



Credibility, Quality, and Aesthetics on Social Media: The Impact of Influencer Posts on Brand Reputation and Purchase Intention

Ebubekir Işık ¹

Abstract

This study examines the effects of the reliability, quality, and aesthetic aspects of social media influencers' product and brand posts on brand reputation and consumer purchase intention. The research is based on the analysis of data collected from a sample of 300 individuals aged 18-25 using Structural Equation Modeling (SEM). The findings reveal that the reliability and quality of influencer posts positively influence both brand reputation and purchase intention. However, the aesthetic aspect has a positive effect only on brand reputation and does not exhibit a significant impact on purchase intention. Furthermore, the strong influence of brand reputation on consumer purchase intention has been confirmed. These results underscore the importance of considering reliability, quality, and aesthetic factors collectively in influencer posts. Specifically, it is recommended to prioritize reliable and high-quality content in influencer collaborations. While aesthetic elements play a role in building brand reputation, the findings suggest they may not directly drive purchase behavior. This study makes a theoretical contribution to the influencer marketing literature while also offering strategic recommendations for marketing practices. It provides a deeper understanding of the use of influencer posts as an effective tool in brand communication, delivering significant insights at both academic and practical levels. Particularly for young consumers, where influencer impact is prevalent, the study offers valuable guidance on how marketing practices can be optimized. In this context, the research serves as a reference point for academics and practitioners aiming to comprehend the dynamics of social media marketing and develop effective strategies.

Keywords: Influncer Marketing, Social Media, Brand Reputation, Purchase Intention, Credibility, Quality, Aesthetics

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Sosyal Medyada Güven, Kalite ve Estetik: Influencer Paylaşımlarının Marka İtibarı ve Satın Alma Niyeti Üzerindeki Etkileri

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Öz

Bu çalışma, sosyal medya influencerlarının ürün ve marka paylaşımlarının güvenilirlik, kalite ve estetik yönlerinin marka itibarı ve tüketici satın alma niyeti üzerindeki etkilerini incelemektedir. Araştırma, 18-25 yaş aralığındaki 300 kişilik bir örneklemden elde edilen verilerin Yapısal Eşitlik Modellemesi (YEM) ile analizine dayanmaktadır. Bulgular, influencer paylaşımlarının güvenilirliğinin ve kalitesinin hem marka itibarı hem de satın alma niyetini olumlu yönde etkilediğini, estetik yönün ise yalnızca marka itibarı üzerinde olumlu bir etki yarattığını ancak satın alma niyeti üzerinde anlamlı bir etkisinin olmadığını göstermiştir. Ayrıca, marka itibarının tüketici satın alma niyeti üzerindeki güçlü etkisi doğrulanmıştır. Bu sonuçlar, influencer paylaşımlarında güvenilirlik, kalite ve estetik faktörlerinin bir arada ele alınmasının önemini vurgulamaktadır. Özellikle güvenilir ve kaliteli içeriklerin influencer iş birliklerinde önceliklendirilmesi gerektiği önerilmektedir. Estetik unsurların ise marka itibarı oluşturmadaki rolü göz önünde bulundurulmalı, ancak bu çalışmadan elde edilen sonuçlara göre satın alma davranışını doğrudan etkilemeyeceği de göz önünde bulundurulmalıdır. Bu çalışma, influencer pazarlaması literatürüne teorik katkı sunarken, pazarlama uygulamaları için de stratejik öneriler geliştirmektedir. Influencer paylaşımlarının marka iletişimde etkin bir araç olarak kullanımına dair derinlemesine bir anlayış sunarak hem akademik hem de pratik düzeyde önemli faydalar sağlamaktadır. Özellikle genç tüketiciler arasında yaygın olan influencer etkisinin, pazarlama uygulamaları konusunda nasıl optimize edilebileceği konusunda değerli ipuçları sunmaktadır. Bu bağlamda, çalışma, sosyal medya pazarlamasının dinamiklerini anlamak ve etkili stratejiler geliştirmek isteyen akademisyenler ve profesyoneller için rehber niteliğindedir.

