase intention and the highest effect size. Meanwhile, from five influencer attributes (perceived trustworthiness, perceived expertise, physical attractiveness, social attractiveness, and self-presence) that represent the peripheral factors of ELM, perceived trustworthiness and self-presence are statistically significant.

Perceived originality is positively related to purchase intention. It implies that the higher the perceived originality, the higher the purchase intention. This result supports previous studies (e.g., Farivar et al., 2023; Alodia et al., 2022; Liu & Zheng, 2024) that demonstrated that original, up-to-date, innovative, and creative product reviews promote purchase intention. Originality enhances the informational value of influencers' content, thereby affecting followers' buying intentions. It is a critical determinant of competitiveness and differentiation (Sardar et al., 2024).

Perceived uniqueness positively influences purchase intention. It means that higher perceived uniqueness is associated with higher purchase intention. This finding aligns with prior studies (Xiong & Tseng, 2024) suggesting that unique, one-of-a-kind, and special product reviews increase purchase intention. In social media marketing, content uniqueness differentiates influencers and enhances communication efficacy (Casaló et al., 2020). Creating unique content requires an original idea that resonates with the influencer's persona. This uniqueness is crucial for sustaining audience engagement with influencer-generated content (Purwaningwulan et al., 2018).

**Table 6. Inner-Model Test Result**

	Effect	$\beta$	p-Value	f <sup>2</sup>	Conclusion
H1	PO → PIn	0.176	0.005	0.019	Supported
H2	PU → PIn	0.326	0.000	0.084	Supported
H3	PI → PIn	0.145	0.002	0.022	Supported
H4	PT → PIn	0.104	0.017	0.013	Supported
H5	PE → PIn	0.032	0.266	0.001	Not Supported
H6	PA → PIn	-0.014	0.409	0.000	Not Supported
H7	SA → PIn	0.027	0.321	0.001	Not Supported
H8	SP → PIn	0.132	0.005	0.016	Supported

Perceived informativeness is positively associated with purchase intention. It suggests that the higher the perceived informativeness, the higher the purchase intention. This result confirms a study by Karoline et al. (2023), who demonstrated that effective,

helpful, useful, and valuable product reviews increase purchase intention. More informative advertisements enable consumers to accurately assess products and brand messages (Lee & Hong, 2016). Content that offers useful insights can enhance consumer engagement with influencers (Akash & Hamid, 2024). Clarity of information fosters emotional attachment to the influencer, encouraging audience recommendations (Zhang & Choi, 2022). Content informativeness bolsters influencer credibility, a key determinant of consumer behavior (Ao et al., 2023).

Perceived trustworthiness positively affects purchase intention. It shows that the higher the perceived trustworthiness, the higher the purchase intention. This finding confirms previous studies (e.g., Islamiyah & Hapsari, 2023) and indicates that reliable, honest, sincere, and trustworthy influencers who provide product reviews will promote purchase intention for influencer-recommended products. In social media marketing, trustworthiness reflects followers' views on an influencer's credibility (Lefina & Hidayat, 2022). Beyond purchasing intention, influencer trustworthiness can also affect brand perception through audience engagement (Lefina & Hidayat, 2022).

Self-presence positively affects purchase intention. It indicates that higher self-presence is associated with higher purchase intention. This result indicates that influencers who appear in product usage demonstrations, promotional/advertising content, and review content will increase purchase intention. The inclusion of influencers in ads fosters personal experiences and enhances relational intimacy between followers and influencers (Farivar et al., 2023). Influencer self-presence can amplify parasocial interactions among followers (Kim, 2021).

Table 7 presents the moderating effects of influencer attributes (PT, PE, PA, SA, and SP) on the direct relationship between content attributes (PO, PU, and PI) and purchase intention. It shows that four of 15 moderation effects are supported, with  $p$ -values  $< 0.05$ . These findings indicate that influencer attributes relating to expertise, physical attractiveness, social attractiveness, and self-presence had a significant moderating effect on the relationship between content attributes and purchase intention. By contrast, those relating to trustworthiness are insignificant, suggesting that trustworthiness's influence on the audience's purchase intention is consistent across different states of influencer characteristics. On the other hand, the effects of perceived originality of influencers' posts on audiences' purchase intention depend on significant moderation of influencers' social attractiveness and self-presence. Meanwhile, the effects of perceived uniqueness of influencers' posts on audiences' purchase intention are conditional on the moderation of influencers' expertise and physical attractiveness. In addition, the results reveal that social attractiveness positively moderates and self-presence negatively moderates the effects of originality on smartphone purchase intention. It means that the effects are stronger when influencers are perceived as socially attractive and weaker when influencers have more self-presence in smartphone reviews. Meanwhile, expertise and physical attractiveness had a positive moderation effect on the influence of uniqueness on smartphone purchase intention. It indicates that the influence is stronger when influencers are perceived as physically attractive and have greater expertise in smartphone reviews.

