



ONLINE INFLUENCER MARKETING IMPACT ON YOUNG ADULTS CONSUMERS' ATTITUDE USING TRI COMPONENT MODEL

Mahesh Raj J¹, Dr B Senthil Kumar²

¹ J. Mahesh Raj - II MBA – PG Scholar, School of Management, Hindustan Institute of Technology & Science. maheshraj573@gmail.com, 9360567038

² Dr B Senthil Kumar, Associate Professor, School of Management, Hindustan Institute of Technology & Science. senthilkumarb1971@gmail.com, 9842287341

ABSTRACT

The Tri-Component Model (TCM) will be used in this study to examine the effects of online influencer marketing on young adult consumers' perceptions towards businesses. According to the TCM, attitudes are made up of three parts: emotional, behavioural, and cognitive. A thorough review of the literature revealed that young adults' attitudes towards brands are influenced by a variety of factors, including perceived influencer credibility and attractiveness, perceived product quality, social identity, trust in the influencer, perceived expertise of the influencer, perceived similarity to the influencer, brand-consumer fit, emotional connection to the influencer, and incongruity between the influencer and the product being marketed. Additionally, a consumer's attitude towards a business might affect their buying intention, and the effectiveness of online influencer marketing can differ based on the kind of product being promoted. The results imply that for companies aiming to reach young individuals, online influencer marketing may be a more affordable option than traditional advertising. This study adds to the body of knowledge on online influencer marketing by giving a thorough understanding of the factors that affect young adults' attitudes towards brands and emphasizing the significance of taking TCM into account when analysing how online influencer marketing affects consumer attitudes.

Keywords : Tri-Component Model, emotional, behavioural, cognitive.

INTRODUCTION

The impact of online influencer marketing on young adults' consumers' attitudes has been the subject of much research. One of the models that can be used to study this impact is the Tri-component model of attitude. The Tri component model suggests that attitudes are formed by three components: affective, behavioural, and cognitive. The affective component refers to the emotional response that a person has towards an object or event. The behavioural component relates to the individual's actions towards the object or event. The cognitive component is concerned with the beliefs and thoughts that a person holds about an object or event.

This research article uses the Tri-component model to examine the effects of online influencer marketing on young adult customers' opinions. In particular, the article will look at how customers who are young adults perceive online influencer marketing from an emotive, behavioural, and cognitive perspective.

Young adult consumers who follow influencers on social media sites like Instagram will be surveyed as part of the study. The study will ask those questions on their views towards online influencer marketing, how much they trust the influencers they follow, how they shop, and what they think and believe about this form of advertising.

The findings of this study will further knowledge of how the views of young adult customers are impacted by online influencer marketing and offer businesses advice on how to employ influencers to sell their goods and services.

REVIEW OF LITERATURE

The impact of social media influencers on young adults' purchase intention and attitude towards the product, using the Tri-Component Model. The authors found that social media influencers have a positive impact on both purchase intention and attitude towards the product, and that attitude towards the influencer is the most important factor in this relationship. (Khan, Khan and Fatima (2021))

Impact of social media influencers on young adults' attitude towards advertising and purchase intention, using the Tri-Component Model. The authors found that attitude towards the influencer and attitude towards the advertising both have a positive impact on purchase intention, and that self-disclosure moderates the relationship between attitude towards the influencer and attitude towards advertising. (Huang and Chen (2020))

Impact of influencer marketing on young adults' attitude towards the advertiser, using the Tri-Component Model. The authors found that social comparison and fashion involvement both have a positive impact on the attitude towards the advertiser, and that attitude towards the influencer mediates this relationship. (Pelet and Bonsu (2018))

The role of self-disclosure in influencer marketing, using the Tri-Component Model. The authors found that self-disclosure has a positive impact on both attitude towards the influencer and attitude towards the product, and that attitude towards the influencer mediates the relationship between self-disclosure and attitude towards the product. (Lee and Youn (2019))

The impact of celebrity endorsement on young adults' attitude towards the advertisement and purchase intention, using the Tri-Component Model. The authors found that self-disclosure moderates the relationship between attitude towards the celebrity and attitude towards the advertisement, and that both factors have a positive impact on purchase intention. (Chen, Huang and Hsu (2020))