Anahtar Kelimeler: Influencer Pazarlaması, Sosyal Medya, Marka İtibarı, Güvenilirlik, Kalite, Estetik

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Introduction

With the advancement of technology, digital tools, most notably social media, have become significant mediums profoundly influencing consumer behavior (Nurhandayani et al., 2019). Social media usage has experienced exponential growth, with 2.73 billion users in 2017 rising to 5.17 billion in 2024, and is projected to reach 6.05 billion by 2028 (Statista, 2024a). Social media is regarded as an essential source of news and information for consumers (Lou and Yuan, 2019, p. 58), while simultaneously offering brands the opportunity to promote their products and services on a broad and personalized scale. For consumers, social media has also evolved into a platform where individuals can freely share their opinions - positive or negative - about products and brands without direct influence from brands or other entities (Voramontri and Klieb, 2019, p. 210). Some of these consumers have successfully built a follower base by influencing others through their commentary on products (Viktoria, 2022, p. 2). Known as social media influencers, these individuals produce content across one or more platforms, engaging and influencing a wide range of audiences (Lou and Yuan, 2019, p. 58). Social media influencers are defined as “individuals who create a personal brand by generating as much attention as possible within social media environments, enhancing their visibility, and thereby becoming intermediaries that brands leverage to reach consumers” (Hearn and Schoenhoff, 2016, p. 194). To inform and persuade target audiences about their products and services, brands have incorporated social media influencers perceived as more relatable and trustworthy and by consumers into their marketing strategies (Gormley, 2016). As the role of social media influencers in marketing practices continues to grow, the global market for influencer marketing, valued at \$1.7 billion in 2016, has grown to \$24 billion in 2024 (Statista, 2024b). This underscores the increasing influence of social media influencers over time.

According to Foroudi (2019, p. 274), brand reputation is characterized by the trust and positive image consumers associate with a brand. A brand’s reputation is considered strong if it is in high demand among consumers (Afzal et al., 2010, p. 45). Brand reputation positively impacts consumer purchase intention (Jung and Seock, 2016) and the perception of a brand as high-quality (Milgrom and Roberts, 1986). Communication efforts made by brands significantly influence their reputation. In this context, social media influencers, widely used by brands to convey information about products and services to target audiences, play a pivotal role in shaping perceptions of brand reputation, either positively or negatively (Shrivastava and Jain, 2022).

Consumer purchase intention is defined as the desire of consumers to purchase a specific product or product category (Dapas et al., 2019, p. 88). Numerous factors influence purchase intentions, and identifying these factors is vital for brands to sustain their operations. To this end, research is conducted to reveal the determinants of consumer purchase intentions, which serve as foundational data for predicting future sales and understanding the effects of marketing strategies on consumer behavior (Morwitz, 2014, p. 182). Previous research highlights the positive effects of various factors such as social media marketing efforts (Alalwan, 2018), brand-celebrity collaborations (Gupta, 2015), and electronic word-of-mouth marketing (eWOM) activities (Albayrak and Ceylan, 2011) on consumer purchase intention.

This study aims to examine the impact of social media influencers on brand reputation and consumer purchase intention. Specifically, the research employs quantitative

methods to investigate the effects of the credibility, quality, and aesthetic attributes of product information shared by social media influencers on brand reputation and purchase intention. While numerous studies in the literature explore the influence of social media influencers on consumer purchase intention, there is a lack of research examining the combined impact of influencers' post credibility, quality, and aesthetics on brand reputation. The primary objective of this study is to address this gap by providing empirical evidence on how influencers' post credibility, quality, and aesthetics jointly influence brand reputation and purchase intention. The secondary aim is to provide insights for marketing practitioners seeking to leverage the influence of social media influencers in their strategies.

Literature Review

Social Media Influencers

The development of the internet has introduced innovative ways for individuals to acquire, share, and consume information, while simultaneously opening new marketing opportunities for businesses (Leung et al., 2022, p. 226). Among these advancements, social media has emerged as one of the most significant online environments. Kaplan and Haenlein (2010, p. 61) define social media as "internet-based applications built on the ideological and technological foundations of Web 2.0, allowing for the creation and exchange of user-generated content." With billions of users worldwide, social media's popularity and reach continue to grow annually, prompting corporate brands to collaborate with social media influencers individuals who promote brands and influence consumer behavior through their online communications (Singh et al., 2020, p. 464).