The findings in this study support previous studies which proposed that an influencer's perceived expertise can increase perceived content uniqueness and in turn encourage purchase intention (e.g. Choi et al., 2023), confirms previous studies that influencers' perceived physical attractiveness can strengthen perceived content uniqueness and promote purchase intention (e.g. Farivar et al., 2023; Mir, 2024), and is in line with previous studies which demonstrated that influencers' perceived social attractiveness can improve perceived content uniqueness and consequently motivate purchase intention (e.g. Choi et al., 2023). The negative moderating effect of self-presence on the relationship between perceived originality and purchase intention is inconsistent with Farivar et al. (2023), who found a positive moderating effect of self-presence on this relationship. Chen and Ren (2024) argued that the negative moderating effect of self-presence on the relationship between perceived originality and purchase intention might stem from the fact that influencers with an inappropriate personality divert attention from perceived originality, thereby demotivating purchase intention.

**Table 7. Moderation Test Result**

	<b>Effect</b>	$\hat{\beta}$	<b>p-Value</b>	<b>Conclusion</b>
H9a	<i>PT × PO → PIn</i>	0.035	0.343	Not Supported
H9b	<i>PT × PU → PIn</i>	-0.044	0.216	Not Supported
H9C	<i>PT × PI → PIn</i>	0.01	0.449	Not Supported
H10a	<i>PE × PO → PIn</i>	-0.136	0.056	Not Supported
H10b	<i>PE × PU → PIn</i>	0.116	0.039	Supported
H10c	<i>PE × PI → PIn</i>	0.037	0.309	Not Supported
H11a	<i>PA × PO → PIn</i>	-0.01	0.457	Not Supported
H11b	<i>PA × PU → PIn</i>	0.171	0.002	Supported
H11c	<i>PA × PI → PIn</i>	-0.014	0.440	Not Supported
H12a	<i>SA × PO → PIn</i>	0.161	0.038	Supported
H12b	<i>SA × PU → PIn</i>	-0.097	0.082	Not Supported
H12c	<i>SA × PI → PIn</i>	-0.137	0.070	Not Supported
H13a	<i>SP × PO → PIn</i>	-0.167	0.027	Supported
H13b	<i>SP × PU → PIn</i>	0.022	0.349	Not Supported
H13c	<i>SP × PI → PIn</i>	0.067	0.215	Not Supported

Overall, the study's findings reveal important patterns. Content attributes directly affect smartphone purchase intention, while influencer attributes primarily interact with content attributes to influence it. Apart from the influencer's perceived trustworthiness and self-presence, influencer attributes do not directly influence purchase intention; i.e., without content attributes, influencer attributes do not by themselves motivate purchase decisions. This result suggests the significance of smartphone reviews in influencer marketing. Audiences consider influencers' reviews when making purchase decisions. They do not reach simple conclusions for purchase decisions. Also, perceived uniqueness has

the strongest influence among content attributes and consistently affects smartphone purchase intention across different states of influencer attributes. It is the key to the persuasion process of influencer marketing.

## CONCLUSION

This study found that all three proposed content attributes, which are perceived originality, uniqueness, and informativeness, were significantly and positively associated with purchase intention. Of the five influencer attributes, perceived trustworthiness and self-presence had a significant positive effect on purchase intention. This research also found that the relationship between perceived uniqueness and purchase intention was positively moderated by perceived expertise, and that perceived uniqueness was significantly positively associated with purchase intention. Meanwhile, the relationship between perceived originality and purchase intention was significantly positively moderated by perceived physical attractiveness and negatively moderated by self-presence.

This study extends ELM theory by examining social media contexts and product categories in relation to YouTube technology influencers. In addition, this study introduces an antecedent to peripheral factors within the ELM model, focusing on credibility dimensions and highlighting that their influence varies across contexts, product categories, and samples. This research offers managerial implications for influencers and companies, particularly in the technology sector, regarding how to enhance content quality and personal branding. Companies should seek influencers who are trusted by their audiences and who effectively present themselves in review content. In addition, selected influencers should demonstrate review content that is unique, original, and informative, complemented by their expertise and physical attractiveness.

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