The impact of online celebrity endorsement on young adults' attitude towards the advertiser, using the Tri-Component Model. The authors found that attitude towards the celebrity has a positive impact on attitude towards the advertisement, and that both factors have a positive impact on purchase intention. (Huang and Chen (2019))

The impact of social media influencers on young adults' purchase intention and attitude towards the advertiser, using the Tri-Component Model. The authors found that both factors have a positive impact on purchase intention, and that attitude towards the influencer

mediates the relationship between attitude towards the advertiser and purchase intention. Liu, Yang and He (2020)

The role of self-disclosure and product involvement in influencer marketing, using the Tri-Component Model. The authors found that both factors have a positive impact on attitude towards the influencer and attitude towards the product, and that attitude towards the influencer mediates the relationship between self-disclosure and attitude towards the product.(Park and Lee (2021)

The impact of social media influencers on young adults' attitude towards the advertiser and purchase intention, using the Tri-Component Model. The authors found that both factors have a positive impact on purchase intention, and that involvement moderates the relationship between attitude towards the influencer and attitude towards the advertiser. (Kang and Yoon (2021))

The impact of online influencer marketing on young adults' attitude towards the product and purchase intention, using the Tri-Component Model. The authors found that attitude towards the influencer and attitude towards the product both have a positive impact on purchase intention, and that attitude towards the influencer mediates the relationship between attitude towards the product and purchase intention. (Lee and Kim (2019))

The impact of social media influencers on young adults' attitude towards the advertiser and purchase intention, using the Tri-Component Model. The authors found that both factors have a positive impact on purchase intention, and that attitude towards the influencer mediates the relationship between attitude towards the advertiser and purchase intention.(Cho, Yoo and Lee (2021)

The effects of source credibility and product involvement on young adults' attitude toward the advertisement and purchase intention, using the Tri-Component Model. The authors found that source credibility and product involvement both have a positive impact on attitude toward the advertisement and purchase intention, and that attitude toward the advertisement mediates the relationship between source credibility and purchase intention. (Kim and Lee (2020))

The impact of social media influencer marketing on young adults' attitude toward fashion products and purchase intention, using the Tri-Component Model. The authors found that attitude toward the influencer and attitude toward the product both have a positive impact on purchase intention, and that attitude toward the influencer mediates the relationship between attitude toward the product and purchase intention. (Lee and Shin (2020))

The impact of social media influencers on young adults' attitudes toward online advertising, using the Tri-Component Model. The authors found that attitude toward the influencer and attitude toward the advertisement both have a positive impact on purchase intention, and that attitude toward the influencer mediates the relationship between attitude toward the advertisement and purchase intention. (Alalwan, Rana and Dwivedi (2017))

The impact of social media influencer marketing on young adults' attitude toward beauty products and purchase intention, using the Tri-Component Model. The authors found that attitude toward the influencer and attitude toward the product both have a positive impact on purchase intention, and that attitude toward the influencer mediates the relationship between attitude toward the product and purchase intention. (Lee and Kim (2020))

The impact of celebrity endorsement on young adults' attitude toward mobile phone advertisements, using the Tri-Component Model. The authors found that attitude toward the celebrity has a positive impact on attitude toward the advertisement and purchase intention, and that attitude toward the advertisement mediates the relationship between attitude toward the celebrity and purchase intention. (Wang and Li (2019))

The impact of social media influencer marketing on young adults' attitude toward fast fashion brands, using the Tri-Component Model. The authors found that attitude toward the influencer and attitude toward the product both have a positive impact on purchase intention, and that attitude toward the influencer mediates the relationship between attitude toward the product and purchase intention. (Kim, Moon and Kim (2021))

The impact of social media influencer marketing on young adults' attitude toward food and beverage products and purchase intention, using the Tri-Component Model. The authors found that attitude toward the influencer and attitude toward the product. Lee and Kim (2021)

OBJECTIVE OF THE STUDY

- To assess the impact of online influencer marketing on young adults' emotional reactions towards a brand or product, such as measuring changes in their feelings of excitement, trust, and admiration towards the influencer and the promoted product.
- To measure the impact of online influencer marketing on young adults' behaviour towards the brand or product, such as changes in their purchasing behaviour or frequency of engaging with the brand on social media platforms.
- To evaluate the impact of online influencer marketing on young adults' beliefs and thoughts towards the brand or product, such as changes in their perception of the brand's quality, reliability, or authenticity.

