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The Effect of Influencer Credibility and Influencer Attractiveness on Trust and Purchase Intention: A Survey of Instagram Followers of @facetologyofficial in Indonesia

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Abstract

With the growing dominance of social media, influencer marketing has become a crucial strategy in shaping consumer trust and purchase intentions. Facetology, a skincare brand active on Instagram, collaborates with mega-influencers to engage its audience. This study investigates the impact of influencer characteristics (i.e., expertise, authenticity, physical attractiveness, and homophily) on customer trust and the subsequent effect of that trust on purchase intention. Grounded in the Stimulus-Organism-Response (SOR) theory, influencer characteristics are viewed as stimuli, trust as the organism, and purchase intention as the response. A total of 174 Instagram followers of @facetologyofficial in Indonesia were surveyed using a purposive sampling method. Data were analyzed using SmartPLS 4. The findings show that all four influencer characteristics have significant effects on trust, which in turn influences purchase intention. These findings highlight the importance of credible and attractive influencers in building customer trust and shaping purchase intentions, especially within the Indonesian cosmetics industry.

Keywords: Influencer Credibility, Influencer Attractiveness, Trust, Purchase Intention.

INTRODUCTION

The cosmetic industry, encompassing a wide range of personal care and beauty products, has experienced significant growth in Indonesia over the past few years. This growth is primarily driven by the increasing youth population and growing awareness of self-care (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2024).

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According to Ferdinand & Ciptono (2022), the Indonesian cosmetic market is projected to grow at a Compound Annual Growth Rate (CAGR) of 7.5% between 2021 and 2027, positioning the country as the fastest-growing cosmetic market in Asia. This expansion is further reflected in the increasing number of cosmetic businesses operating in the country. Data from the Coordinating Ministry for Economic Affairs (2024) show that the number of cosmetic companies increased from 726 in 2020 to 1,010 in 2023. The

Figure 1. Growth of Indonesian Cosmetic Industry Players



consistent growth in business players underscores the increasing demand for beauty and personal care products, as well as the competitive dynamics faced by brands within the market.

In an increasingly competitive market, brands must continuously innovate their promotional strategies. Traditional advertising methods have become less effective, as consumers perceive ads as intrusive (Wang, 2016). Consequently, brands turn to influencer marketing as a more organic and relatable promotional approach (Talavera, 2015). Influencers who disseminate content via social media platforms like Instagram have the potential to influence consumer attitudes and actions by conveying brand messages in a manner that appears more genuine and credible.

Influencer marketing leverages the Stimulus-Organism-Response (SOR) theory, which explains how external stimuli affect internal consumer states, resulting in behavioral responses. Within the SOR framework, influencer characteristics act as external stimuli that shape consumer trust in the influencer (organism), ultimately leading to a behavioral response in the form of purchase intention.

In particular, mega-influencers, individuals with over one million followers, have gained popularity for their broad reach and cost-effective impact compared to celebrity influencers. For small and medium-sized enterprises (SMEs) in the beauty industry,

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mega-influencers offer a strategic balance between audience engagement and budget constraints. According to the Indonesian Cosmetic Entrepreneurs Association (2024), 89% of cosmetic businesses in Indonesia are small to medium-sized enterprises (SMEs), making mega-influencers a practical and relevant marketing approach.

Facetology, an Indonesian skincare brand established in 2022, has effectively leveraged this strategy. Despite being relatively new, the brand has achieved significant milestones, including winning a Shopee Beauty Award in the sunscreen category and leading the list of top-selling sunscreen products on Shopee in December 2023, with over 109,000 units sold and a total sales value of IDR 8.6 billion (Andini, 2024). The brand actively collaborates with mega-influencers like Tasya Farasya, Fadil Jaidi, and Rachel Vennya to promote its products on Instagram. These influencers have massive follower bases and play a key role in building consumer trust through credible and honest product reviews.

Given the significance of trust in digital consumer behavior and the mixed findings from previous research, this study aims to investigate the influence of influencer characteristics (i.e., expertise, authenticity, physical attractiveness, and homophily) on trust and its impact on purchase intention. While prior studies have generally supported these relationships, inconsistencies remain. For instance, Putra & Wulandari (2023) found that physical attractiveness has a significant effect on trust, whereas other studies reported no significant effect (Ki et al., 2022; Kim & Kim, 2021). Similarly, the relationship between trust and purchase intention has yielded conflicting results, with some studies supporting a significant link (Alcántara-Pilar et al., 2024a; Pittman & Abell, 2021), while others have found no significant effect (Qureshi et al., 2024). Addressing these gaps, this research focuses on Facetology's Instagram followers in Indonesia, utilizing the SOR framework to understand how influencer traits influence trust and lead to consumer responses, such as purchase intentions.

