

THE IMPACT OF INFLUENCERS' ENDORSEMENT TO PURCHASE INTENTION OF CONSUMERS IN NOVALICHES, QUEZON CITY

ABSTRACT

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This study examines the influence of social media influencers' endorsements on the purchase intentions of skincare consumers in Novaliches, Quezon City, where both digital and traditional forms of marketing shape consumer behavior. Guided by the influencer marketing framework of Khan et al. (2019), the study explores five key variables—perceived quality, product match-up, attractiveness, credibility, and brand loyalty. The objective is to assess how these variables impact consumer decisions and brand perception in the skincare sector. A descriptive-correlational research design was employed. Data were gathered from fifty (50) skincare consumers through a structured survey questionnaire. The responses were analyzed using frequency, percentage, weighted mean, and Pearson-r correlation to determine the strength and nature of the relationship between influencer endorsements and consumer purchase intentions. The findings showed that influencer endorsements significantly impact consumers' purchase intentions, especially when the endorser is perceived as credible, attractive, and aligned with the brand. Respondents strongly agreed with endorsements where influencers were authentic users of the product. Among the variables studied, perceived quality and credibility emerged as the strongest drivers of trust and buying behavior. Pearson-r correlation analysis revealed a high positive relationship between influencer endorsements and purchase intention. The data also indicated that demographic factors such as age, income, and frequency of social media use influenced how consumers responded to influencer marketing. The study concludes that while influencers play a critical role in introducing products to consumers, long-term purchase intention is more closely tied to product quality, brand reputation, and customer satisfaction. It is recommended that businesses collaborate with credible influencers who reflect brand values, while also investing in product development and data-driven marketing strategies. Engagement techniques—such as exclusive promotions and transparent communication—can further strengthen brand loyalty. These findings offer valuable insights for marketers aiming to develop influencer-driven campaigns that effectively connect with local consumers and contribute to sustainable growth in the skincare industry.

RECOMMENDED CITATION

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