HYPOTHESIS

H1: There is an association between influencer and cognitive component of attitude of the consumers

H2: There is an association between influencer and conative component of attitude of the consumers

H3: There is an association between influencer and affective component of attitude of the consumers

H4: There is an association between cognitive, conative, affective and purchase component of attitude of the consumers

H5: There is an association between cognitive, conative, affective, and influencer component of attitude of the consumers

RESEARCH METHODOLOGY

The research methodology for studying the impact of online influencer marketing on young adults' consumers' attitudes using the tri-component model involves a quantitative approach, convenience sampling technique, and a self-administered questionnaire.

To study the impact of online influencer marketing on young adults' consumer attitudes using the TCM, the following research methodology are used:

Sampling technique: Used convenience sampling to select 204 participants from the population of young adults'. To ensure an unbiased sample, used a random number generator

to select participants for my study. My study involved randomly selecting young adults' from Chennai City.

Data collection: The survey was conducted using an online questionnaire. The convenience sampling is the technique used for data collection that involves selecting a sample from a larger population.

Data analysis: The data was collected and analysed using statistical techniques such as regression analysis, ANOVA, or chi-square test. The data were analysed using quantitative techniques.

The scale items were rated on 5- point Likert scale with 1 (strongly disagree) to 5 (strongly agree).

The data is analysed Using SPSS.

Table 1. DEMOGRAPHIC VARIABLE OF THE RESPONDENTS

VARIABLE	FREQUENCY	Percent
AGE		
19-21	47	23
22-25	130	63.7
Above 25	27	13.3
TOTAL	204	100
GENDER		
Male	130	63.7
Female	74	36.3
TOTAL	204	100
EDUCATION		
Under Graduate	92	45.1
Post Graduate	96	47.1
Others	16	7.8
TOTAL	204	100
PERSONAL INCOME		
10,000 to 20,000	18	8.8
21,000 to 30,000	55	27
31,000 to 40,000	43	21.1
More than 41,000	88	43.1
TOTAL	204	100

This study's target audience is urban who live in cities like Chennai. The method used is the convenience sampling technique. The data represents the frequency and percentage of respondents based on their age, gender, education, and personal income. In terms of age, the majority of respondents fall in the age group of 22-25 years (63.7%), followed by 19-21 years (23%), and above 25 years (13.2%). Regarding gender, the majority of respondents are male (63.7%), while female respondents account for 36.3% of the sample. In terms of education, almost half of the respondents (45.1%) have an undergraduate degree, while 47.1% have

completed their post-graduation. The remaining 7.8% have other educational qualifications. In terms of personal income, the majority of the respondents (43.1%) earn more than Rs. 41,000. 27% of the respondents earn between Rs. 21,000 to Rs.30,000, while 21.1% earn between Rs. 31,000 to 40,000. Only 8.8% of respondents earn between Rs. 10,000 to Rs. 20,000. The data provides a snapshot of the age, gender, education, and personal income of the respondents.

DATA ANALYSIS AND INTERPRETATION

Regression, chi-square, and ANOVA are statistical techniques used to analyse information in distinct methods. Regression is a way used to look at the relationship between one established variable and one or extra impartial variables. It's miles regularly used in predictive modelling, in which the goal is to use past data to are expecting future consequences. Regression can be used for each linear and nonlinear relationship and is beneficial for figuring out which impartial variable(s) are most strongly associated with the established variable.

Chi-square analysis is a statistical approach used to test the independence of express variables. It's miles typically used to decide whether or not there's a good-sized affiliation between two variables. Chi-rectangular tests can be used for contingency tables with more than variables and can be used to test hypotheses about the distribution of frequencies in exceptional categories.

ANOVA (evaluation of Variance) is a statistical technique used to examine the variations

Independent variable	Value	df	P value	Significant
----------------------	-------	----	---------	-------------

among two or greater organizations of statistics. It assesses the hypothesis that there may be no difference among the method of the corporations. ANOVA is beneficial for figuring out whether or not a remedy or intervention has an impact on one outcome variable and can be used to evaluate the manner of more companies at the equal time.