LITERATURE REVIEW

Stimulus-Organism-Response (SOR) Theory

Mehrabian & Russell (1974) introduced the SOR theory, which explains how external stimuli affect an individual's internal state (organism) and result in behavioral responses. This model analyzes the consumer decision-making process, including the psychological and mental factors that influence it (Hochreiter et al., 2023). In a marketing context, the stimulus may include elements such as advertisements, influencer content,

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or product visuals. The organism reflects how consumers process these inputs emotionally and cognitively, and the response represents their resulting actions.

Influencer Marketing

Influencer marketing refers to a strategic method where brands partner with social media figures to deliver product promotions in a more personalized and engaging way (Leung et al., 2022; Schouten et al., 2020). Unlike traditional celebrities, influencers establish connections with their audiences by creating genuine and relatable content. Influencer marketing has emerged as one of the most impactful strategies for brand management in the current digital era (Jun & Yi, 2020). Rather than relying on conventional advertising, which can feel impersonal or easily overlooked in a saturated media environment, influencers offer a more intimate and persuasive communication channel that makes audiences feel understood, ultimately encouraging greater consideration and purchase intention (Schouten et al., 2020).

Influencer Credibility

Influencer credibility is defined as how audiences perceive the influencer's honesty and dependability (Saima & Khan, 2020). Research has shown that influencers with strong credibility are more effective in shaping consumer behavior than traditional media (Mabkhot et al., 2022). According to Kim & Kim (2021), two key factors contribute to influencer credibility: expertise and authenticity. Expertise is defined as the level of capability and knowledge an influencer is perceived to possess within a specific area (Kim & Kim, 2021). Influencers with strong expertise are seen as trustworthy, making their messages more convincing (Bari et al., 2024). On the other hand, authenticity captures how sincerely and honestly an influencer is perceived when conveying a message (Kim & Kim, 2021). Consumers are more likely to trust influencers who authentically use and endorse the products they promote. Even when compensation is involved, authenticity can be maintained if influencers are transparent and speak from personal experience.

Influencer Attractiveness

Influencer attractiveness refers to an influencer’s physical appeal or appearance, which can influence how others perceive and respond to them (Margom & Amar, 2023). Studies have shown that attractive influencers tend to draw more attention and are perceived as more persuasive (Wiedmann & Mettenheim, 2020). Kim & Kim (2021) identify two dimensions that influence perceived attractiveness: physical attractiveness

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and homophily. Physical attractiveness relates to the aesthetic appeal of an influencer, which can significantly affect audience attention and perception (Kim & Kim, 2021). Attractive influencers are often perceived as more credible, intelligent, and persuasive, enhancing the impact of their promotional content (Ki et al., 2022). Homophily refers to an influencer's perceived similarity to their audience in terms of values, interests, and experiences (Kim & Kim, 2021). Consumers are more inclined to connect with and trust influencers whom they perceive as similar to themselves (Ki et al., 2022).

Trust in Influencer

Trust in influencers plays a crucial role in shaping how consumers engage with marketing messages on social media (Chetioui et al., 2020). It involves believing that the influencer is honest, has integrity, and prioritizes the well-being of their audience (Alcántara-Pilar et al., 2024b). According to Kim & Kim (2021), trusting a communicator requires both confidence in their integrity and a willingness to be receptive to their message. In influencer marketing, this trust serves as a central mechanism that enables influencers to influence followers' perceptions and behaviors (Bari et al., 2024). Trusted influencers are more likely to influence consumer attitudes because they build relationships grounded in sincerity and shared values, thereby increasing the likelihood of positive behavioral responses.

Purchase Intention

Purchase intention refers to a consumer's tendency or willingness to buy a product, which is influenced by several factors, such as social influence, past experiences, and perceived product value (Kotler & Keller, 2016). As Kotler and Keller (2016) further elaborate, it signifies a vital phase in the consumer decision-making process, serving as the link between product evaluation and the actual purchase behavior. In digital marketing, purchase intention becomes increasingly significant, as consumers heavily depend on online content and influencer recommendations when making purchasing decisions. DAM (2020) further explains that purchase intention reflects a combination of consumer desire and perceived opportunity to obtain the product, making it a strong predictor of future buying actions.