In marketing, social media influencers are regarded as content creators who have established expertise in a specific field, gained a significant and engaged follower base valuable to brands, and achieved this status by consistently producing high-quality content on social media (Lou and Yuan, 2019, p. 59). Unlike traditional celebrities, such as artists or athletes, social media influencers attain online fame through their active engagement and content-sharing on social media platforms (Leung et al., 2022, p. 228). However, traditional celebrities can also transition into influencers by regularly sharing content on these platforms (Lou and Yuan, 2019, p. 60). As such, social media influencers differ from traditional celebrities in that their fame is inherently tied to their online presence rather than achievements in domains like film, music, or sports (Jin et al., 2019, p. 568). Influencers are perceived as reliable sources by their followers due to their ability to establish and sustain stable relationships with consumers (Huffaker, 2010, p. 594). Consequently, social media influencers have become one of the most effective marketing tools for businesses, serving as endorsers who positively impact brand reputation and consumer purchasing decisions. Research underscores the significant impact of social media influencers on various consumer attitudes and behaviours. These include purchasing behavior (Lim et al., 2017), brand reputation (Singh et al., 2020), brand image (Matin et al., 2020), electronic word-of-mouth (eWOM) (Shen, 2021), customer satisfaction, and repurchase behavior (Nurvajri et al., 2022). As a result, the strategic use of social media influencers has proven to be an essential component of modern marketing strategies, shaping consumer perceptions and fostering deeper brand engagement.

Brand Reputation

For brands to achieve success and profitability, maintaining a positive reputation is

essential (Herbig and Milewicz, 1995, p. 18). Gotsi and Wilson (2001, p. 28) define brand reputation as a general evaluation of the brand formed in the minds of customers over time. It encompasses trustworthiness, respectability, goodwill, and confidence in the brand's current and future actions (Foroudi, 2019, p. 274). Among these, trustworthiness emerges as a critical component of brand reputation, reflecting consumers' expectations that a brand will fulfill its promises regarding products or services (Milewicz and Herbig, 1994, p. 41). The state of a brand's reputation can be evaluated based on consumer perceptions. When consumers recommend a brand to their social circles or in online interactions, it signals a positive brand reputation. Thus, brand reputation embodies the trust and positive attitudes consumers hold toward a brand, highlighting its perceived reliability and credibility (Afzal et al., 2010, p. 44).

Social media has become a vital platform for consumers to share their opinions about brands. Consumers who care about the brands they use - and who have had significant positive or negative experiences with them - often post real time comments on social media. For managers aiming to understand how their brand is perceived, these comments serve as invaluable data points (Rust et al., 2021, p. 21). Research highlights a strong positive relationship between social media and brand reputation (Musarandega, 2023; Rialti, 2016). Furthermore, social media influencers - who inform their followers about brand products and services through partnerships and aim to influence their purchasing decisions - also contribute positively to brand reputation (Shrivastava and Jain, 2022; Chiny et al., 2021). However, contrasting findings from Singh et al. (2020) suggest that during crises, collaborations with influencers may be perceived as manipulative by consumers, potentially damaging brand reputation.

Purchase Intention

Purchase intention refers to the likelihood of consumers engaging in future purchasing behavior, serving as a predictive indicator of customer actions (Morwitz, 2014, p. 182). Marketers often consider purchase intention as a reliable proxy for forecasting future consumer behavior. It also reflects a consumer's decision to purchase a product or service following their individual evaluation process (Younus et al., 2015, p. 9). This evaluation process is influenced by various factors, including product price, packaging, consumer knowledge, product quality, endorsements by celebrities or influencers, fashion trends, and family dynamics, among others (Shafiq et al., 2011, p. 10577). Kotler and Armstrong (2010, p. 126) describe a series of sequential steps consumers typically undergo before making a purchase: awareness, knowledge, interest, preference, persuasion, and finally, the act of purchasing. These stages emphasize that purchase intention is not merely a spontaneous act but a deliberate process requiring conscious effort on the part of the consumer (Spears and Singh, 2004, p. 53).

Given the increasing significance of social media as a communication platform for sharing product information and fostering consumer interaction, many studies have investigated its impact on purchase intention. The findings reveal that social media usage (Pütter,