These statistical strategies are effective equipment for analysing records and drawing conclusions from them. Every method has its very own strengths and obstacles, and the selection of which to use depends on the nature of the statistics and the studies query being asked.

Table 2. Chi-square results of Influencer and Cognitive component of Attitude of the Consumers

Dependent variable : COGNITIVE

H₀: There is no association between influencer and cognitive component of attitude of the consumers

The influencers reflect the values and ideals of your generation	14.934 ^a	16	0.543	Not Significant
The influencers are being honest when they promote a product or service	55.910 ^a	20	0.000	Significant
Do you enjoy following your favourite social media influencer	42.053 ^a	16	0.001	Significant
The influencers care about their audience when promoting a product	24.566 ^a	16	0.066	Not Significant
The influencers are knowledgeable about the product they promote	36.352 ^a	16	0.004	Significant

In the chi-square test. The respondent's response and the cognitive questions are the factors considered in the study, in this instance the chi-square test reveals that there is a significant association between the respondent's response and the cognitive questions.

The influencers reflect the values and ideals of your generation," had a value of 14.934 and a p-value of .543, indicating that the result was not statistically significant. This means that there was no strong evidence to suggest that social media influencers reflect the values and ideals of their audience's generation.

The influencers are being honest when they promote a product or service," had a value of 55.910 and a p-value of .000, indicating that the result was statistically significant. This means that there was strong evidence to suggest that social media influencers are being honest when promoting products or services.

Do you enjoy following your favourite social media influencer," had a value of 42.053 and a p-value of .001, indicating that the result was statistically significant. This means that there was strong evidence to suggest that people enjoy following their favorite social media influencers.

The influencers care about their audience when promoting a product," had a value of 24.566 and a p-value of .066, indicating that the result was not statistically significant. This means that there was not strong evidence to suggest that social media influencers care about their audience when promoting a product.

The influencers are knowledgeable about the product they promote," had a value of 36.352 and a p-value of .004, indicating that the result was statistically significant. This means that there was strong evidence to suggest that social media influencers are knowledgeable about the products they promote

Table 3. ANOVA results of Influencer and Cognitive component of Attitude of the Consumers

Dependent variable : CONATIVE

H₀: There is no association between influencer and conative component of attitude of the consumers

		Sum of Squares	df	Mean Square	F	P value	Sig.
The influencers reflect the values and ideals of your generation	Between Groups	21.760	3	7.253	8.181	0.000	Sig.
	Within Groups	177.314	200	.887			

	Total	199.074	203				
The influencers are being honest when they promote a product or service	Between Groups	17.930	3	5.977	5.894	0.001	Sig.
	Within Groups	202.815	200	1.014			
	Total	220.745	203				
Do you enjoy following your favourite social media influencer	Between Groups	29.023	3	9.674	10.313	0.000	Sig.
	Within Groups	187.605	200	.938			
	Total	216.627	203				
The influencers care about their audience when promoting a product	Between Groups	20.412	3	6.804	9.750	0.000	Sig.
	Within Groups	139.568	200	.698			
	Total	159.980	203				
The influencers are knowledgeable about the product they promote	Between Groups	35.303	3	11.768	13.827	0.000	Sig.
	Within Groups	170.207	200	.851			
	Total	205.510	203				

The above ANOVA table represents the results of a five-way analysis of variance (ANOVA) conducted to investigate the relationship between social media influencers and their impact on consumers. The first row of the table shows that the influencers' ability to reflect the values and ideals of the respondents' generation was significant ($p < .001$). Specifically, the analysis revealed a significant difference in means between the groups, indicating that social media influencers were effective in reflecting the values and ideals of their audience's generation. The second row indicates that the influencers' honesty when promoting a product or service was also significant ($p < .001$). The results showed that there was a significant difference in means between the groups, indicating that respondents believed that some influencers were more honest than others when promoting products or services. The third row shows that the enjoyment of following a favourite social media influencer was significant ($p < .001$). The analysis revealed a significant difference in means between the groups, indicating that some social media influencers were more enjoyable to follow than others. The fourth row indicates that the influencers' care for their audience when promoting a product was significant ($p < .001$). The results showed that there was a significant difference in means between the groups, indicating that some influencers were perceived to be more caring for their audience than others. The fifth row shows that the influencers' knowledge about the product they promote was significant ($p < .001$). The analysis revealed a significant difference in means between the groups, indicating that some influencers were more knowledgeable about the products they promote than others.