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RESEARCH HYPOTHESIS

Effect of Expertise on Trust

An influencer's expertise can shape audience perceptions and attitudes, making them more likely to trust and accept the message (Kim & Kim, 2021). Experts are generally seen as more persuasive and credible sources of information (Wiedmann & Mettenheim, 2020). Furthermore, Wiedmann and Mettenheim (2020) state that influencers appear more convincing when they possess relevant expertise. This perceived competence strengthens the audience's confidence in the information presented. Previous research has confirmed the significant impact of expertise on trust (Bari et al., 2024; Kim & Kim, 2021). Hence, the first hypothesis can be stated as follows:

H_1: Expertise has a significant effect on Trust.

Effect of Authenticity on Trust

In influencer marketing, authenticity pertains to an influencer's sincere appreciation and use of the products they endorse, much like ordinary consumers, even when they receive compensation (Boerman et al., 2017). Although social media users are aware of sponsorships and may doubt influencers' motives, authenticity helps build trust by providing sincere recommendations based on personal experience (Kim & Kim, 2021). Consistent authenticity reflects the influencer's honesty in sharing opinions and product endorsements, which is crucial for gaining consumer trust (Audrezet et al., 2020). Previous research has confirmed the significant impact of authenticity on trust (Bari et al., 2024; Wang & Chan-Olmsted, 2024; Kim & Kim, 2021). Hence, the second hypothesis can be stated as follows:

H_2: Authenticity has a significant effect on Trust.

Effect of Physical Attractiveness on Trust

Audiences are more likely to accept an influencer's message if the influencer appears attractive (Kim & Kim, 2021). Physical attractiveness helps build a connection between the influencer and the audience. Attractive individuals are often perceived as kind, sociable, humble, and responsive (Kim & Kim, 2021). Physical attractiveness refers to a pleasant facial appearance that elicits positive responses (Wiedmann & Meenhancm, 2020), which can increase trust in the influencer as a credible information source. Previous research has shown that physical attractiveness significantly affects trust (Ki et al., 2023). Hence, the third hypothesis can be stated as follows:

H_3: Physical Attractiveness has a significant effect on Trust.

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Effect of Homophily on Trust

Homophily is the perception that consumers and social media influencers share similar tastes, preferences, and lifestyles (Ki et al., 2022). Audiences tend to agree with influencers when they share attitudes, interests, beliefs, and feelings (Kim & Kim, 2021). This perceived similarity fosters a more profound sense of closeness and connection, thereby strengthening social and emotional bonds. Homophily between influencers and followers contributes to increased trust (Putra & Wulandari, 2023). This connection enhances audience trust in recommended products or services because they feel understood by the influencer. Previous research has confirmed the significant impact of homophily on trust (Bari et al., 2024; Ki et al., 2023; Kim & Kim, 2021). Hence, the fourth hypothesis can be stated as follows:

H_4: Homophily has a significant effect on Trust.

Effect of Trust on Purchase Intention

In influencer marketing, trust is defined as the audience's belief in the influencer's honesty, credibility, and reliability (Martínez-López et al., 2020). As trust grows, followers are more inclined to value the relationship and believe that the influencer's message will produce positive outcomes (Kim & Kim, 2021). This trust is enhanced by followers' sense of closeness to the influencer, which can significantly impact consumer purchase behavior (Alcántara-Pilar et al., 2024). Previous research has confirmed the significant impact of trust on purchase intention (Alcántara-Pilar et al., 2024; Pittman & Abell, 2021; Kim & Kim, 2021). Hence, the fifth hypothesis can be stated as follows:

H_5: Trust has a significant effect on Purchase Intention.