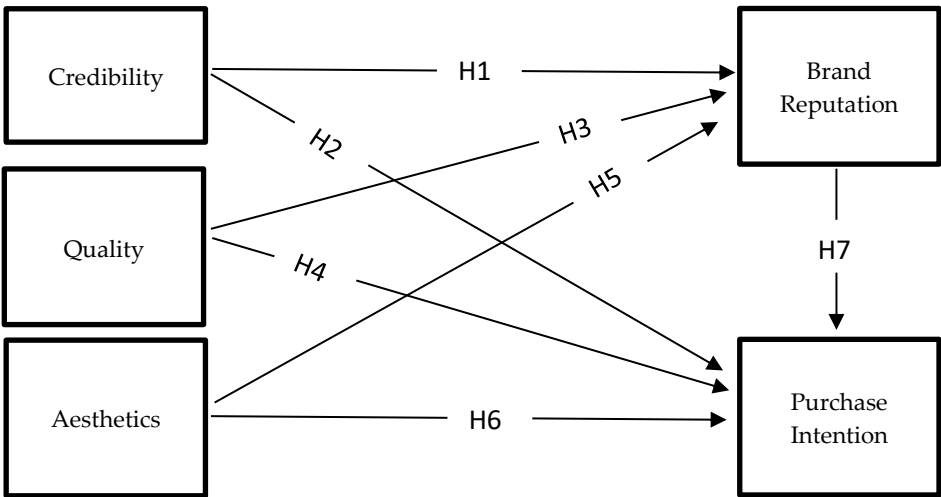
2017; Majeed et al., 2021; Alalwan, 2018), electronic word-of-mouth (eWOM) activities on social media (Sultahana, 2019; Albayrak and Ceylan, 2021), guerrilla marketing strategies implemented on social media platforms (Gokerik et al., 2018), and the influence of social media influencers (Lim et al., 2017) all contribute positively to consumer purchase intention.

Methodology

Research Model and Hypotheses

The research model and hypotheses were developed based on prior studies in the literature. This study proposes a model to examine the impact of the credibility, quality, and aesthetic attributes of social media influencers' posts on brand reputation and purchase intention. While the literature includes numerous studies investigating the effects of social media influencers on purchase intention, there is a noticeable gap concerning the combined impact of influencers' post credibility, quality, and aesthetics on brand reputation. This research aims to address that gap. The proposed research model is presented in Figure 1.

Figure 1. Research Model



Credibility

Source credibility is defined as “the positive characteristics of a communicator that influence the receiver’s acceptance of a message” (Ohanian, 1990, p. 41). In this context, consumers perceive the source, and the information provided as trustworthy. When consumers regard the source of product information as credible, it positively influences their behavior (Ismagiyyova et al., 2020; Walten and Wiedmann, 2023). Jin and Phua (2014) argue that the popularity of social media influencers contributes to their perception as trustworthy sources by consumers. Similarly, Weismueller et al. (2020) suggest that trustworthiness is the most crucial factor in consumers’ approval of social media

celebrities. Trustworthiness is considered one of the primary characteristics enabling influencers to impact consumer behavior (Ao et al., 2023, p. 1). Adnan et al. (2023) find that the trustworthiness of social media influencers positively influences brand reputation, while Chiny et al. (2021) report that credible posts by influencers positively affect brand reputation. Moreover, numerous studies indicate that the perceived trustworthiness of influencers' posts positively impacts consumer purchase intention (Gayathri and Anwar, 2021; Coutinho et al., 2023; Gökerik, 2024; Ata et al., 2022). Based on these findings, the following hypotheses are formulated:

H1: The credibility of social media influencers' posts significantly and positively influences brand reputation.

H2: The credibility of social media influencers' posts significantly and positively influences consumer purchase intention.

Quality

Information quality refers to the degree to which information shared in a communication medium is clear, understandable, and actionable by the audience (Tam and Oliveira, 2017, p. 544). It is also described as the quick and accurate delivery of valuable information to consumers (Gaberamos and Pasaribu, 2022, p. 2471). Djafarova and Rushworth (2017) suggest that high-quality content from influencers not only leads followers to validate the information but also fosters positive attitudes toward the brand. Similarly, Kim et al. (2021) highlight that the quality of influencers' posts positively impacts brand reputation. Erkan and Evans (2016) report that high-quality product information enhances its perceived usefulness, leading to information adoption and positively influencing purchase behavior. Lou and Yuan (2019) further find that the quality and utility of information shared by influencers significantly impact purchase behavior. Perdana et al. (2023) also confirm that the quality of influencers' posts positively affects purchasing decisions. In light of these findings, the following hypotheses are proposed:

H3: The quality of social media influencers' posts significantly and positively influences brand reputation.

H4: The quality of social media influencers' posts significantly and positively influences consumer purchase intention.