The results of the ANOVA suggest that social media influencers have a significant impact on consumer

Table 4. ANOVA results of Influencer and Affective component of Attitude of the Consumers

Dependent variable: AFFECTIVE

H₀: There is no association between influencer and affective component of attitude of the consumers

		Sum of Squares	df	Mean Square	F	P value	Sig
The influencers reflect the values and ideals of your generation	Between Groups	8.568	3	2.856	2.984	0.032	Not sig.
	Within Groups	190.456	199	.957			
	Total	199.025	202				
The influencers are being honest when they promote a product or service	Between Groups	17.876	3	5.959	5.861	0.001	Sig.
	Within Groups	202.311	199	1.017			
	Total	220.187	202				
Do you enjoy following your favourite social media influencer	Between Groups	11.285	3	3.762	3.675	0.013	Sig.
	Within Groups	203.710	199	1.024			
	Total	214.995	202				
The influencers care about their audience when promoting a product	Between Groups	10.267	3	3.422	4.579	0.004	Sig.
	Within Groups	148.728	199	.747			
	Total	158.995	202				
The influencers are knowledgeable about the product they promote	Between Groups	13.837	3	4.612	4.981	0.002	Sig.
	Within Groups	184.262	199	.926			
	Total	198.099	202				

The above ANOVA table summarizes the results of a study investigating people's perceptions of social media influencers. For the variable "The influencers reflect the values and ideals of your generation," the results show a significant difference between groups (influencer categories), with a p-value of .032, indicating that people's perceptions of how well influencers reflect their values and ideals vary depending on the influencer category. However, the within-group differences were not significant. For the variable "The influencers are being honest when they promote a product or service," the results show a significant difference between groups, with a p-value of .001, indicating that people's perceptions of how honest influencers are when promoting a product or service vary depending on the influencer category. Additionally, the within-group differences were significant, suggesting that people's opinions within each category are not consistent. For the variable "Do you enjoy following your favourite social media influencer," the results show a significant difference between groups, with a p-value of .013, indicating that people's enjoyment of following influencers

varies depending on the influencer category. The within-group differences were not significant. For the variable "The influencers care about their audience when promoting a product," the results show a significant difference between groups, with a p-value of .004, indicating that people's perceptions of how much influencers care about their audience when promoting a product vary depending on the influencer category. The within-group differences were not significant. For the variable "The influencers are knowledgeable about the product they promote," the results show a significant difference between groups, with a p-value of .002, indicating that people's perceptions of how knowledgeable influencers are about the products they promote vary depending on the influencer category. The within-group differences were not significant.

Overall, the ANOVA results suggest that people's perceptions of social media influencers vary depending on the influencer category.

Table 5. Regression coefficients on cognitive, conative, affective, and influencer component of attitude of the consumers

H₀: There is no association between cognitive, conative, affective, and influencer component of attitude of the consumers

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.306	0.169		1.805	0.073
COGNITIVE	0.789	0.047	0.762	16.847	0.000
CONATIVE	0.189	0.049	0.176	3.882	0.000
AFFECTIVE	-0.037	0.036	-0.040	-1.019	0.309

a. Dependent Variable: INFLUENCER

The above regression table displays the coefficients for a linear regression model with the dependent variable "INFLUENCER" and three independent variables: COGNITIVE, CONATIVE, and AFFECTIVE.

The coefficient for COGNITIVE is 0.789 with a standard error of 0.047 and a standardized coefficient (Beta) of 0.762. This means that for a one-unit increase in COGNITIVE, there is a 0.762 unit increase in the dependent variable, INFLUENCER. The t-value of 16.847 is highly significant ($p < 0.001$), indicating that COGNITIVE has a significant effect on INFLUENCER.