Hypothesis Model

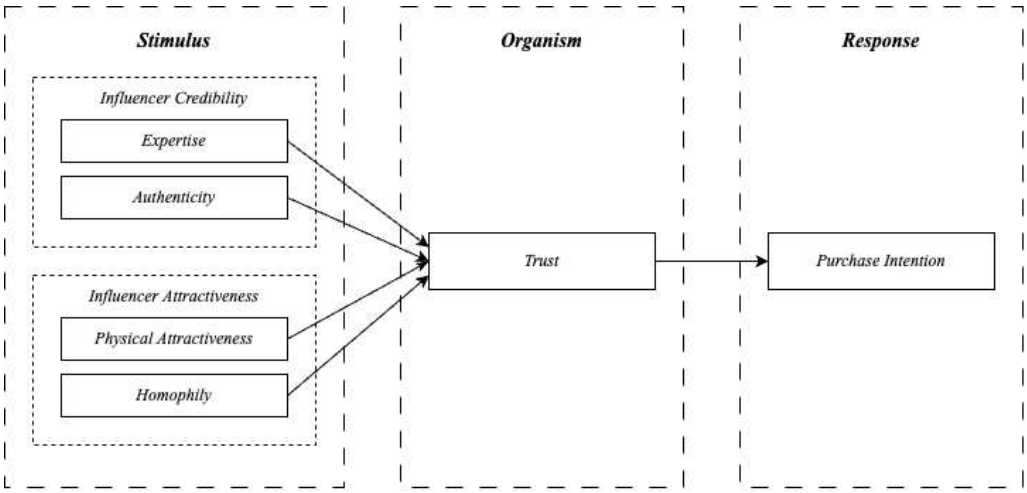
The development of this conceptual framework is grounded in the previously formulated hypotheses and supported by existing literature, with adaptations from Kim and Kim (2021). It is guided by the Stimulus-Organism-Response (SOR) theory

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developed by Mehrabian & Russel (1974), which explains that external stimuli influence internal cognitive and emotional states, ultimately affecting behavioral outcomes.

Figure 2. The Research Model



RESEARCH METHODS

This study uses a quantitative explanatory approach to investigate the relationships between influencer characteristics and consumer trust, as well as the impact of trust on purchase intention. The research focuses on followers of @facetologyofficial on Instagram, targeting Indonesian respondents aged 18 and above. Data were collected using a structured questionnaire distributed online via a Google Form, which utilized a five-point Likert scale to capture respondents' perceptions. This study collected 174 valid responses using purposive non-probability sampling. Memon et al. (2020) suggest that a sample size of 160 to 300 is ideal for PLS-SEM because it is neither too little nor too large, and therefore unlikely to bias the study's conclusions. The questionnaire items were adapted from Kim & Kim (2021) to ensure alignment with prior research in influencer marketing.

This study employed inferential statistical analysis using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, as implemented in SmartPLS version 4.1.0.9. PLS-SEM enables the evaluation of predictive relationships among constructs through two sub-models: outer model and inner model, each serving a different function (Hair et al., 2022). The outer model is used to assess the relationships between latent variables and their observed indicators, ensuring indicator reliability, internal

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consistency reliability, convergent validity, and discriminant validity. In contrast, the inner model focuses on examining the structural relationships between latent variables, testing hypotheses, and the significance of path coefficients. It includes collinearity issue (VIF), significance and relevance testing via bootstrapping, coefficient of determination (R^2), effect size (f^2), and PLS Predict. Together, these models provide a comprehensive framework for ensuring measurement accuracy and the explanatory power of the proposed research model.

RESULT

Descriptive Distribution

Table 1 presents the demographic characteristics of 174 validated respondents. The majority were female (78.7%), and most aged between 20 and 21 years (40.8%), followed by those aged 22 and 23 years (29.31%). Regarding place of residence, most respondents (93.10%) lived on the island of Java, with smaller percentages coming from Sumatra (3.45%), Kalimantan (1.15%), Sulawesi (1.15%), and Bali & Nusa Tenggara (1.15%). Within Java, the distribution was dominated by residents of DKI Jakarta, West Java, and East Java. Regarding educational background, most respondents had completed high school or its equivalent (61.49%), while 33.91% were undergraduate students. Regarding employment status, most respondents were students (71.84%), followed by employees working in state-owned, regional-owned, or private companies (17.82%). For monthly income, the largest group earned between IDR 500,000 and IDR 1,500,000 (26.44%), with 25.29% earning more than IDR 3,500,000.

Table 1. Demographic Characteristics

Particulars	Variables	Frequency	Percent (%)
Gender	Male	37	21.30
	Female	137	78.70
	Total	**174**	**100.00**
Age	18 – 19 years	25	14.37
	20 – 21 years	71	40.80
	22 – 23 years	51	29.31
	24 – 25 years	18	10.34
	26 – 27 years	6	3.45

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Particulars	Variables	Frequency	Percent (%)
	29 – 30 years	3	1.72
	Total	**174**	**100.00**
Residence	Sumatra	6	3.45
	Java	162	93.10
	Kalimantan	2	1.15
	Sulawesi	2	1.15
	Bali & Nusa Tenggara	2	1.15
	Total	**174**	**100.00**
Education	HSC	107	61.49
	Diploma	6	3.45
	Undergraduate	59	33.91
	Master	2	1.15
	Total	**174**	**100.00**
Occupation	Student	125	71.84
	Government Employee/ Military/Police Officer	3	1.72
	Company Employee (SOE/ROE/Private)	31	17.82
	Entrepreneur	10	5.75
	Freelancer	2	1.15
	Educator/Academic Staff	1	0.57
	Service Worker	1	0.57
	Unemployed	1	0.57
	Total	**174**	**100.00**
Monthly Income	< IDR 500,000	23	13.22
	IDR 500,000 – 1,500,000	46	26.44
	IDR 1,500,000 – 2,500,000	35	20.11