Aesthetic

The aesthetic aspect of information refers to presenting messages in a harmonious and appealing manner (McQuarrie and Mick, 1992, p. 184). It is often described as the attractiveness of content created by social media influencers (Bazi et al., 2020, p. 228). While previous marketing studies have primarily focused on product design aesthetics, research on social media marketing often emphasizes influencers' physical attractiveness (AlFarraj et al., 2021; Bazi et al., 2023). This study, however, focuses on the aesthetic appeal of the message rather than the product or influencer's appearance. Influencers

often present product information using visual or other aesthetic elements to capture consumer attention and enhance product appeal (Shen et al., 2020, p. 425). The quality and aesthetics of influencers' posts improve information clarity and foster positive perceptions of the influencer (Lee and Hong, 2016, p. 360). Moreover, aesthetically appealing content enhances user experience and promotes positive emotions between influencers and their followers (Faisal et al., 2020, p. 1631). Studies focusing on aesthetics in influencer marketing indicate that influencers' visual attractiveness positively impacts consumer purchase behavior (Xie et al., 2023; AlFarraj et al., 2021; Von Mettenheim and Wiedmann, 2021). Based on these insights, the following hypotheses are developed:

H5: The aesthetic appeal of social media influencers' posts significantly and positively influences brand reputation.

H6: The aesthetic appeal of social media influencers' posts significantly and positively influences consumer purchase intention.

Brand Reputation

Brand reputation reflects consumers' trust in a brand, formed through positive perceptions of its product quality or promises (Agmeka et al., 2019, p. 852). Consumers are more likely to purchase products and services from businesses that fulfil their promises and do not deceive them (Wang et al., 2021, p. 4). Research consistently shows that brand reputation positively influences consumer purchase intention (Alfian, 2024; Rani et al., 2017; Gatti et al., 2012; Adnan et al., 2023). Therefore, the following hypothesis is formulated:

H7: Brand reputation significantly and positively influences consumer purchase intention.

Population and Sample

The population of this study consists of young individuals aged 18 and above residing in Turkey. The sample comprises individuals aged 18 and above living in Karabük, with a focus on the 18–25 age group. This preference stems from the higher rates of social media usage among young individuals compared to other age groups (Gottfried and Shearer, 2016).

Data Collection Instrument

The data for this research were collected using convenience sampling through online surveys. A 5-point Likert scale (ranging from "Strongly Disagree" to "Strongly Agree") was employed in the survey. A total of 300 surveys were collected, and the data were analyzed using SPSS 21 and AMOS 20 software. The sample size was deemed sufficient for analysis since the number of participants exceeded five times the number of items in the survey, as recommended by Tabachnick and Fidell (2013). The survey consisted of two sections and 26 items, ensuring that the sample size met the requirements for statistical analysis. Ethical approval for the survey was obtained from the Ethics

Committee of Karabük University, Faculty of Social and Humanities Research and Publication Ethics Board, under the protocol numbered E-78977401-050.04-389569, dated November 18, 2024.

The survey's first section collected demographic information about participants, while the second section focused on evaluating the credibility, quality, and aesthetic aspects of social media influencers' posts, as well as their impact on brand reputation and purchase intention. This study includes five variables. The variables used and their sources are presented in Table 1.

Table 1. Variables and Sources

Variables	Sources
Credibility	Prendergast, G., Ko, D., & Siu Yin, V. Y. (2010)
Quality	Park, D.-H., Lee, J., & Han, I. (2007)
Aesthetics	Dinh, T. D., & Mai, K. N. (2016)
Brand Reputation	Serbest, D., & Bakır, N. O. (2023)
Purchase Intention	Gökerik, M. (2019)

Findings

When examining the demographic factors of the participants, it is observed that 62.7% of the respondents are women, while 37.3% are men. A higher number of female participants was preferred for the reliability of the study, as social media influencers are more effective on women. Research indicates that 86% of women use social media for purchasing advice, women follow social media influencers more than men, and women are more likely than men to try products recommended by influencers (Thorpe, 2023).

Regarding educational background, 93.3% of the participants are undergraduate students. The majority of participants are unmarried and fall within the 18–25 age group. An analysis of participants' social media usage habits reveals that Instagram is the most preferred platform, accounting for 69.3% of respondents. This is followed by X (formerly Twitter) at 12.3%, YouTube at 10.7%, TikTok at 5.3%, LinkedIn at 1%, and Facebook at 0.3%. These results demonstrate that Instagram is the most popular social media platform among young individuals. Detailed demographic information about the participants is provided in Table 2.