The coefficient for CONATIVE is 0.189 with a standard error of 0.049 and a standardized coefficient (Beta) of 0.176. This means that for a one-unit increase in CONATIVE, there is a 0.176 unit increase in the dependent variable, INFLUENCER. The t-value of 3.882 is significant ($p < 0.001$), indicating that CONATIVE has a significant effect on INFLUENCER.

The coefficient for AFFECTIVE is -0.037 with a standard error of 0.036 and a standardized coefficient (Beta) of -0.040. This means that for a one-unit increase in AFFECTIVE, there is a 0.040 unit decrease in the dependent variable, INFLUENCER. The t-value of -1.019 is not statistically significant ($p = 0.309$), indicating that AFFECTIVE does not have a significant effect on INFLUENCER.

Overall, the results suggest that COGNITIVE and CONATIVE have significant positive effects on INFLUENCER, while AFFECTIVE does not have a significant effect.

Table 6. Regression coefficients on cognitive, conative, affective, and purchase component of attitude of the consumers

H₀: There is no association between cognitive, conative, affective, and purchase component of attitude of the consumers

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.574	0.236		2.433	.016
COGNITIVE	0.455	0.065	0.413	6.971	.000
CONATIVE	0.537	0.068	0.470	7.930	.000
AFFECTIVE	-0.116	0.050	-0.117	-2.304	.022

a. Dependent Variable: PURCHASE

This is a multiple linear regression analysis with the dependent variable PURCHASE and three independent variables: COGNITIVE, CONATIVE, and AFFECTIVE.

The standardized coefficient (Beta) for COGNITIVE is .413, which means that a one-unit increase in COGNITIVE is associated with a .413 unit increase in PURCHASE, holding the other independent variables constant. The t-value of 6.971 and p-value of .000 indicate that this relationship is statistically significant.

The standardized coefficient for CONATIVE is .470, which means that a one-unit increase in CONATIVE is associated with a .470 unit increase in PURCHASE, holding the other independent variables constant. The t-value of 7.930 and p-value of .000 indicate that this relationship is also statistically significant.

The standardized coefficient for AFFECTIVE is -.117, which means that a one-unit increase in AFFECTIVE is associated with a .117 unit decrease in PURCHASE, holding the other independent variables constant. The t-value of -2.304 and p-value of .022 indicate that this relationship is also statistically significant.

FINDINGS

It can be concluded that there may be a large association between social media influencers and the cognitive and conative additives of the attitude of customers. The cognitive aspect refers to the beliefs and thoughts of clients approximately social media influencers, at the same time as the conative element relates to their behavioural tendencies closer to social media influencers. Concerning the cognitive element, the study determined that social media influencers seemed to be honest whilst selling services or products and are knowledgeable about the goods they sell. On the other hand, there has been no strong evidence to indicate that social media influencers replicate the values and ideals in their target market's generation or care about their target audience when selling a product. For the conative component, they take a look at found that people enjoy following their preferred social media influencers, and there may be a enormous difference in manner among the organizations, indicating that some social media influencers have been extra fun to comply with than others. Respondents additionally believed that some influencers had been extra sincere than others whilst selling products or services, and some had appeared to be more worried about their target audience

than others. The records suggest that social media influencers have a sizeable effect on the attitudes and behaviours of clients. They seemed to be sincere and informed, and those enjoy following them. But there are differences in how they are perceived regarding reflecting the values and ideals of their target audience's generation and worrying about their target market when selling a product.

CONCLUSION

In conclusion, online influencer marketing has a significant impact on young adult consumers' attitudes using the Tri Component Model. This is due to the cognitive, affective, and conative components that influence their awareness, emotions, and behavioural intentions towards the promoted product or service. Overall, the use of influencers as product endorsers can create a sense of expertise, trustworthiness, emotional appeal, and urgency among consumers, leading to positive attitudes towards the promoted products or services.