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Particulars	Variables	Frequency	Percent (%)
	IDR 2,500,000 – 3,500,000	26	14.94
	> IDR 3,500,000	44	25.29
	Total	**174**	**100.00**

Measurement Model

This study employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) method using SmartPLS version 4.1.0.9 for data analysis. In PLS-SEM, the measurement model is used to assess the relationships between constructs and their indicators. According to Hair et al. (2022), the evaluation of the outer model includes several criteria: indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. These were assessed using outer loadings, Cronbach's alpha, composite reliability, and average variance extracted (AVE).

Table 2. Construct Reliability and Convergent Validity Results

Variable	Item	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Authenticity	A_1	0,849	0,867	0,876	0,713
	A_2	0,852			
	A_3	0,842			
	A_4	0,835			
Expertise	E_1	0,814	0,844	0,849	0,681
	E_2	0,848			
	E_3	0,813			
	E_4	0,825			
Homophily	H_1	0,840	0,797	0,801	0,711
	H_2	0,875			
	H_3	0,814			
Physical	PA_1	0,828	0,825	0,828	0,657
Attractiveness	PA_2	0,822			

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Variable	Item	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
	PA_3	0,756			
	PA_4	0,834			
Purchase	PI_1	0,824	0,774	0,780	0,689
Intention	PI_2	0,877			
	PI_3	0,787			
Trust	T_1	0,788	0,843	0,844	0,681
	T_2	0,795			
	T_3	0,864			
	T_4	0,852			

Based on Hair et al. (2022), outer loading values of 0.708 or higher indicate reliable indicators. As shown in Table 2, all indicators for Authenticity, Expertise, Homophily, Physical Attractiveness, Trust, and Purchase Intention meet this threshold, confirming their reliability. Cronbach's Alpha and Composite Reliability values for all variables fall within the acceptable range of 0.70 to 0.95, indicating strong internal consistency. Additionally, all Average Variance Extracted (AVE) values exceed 0.50, demonstrating that each construct explains more than half of the variance in its indicators. Thus, all constructs are considered both reliable and valid.

Table 3. Discriminant Validity Using HTMT

	A	E	H	PA	PI	T
A						
E	0,595					
H	0,550	0,783				
PA	0,683	0,606	0,571			
PI	0,616	0,573	0,676	0,629		
T	0,710	0,718	0,736	0,718	0,699	

Discriminant validity ensures that each construct in a model is distinct from others. The Heterotrait-Monotrait (HTMT) ratio is used as a reliable measure to assess this

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validity. According to Hair et al. (2022), HTMT values should be below 0.85. As shown in Table 3, all HTMT values are below 0.85, indicating that the discriminant validity criteria are met and the constructs are considered valid.

Structural Model

According to Hair et al. (2022), the structural model was evaluated to test the proposed hypotheses by examining the path coefficients, t-statistics, p-values, effect size (f^2), multicollinearity through variance inflation factor (VIF), and PLS Predict. The results, presented in Table 4, show that all five hypotheses are supported. Expertise has a positive and significant influence on trust (p = 0.003, t = 2.987), with a small effect size (f^2 = 0.048). Authenticity also significantly affects trust (p = 0.000, t = 3.786), with the highest effect among the predictors of trust (f^2 = 0.096). Similarly, physical attractiveness influences trust positively (p = 0.003, t = 2.928; f^2 = 0.071), as does homophily (p = 0.000, t = 3.664; f^2 = 0.078). Lastly, trust is shown to have a strong and significant effect on purchase intention (p = 0.000, t = 6.558), with a large effect size (f^2 = 0.472). No multicollinearity issue was detected in this study as all VIF values were below 3. In addition, VIF values at or below 3.3 show that the model is not affected by common method bias, following the threshold suggested by Kock (2015).