Table 2. Demographic Characteristics

Measure	Frequency	Percentage (%)
Gender		
Female	188	62,7
Male	112	37,3
Age		
18 – 25	278	92,7
26 – 33	12	4
34 – 41	6	2
42 – 49	2	0,7
50 and above	2	0,7
Education Level		

Secondary Education	7	2,3
Associate Degree	9	3
Bachelor's Degree	280	93,3
Postgraduate	4	1,3
Most Used Social Media Platform		
Instagram	208	69,3
X	37	12,3
Youtube	32	10,7
Tiktok	16	5,3
LinkedIn	3	1,0
Facebook	1	0,3
Others	3	1,0

The research model was analysed using Structural Equation Modeling (SEM). Predictive models are better suited to SEM for yielding more reliable results (Bentler and Chou, 1987). Before analysing the model, validity and reliability analyses were conducted for all scales used in the study. Internal consistency among the scale items was assessed using Composite Reliability (CR) and Average Variance Extracted (AVE).

For the scales to be considered valid and reliable, CR values must be 0.70 or higher, and AVE values must be 0.50 or higher (Fornell and Larcker, 1981). In this study, the CR values for all scales exceeded 0.70, and AVE values were above 0.50, confirming the reliability and validity of the scales. Table 3 presents the CR and AVE values for each scale used in the study.

Table 3. Factor Loadings, CR and AVE Values

	Items	Loadings	CR	AVE
Credibility	C1	0,79	0.908	0.712
	C2	0,87		
	C3	0,87		
	C4	0,82		
Quality	Q1	0.81	0.848	0.650
	Q2	0,79		
	Q3	0,80		
Aesthetics	A1	0,88	0.858	0.670
	A2	0,82		
	A4	0,73		
Brand Reputation	BR1	0,83	0.820	0.538
	BR2	0,83		
	BR3	0,60		
	BR4	0,63		
Purchase Intention	PI1	0,87	0.919	0.694
	PI2	0,84		
	PI3	0,79		
	PI4	0,82		
	PI5	0,82		

The analysis results for the proposed research model are presented in Figure 2 and Table 4. The acceptable thresholds for goodness-of-fit indices are as follows: CMIN/DF < 3, GFI

> 0.90, AGFI > 0.90, CFI > 0.90, and $0.05 < RMSEA < 0.08$ (Şimşek, 2020). The goodness-of-fit indices obtained in this study indicate that some values fall within the excellent range, while others are within the acceptable range: CMIN/DF = 2.369, GFI = 0.902, AGFI = 0.866, CFI = 0.953, and RMSEA = 0.068. When examining the acceptance and rejection of research hypotheses, it was found that all hypotheses (H1, H2, H3, H4, H5, H7) were supported except for H6. The results indicate that the credibility, quality, and aesthetic appeal of influencer posts positively affect brand reputation. However, only the credibility and quality of influencer posts (excluding aesthetic appeal) have a significant positive impact on purchase intention. Additionally, the findings highlight the positive influence of brand reputation on consumer purchase intention.