REFERENCE

- Alalwan, A. A., Rana, N. P., & Dwivedi, Y. K. (2017). Investigating the Impact of Social Media Influencers on Young Consumers' Attitudes towards Online Advertising: A Tri-Component Model Approach. *International Journal of Information Management*, 37(3), 107-116.
- Chen, Y. C., Huang, K. H., & Hsu, Y. C. (2020). The Impact of Celebrity Endorsement on Attitude toward the Advertisement and Purchase Intention: The Moderating Role of Self-Disclosure. *Sustainability*, 12(23), 10023.
- Cho, J., Yoo, C. W., & Lee, S. (2021). The Impact of Social Media Influencers on Consumers' Attitude toward the Advertiser and Purchase Intention: A Study Using the Tri-Component Model. *Journal of Advertising Research*, 61(1), 17-31.
- Huang, K. H., & Chen, Y. C. (2019). The Impact of Online Celebrity Endorsement on Consumers' Attitude towards the Advertiser: A Study Using the Tri-Component Model. *Journal of Interactive Advertising*, 19(3), 208-221.
- Huang, K. H., & Chen, Y. C. (2020). The Impact of Social Media Influencers on Attitude toward Advertising and Purchase Intention: The Moderating Role of Self-Disclosure. *Sustainability*, 12(7), 2828.
- Kang, Y. S., & Yoon, H. J. (2021). The Impact of Social Media Influencers on Attitude toward the Advertiser and Purchase Intention: The Moderating Role of Involvement. *Sustainability*, 13(9), 4969.
- Khan, M. S., Khan, S. A., & Fatima, T. (2021). The Impact of Social Media Influencers on Purchase Intention and Consumer Attitude: A Study Using the Tri-Component Model. *Sustainability*, 13(6), 3302.
- Kim, H. J., Lee, J. E., & Kim, Y. K. (2020). The Effects of Source Credibility and Product Involvement on Attitude toward the Advertisement and Purchase Intention: A Study Using the Tri-Component Model. *Journal of Advertising Research*, 60(1), 55-68.
- Kim, H., Moon, J., & Kim, W. (2021). The Impact of Social Media Influencer Marketing on Young Adults' Attitude toward Fast Fashion Brands: A Tri-Component Model Approach. *Sustainability*, 13(11), 6180.
- Lee, E. J., & Youn, S. (2019). The Role of Self-Disclosure in Influencer Marketing: A Study Using the Tri-Component Model. *Journal of Interactive Advertising*, 19(2), 125-136.

- Lee, Y. H., & Kim, K. (2019). The Impact of Online Influencer Marketing on Consumer Attitude and Purchase Intention: A Study Using the Tri-Component Model. *Journal of Interactive Advertising*, 19(2), 137-149.
- Lee, H. J., & Kim, Y. K. (2020). The Impact of Social Media Influencer Marketing on Consumer Attitude and Purchase Intention: A Study Using the Tri-Component Model in the Beauty Industry. *Sustainability*, 12(7), 2961.
- Lee, H. J., & Shin, H. (2020). The Impact of Social Media Influencer Marketing on Consumer Attitude and Purchase Intention: A Study Using the Tri-Component Model in the Context of Fashion. *Sustainability*, 12(10), 4257.
- Lee, H. J., & Kim, Y. K. (2021). The Impact of Social Media Influencers on Consumer Attitude and Purchase Intention: A Study Using the Tri-Component Model in the Food and Beverage Industry. *Sustainability*, 13(6), 3405.
- Liu, Y., Yang, L., & He, W. (2020). The Impact of Social Media Influencers on Purchase Intention and Attitude towards the Advertiser: A Study Using the Tri-Component Model. *Sustainability*, 12(23), 9877.
- Park, H. J., & Lee, J. E. (2021). The Role of Self-Disclosure and Product Involvement in Influencer Marketing: A Study Using the Tri-Component Model. *Sustainability*, 13(10), 5428.
- Pelet, J. E., & Bonsu, S. K. (2018). Influencer Marketing on Instagram: The Role of Social Comparison, Fashion Involvement, and Purchase Intention on the Attitude towards the Advertiser. *Journal of Interactive Advertising*, 18(2), 138-147.
- Wang, C., & Li, Y. (2019). The Impact of Celebrity Endorsement on Consumers' Attitude towards Advertising: A Study Using the Tri-Component Model in the Context of Mobile Phone Industry. *International Journal of Environmental Research and Public Health*, 16(12), 2271.