Table 4. Hypotheses and Path Coefficient

Hypothesis Paths	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Decisions	f^2	VIF
Expertise → Trust	0,200	2,987	0,003	Supported	0.048 (Small)	1.960
Authenticity → Trust	0,265	3,786	0,000	Supported	0.096 (Small)	1.705
Physical Attractiveness → Trust	0,228	2,928	0,003	Supported	0.071 (Small)	1.709

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Homophily → Trust	0,246	3,664	0,000	Supported	0.078 (Small)	1.820
Trust → Purchase Intention	0,566	6,558	0,000	Supported	0.472 (Large)	1.000

This study includes one endogenous variable, Trust, which is influenced by four exogenous variables: Expertise, Authenticity, Physical Attractiveness, and Homophily. The PLS-SEM analysis shows that the R-squared value for Trust is 0.572, indicating that the four predictor variables can explain 57.2% of the variance in Trust. On the other hand, the R-square value for Purchase Intention, which is influenced solely by Trust, is 0.321. This suggests that Trust accounts for 32.1% of the variance in Purchase Intention. Based on the standards put forth by Chin (1998), the R-squared value for Purchase Intention is deemed weak because it is less than 0.33, however the R-squared value for Trust is within the moderate explanatory power range (0.33 – 0.67).

The final stage of structural model assessment involved using PLS Predict to evaluate the model's predictive capability. This method utilizes statistical measures of residuals, which represent the gap between observed and predicted values; smaller residuals indicate higher predictive precision. One of the most widely used metrics for this purpose is the Root Mean Square Error (RMSE). In this study, RMSE was selected due to the PLS-SEM LV error histogram, which displays a bell-shaped distribution, indicating that the residuals approximate normality. According to Hair et al. (2022), a model demonstrates high predictive power when the RMSE values of all indicators in PLS are lower than those in a linear model (LM). As shown in Table 5, all RMSE values in the PLS column are lower than those in the LM counterparts, confirming that the predictive power of this model is considered high.

Table 5. PLS Predict using RMSE

	PLS-SEM RMSE	LM RMSE
PI1	0,671	0,686
PI2	0,671	0,707
PI3	0,736	0,772

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T1	0,728	0,739
T2	0,896	0,900
T3	0,724	0,733
T4	0,824	0,838

DISCUSSION

This study confirms that the characteristics of influencers (i.e., expertise, authenticity, physical attractiveness, and homophily) have a positive and significant effect on consumer trust. Additionally, trust is proven to significantly influence purchase intention, supporting the Stimulus-Organism-Response (SOR) theory. Within this framework, influencer characteristics serve as external stimuli, trust reflects the consumer's internal response, and purchase intention represents the behavioral outcome. These findings provide significant insights into the impact of influencer marketing on consumer decision-making, particularly within the Indonesian cosmetics industry.

Among all influencer characteristics studied, authenticity had the most substantial impact on trust. This reflects the growing value of sincerity and perceived honesty in influencer communication. Consumers often place their trust in influencers who convey authentic experiences and exhibit consistency in their endorsements, even when they are aware of sponsorship (Kim & Kim, 2021). Therefore, influencers must consistently demonstrate their authenticity to gain consumer trust (Audrezet et al., 2020).

Trust is crucial in influencing customer purchasing behavior. When trust is firmly established, it significantly enhances consumers' purchase decisions (Alcántara-Pilar et al., 2024). Moreover, this trust can enhance the effectiveness of marketing messages, as audiences perceive the information shared by influencers as beneficial and credible (Kim & Kim, 2021). Higher levels of trust enhance the likelihood that consumers will follow influencer recommendations, which in turn strengthens their purchase intention.

CONCLUSIONS

This study confirms that influencer credibility and attractiveness significantly contribute to building consumer trust, which subsequently influences purchase intention. Specifically, expertise, authenticity, physical attractiveness, and homophily were found to be reliable predictors of trust. Among these, authenticity had the most significant influence, highlighting the importance of genuine and personal content in fostering

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consumer trust and confidence. These findings support the Stimulus-Organism-Response (SOR) framework by demonstrating how external stimuli (influencer characteristics and influencer attractiveness) affect internal evaluations (trust) and influence behavioral responses (purchase intention).

Theoretically, this study contributes to the extension of the SOR framework by contextualizing it within social media influencer marketing in Indonesia's cosmetic sector, thereby affirming its applicability to digital consumer behavior. On a practical level, the results highlight the importance for marketers to choose influencers who not only possess visual appeal but also exhibit authenticity, relevant expertise, and value alignment with their audience. For brands, collaborating with influencers who exhibit these qualities can strengthen consumer trust and drive purchase intentions, especially among modern and digitally literate audiences who tend to be more critical and discerning toward promotional content.

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