Figure 2. Path Analysis

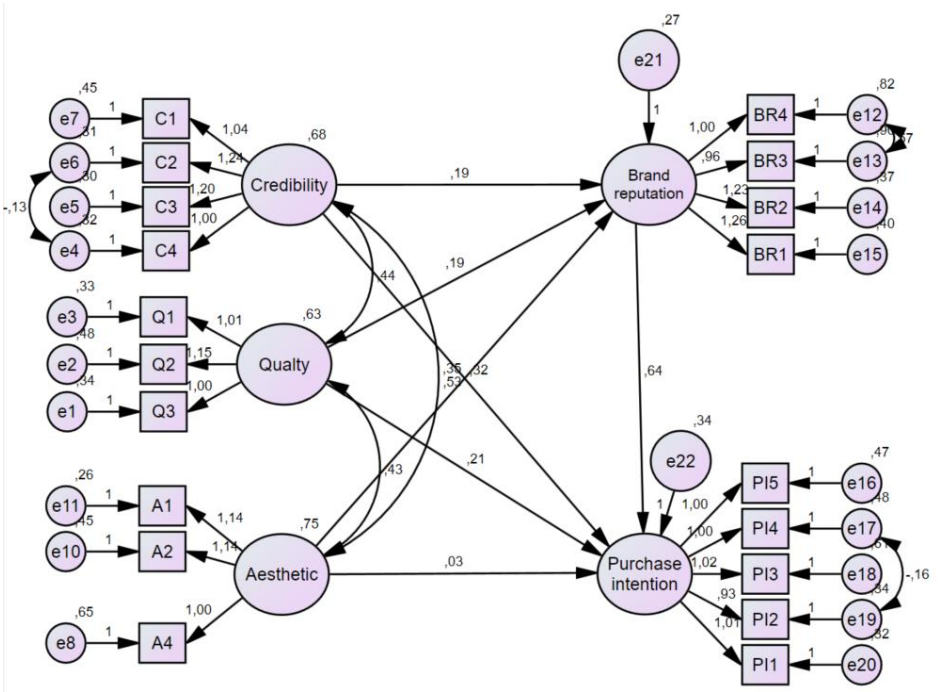


Table 4. SEM Hypothesis Results and Goodness of Fit Values

	Hypothesis	Standard Loadings	t-value	p value	Conclusion
H1	The credibility of social media influencers' posts significantly and positively affects brand reputation.	0.185	2.204	0.028	Accept
H2	The credibility of social media influencers' posts significantly and positively affects consumer purchase intention.	0.318	3.439	***	Accept
H3	The quality of social media influencers' posts significantly and	0.186	2.411	0.016	Accept

positively affects brand reputation.					
H4	The quality of social media influencers' posts significantly and positively affects consumer purchase intention.	0.207	2.428	0.015	Accept
H5	The aesthetic nature of social media influencers' posts significantly and positively affects brand reputation.	0.348	4.250	***	Accept
H6	The aesthetic nature of social media influencers' posts significantly and positively affects consumer purchase intention.	0.034	0.372	0.710	Reject
H7	Brand reputation significantly and positively affects consumer purchase intention.	0.635	5.930	***	Accept
CMIN/DF=2.369					
GFI =0.902					
AGFI=0.866					
CFI=953					
RMSEA=0.068					

Conclusion and Discussion

Social media has fundamentally transformed the way marketers and consumers communicate (Castro et al., 2021, p. 59). Brands leverage social media to deliver more personalized promotions and engage interactively with their target audiences, while consumers use social media to exchange information about products and brands (Voramontri and Klieb, 2019, p. 210). Certain users on social media, known as influencers, have gained a following through the content they produce and the product information they share (Lou and Yuan, 2019, p. 58). Influencers work to encourage their followers to purchase specific products, adopt particular lifestyles, and even alter various consumer behaviours through their communication methods (Castro et al., 2021, p. 61). Research demonstrates that social media influencers positively impact consumer purchase behavior (Lim et al., 2017), brand reputation (Singh et al., 2020), brand image (Matin et al., 2020), electronic word-of-mouth (eWOM) (Shen, 2021), customer satisfaction, and repurchase behavior (Nurvajri et al., 2022). The role of social media influencers in marketing continues to expand, with the global market size for influencer marketing increasing from \$1.7 billion in 2016 to \$24 billion in 2024 (Statista, 2024b).

This study examines the effects of the credibility, quality, and aesthetic aspects of social media influencers' posts on brand reputation and consumer purchase intention. It also investigates the influence of brand reputation on purchase intention. The sample comprised 300 participants aged 18–25, a demographic known for high social media usage. The data, analyzed using Structural Equation Modeling (SEM), reveal that the credibility of influencers' posts positively and significantly impacts brand reputation

(H1). This finding aligns with the studies by Jin and Phua (2014) and Weismueller et al. (2020), which demonstrate that influencers are perceived as trustworthy sources by consumers. Trustworthiness positively influences consumer behavior (Ismagiyova et al., 2020; Walten and Wiedmann, 2023), and this study confirms that the credibility of influencers' posts positively affects brand reputation, consistent with findings by Adnan et al. (2023) and Chiny et al. (2021). Additionally, the study finds that the credibility of influencer posts positively impacts consumer purchase intention (H2), supporting previous research by Gayathri and Anwar (2021), Coutinho et al. (2023), and Ata et al. (2022). Another key result indicates that the quality of influencer posts positively affects both brand reputation (H3) and purchase intention (H4). These findings align with studies by Djafarova and Rushworth (2017) and Kim et al. (2021), which highlight the role of perceived quality in fostering positive brand attitudes. The positive impact of post quality on purchase intention also supports research by Lou and Yuan (2019) and Perdana et al. (2023). Furthermore, the aesthetic aspect of influencer posts positively influences brand reputation (H5). Aesthetic content enhances information comprehension and fosters positive perceptions of the brand (Lee and Hong, 2016), while also improving user experience (Faisal et al., 2020). However, the hypothesis suggesting that the aesthetic aspect of posts positively affects purchase intention (H6) is rejected. The aesthetic aspect examined in this study refers to the harmony and composition of the message (McQuarrie and Mick, 1992), differing from prior studies that focused on physical attractiveness (Bazi et al., 2023; AlFarraj et al., 2021; Xie et al., 2023; Von Mettenheim and Wiedmann, 2021). The findings indicate that the aesthetic aspect of influencer posts does not positively influence consumers' purchase intentions. This result differs from previous studies that highlighted the positive impact of influencers' aesthetic attributes—often emphasized through their physical appearance—on consumer purchasing behavior. Notably, studies by Bazi et al. (2023), AlFarraj et al. (2021), Xie et al. (2023), and Von Mettenheim and Wiedmann (2021) found evidence supporting such positive effects. Finally, the study confirms that brand reputation positively influences consumer purchase intention (H7), consistent with findings by Alfian (2024), Rani et al. (2017), and Gatti et al. (2012).

Contribution to the Literature

This study contributes to the literature by examining the effects of social media influencers' posts on brand reputation and purchase intention. First, it introduces a novel perspective by analysing the credibility, quality, and aesthetic aspects of influencer posts together. Highlighting the combined positive effects of these dimensions on brand reputation addresses a significant gap in the literature. Moreover, the finding that the aesthetic aspect of influencer posts impacts brand reputation but not purchase intention provides a fresh perspective. Unlike previous studies that focused solely on physical attractiveness, this research emphasizes the influence of message presentation and composition on consumer perceptions. Additionally, the study reinforces the critical role of brand reputation in driving consumer purchase intention, underscoring its importance for marketing strategies.

Implications for Practitioners

For marketing practitioners, the findings underscore the effectiveness of social media influencers as communication tools for brands. Prioritizing the credibility and quality of influencer posts is crucial. Collaborating with trustworthy influencers can foster positive perceptions of the brand, while high-quality content serves as a bridge to translate these perceptions into purchase behaviours. The study also highlights the strategic use of aesthetics: while aesthetically pleasing content enhances brand reputation, it does not directly influence purchase intention. Thus, brands should focus on aesthetics for reputation building but prioritize credibility and quality for influencing purchase behaviours.

Limitations and Future Research

This study has certain limitations. The data were collected from university students, and while social media usage is prevalent among this group, the findings may not fully represent the broader population. Additionally, the majority of participants were Instagram users. Future studies could explore various social media platforms or focus on a single platform for deeper insights.

Appendix: Measures

Variable	Items Influencer’s posts about products on social media ...
Credibility (Prendergast, G., Ko, D., & Siu Yin, V. Y., 2010)	C1: They are strong C2: They are convincing C3: They are credible C4: They are accurate
Quality (Park, D.-H., Lee, J., & Han, I.,2007)	Q1: They are understandable Q2: They are clear Q3: They have sufficient reasons to be supported
Aesthetic (Dinh, T. D., & Mai, K. N.,2016)	A1: They are beautiful A2: They are stylish A3: They are artistic A4: They have visual appeal
Brand Reputation (Serbest, D., & Bakır, N. O.,2023)	BR1: Brands that work with influencers have a good reputation BR2: Brands that work with influencers have a reliable reputation BR3: My friends tell me that brands promoted by influencers are reliable BR4: My friends tell me that brands promoted by influencers are good
	PI1: I am open to the idea of buying a product promoted by an influencer

Purchase Intention (Gökerik, M.,2019)	PI2: I would most likely buy a product promoted by an influencer PI3: I would prefer a product promoted by an influencer when I need that type of product PI4: I would consider trying a product promoted by an influencer PI5: I would recommend a product promoted by an influencer to my friends
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Peer-Review	Double anonymized - Two External
Ethical Statement	It is declared that scientific and ethical principles have been followed while carrying out and writing this study and that all the sources used have been properly cited. (Karabük University Rectorate, Social and Human Sciences Area Scientific Research and Publication Ethics Board of the Social Sciences and Humanities Area Scientific Research and Publication Ethics Board with the decision of 18.10.2024 date, E-78977401-050.04-389569 No. Ethics Committee Decision was taken).
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