

Research Article

Analyzing The Influence of Social Media Endorsements on Adolescent Purchase Intentions

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Abstract: The increasing prevalence of social media has significantly influenced consumer behavior, particularly among adolescents who form a key demographic for digital marketing strategies. This study examines the impact of social media endorsements on adolescent purchase intentions, considering factors such as influencer credibility, brand trust, perceived authenticity, and peer influence. The need for this research arises from the growing reliance of adolescents on digital platforms for product discovery, making it crucial to understand how endorsements shape their purchasing decisions. By employing a mixed-methods approach, including surveys and focus group discussions, the study finds that influencer credibility and authenticity play a pivotal role in shaping adolescent trust and engagement with promoted products. Furthermore, social media endorsements that align with the values and preferences of young consumers tend to generate higher levels of purchase intent. The study also highlights the moderating effect of peer influence, as adolescents are more likely to trust and act upon recommendations that are socially validated within their circles. The implications of these findings are significant for marketers, brands, and policymakers, as they underscore the importance of ethical marketing practices and the need for transparency in influencer-brand collaborations. Companies can enhance the effectiveness of their digital marketing campaigns by ensuring that influencers maintain authenticity and trustworthiness in their endorsements. Additionally, policymakers may consider implementing guidelines to protect adolescents from deceptive marketing tactics. The study contributes to the existing literature on digital marketing and consumer psychology by offering insights into the evolving nature of adolescent consumer behavior in the social media landscape. Future research can explore the long-term effects of social media endorsements on brand loyalty and examine variations in purchase behavior across different cultural contexts. Additionally, further studies can investigate the role of emerging digital platforms, such as short-video content applications, in shaping adolescent purchase intentions. Given the dynamic nature of social media and digital marketing trends, continuous research in this domain is essential to understand evolving consumer patterns and to develop effective strategies that balance marketing objectives with consumer welfare.

Keywords: Social media endorsements, adolescent purchase intentions, influencer credibility, digital marketing, peer influence, consumer behavior, brand trust, authenticity, marketing ethics, brand loyalty.

INTRODUCTION

In the digital age, social media has become an integral part of daily life, particularly for adolescents who actively engage with online platforms for entertainment, social interaction, and information consumption. The rise of social media influencers and brand endorsements has reshaped traditional marketing strategies, making social media endorsements a powerful tool in shaping consumer behavior. Among teenagers, who are highly impressionable and responsive to online content, influencer marketing plays a crucial role in shaping their purchasing decisions. Understanding the extent of this influence is essential for marketers, policymakers, and parents alike.

Adolescents are among the most active users of platforms such as Instagram, TikTok, and YouTube, where influencers promote products ranging from fashion and cosmetics to technology and lifestyle goods. Unlike traditional advertising, social media endorsements leverage personal engagement and perceived authenticity to build trust among followers. Influencers often present themselves as relatable individuals rather than corporate

entities, which makes their recommendations appear more genuine. As a result, teenagers are more likely to trust and act upon these endorsements, often developing brand preferences and consumption patterns based on influencer promotions.

The persuasive power of social media endorsements is rooted in psychological factors such as social proof, peer influence, and aspirational identification. Adolescents tend to align their purchasing behaviors with those they admire, whether celebrities or micro-influencers with niche followings. Research suggests that factors such as credibility, attractiveness, and expertise of influencers significantly impact purchase intentions. Furthermore, engagement metrics like likes, shares, and comments reinforce a sense of validation, making endorsed products appear desirable and worth purchasing.

Despite the potential benefits of influencer marketing in helping brands reach targeted audiences, concerns have been raised about the ethical implications of these endorsements. Adolescents, who may lack the critical

thinking skills to differentiate between organic recommendations and paid promotions, are particularly susceptible to misleading advertising. Regulatory bodies in various countries have emphasized the need for transparency in influencer marketing to ensure that young consumers are not unduly manipulated.

This study aims to examine the extent to which social media endorsements influence adolescent purchasing behavior, exploring the factors that drive their trust in influencers and the implications for consumer awareness. By analyzing these dynamics, the research seeks to provide insights that can help brands design ethical marketing strategies while enabling adolescents to make informed purchasing decisions in an increasingly digitalized world.

Statement of Problem

The proliferation of social media has transformed the way adolescents engage with brands and make purchasing decisions. With the increasing presence of influencers and celebrity endorsements on digital platforms, social media has become a dominant factor in shaping consumer behavior. Adolescents, being highly active on social media, are particularly susceptible to marketing strategies that leverage endorsements from influencers, celebrities, and peer networks. Unlike traditional advertising, social media endorsements create a sense of relatability and trust, leading to stronger consumer engagement. However, the extent to which these endorsements influence adolescent purchase intentions remains a subject of debate, necessitating further investigation into the psychological, social, and economic factors involved.

One of the primary concerns surrounding social media endorsements is their ability to create aspirational lifestyles that adolescents seek to emulate. Influencers, who often promote products in a seemingly authentic and personal manner, have the power to sway young consumers' perceptions of brand credibility and product value. The interactive nature of social media fosters a sense of connection between influencers and their followers, making endorsements appear more genuine compared to traditional advertisements. However, this raises ethical concerns about the potential for manipulation, as adolescents may struggle to distinguish between genuine recommendations and paid promotions.

Moreover, the role of social comparison in social media-driven consumerism cannot be overlooked. Adolescents frequently compare themselves to influencers and peers, which can lead to impulsive buying behavior and materialistic tendencies. The pressure to conform to social trends and maintain an idealized online persona can further amplify their susceptibility to endorsed products. While some studies suggest that social media endorsements positively impact brand awareness and purchase decisions, others indicate that such endorsements may lead to unrealistic expectations and financial strain among young consumers.

Another critical aspect of this issue is the regulatory landscape governing social media endorsements. With the

rise of influencer marketing, concerns regarding transparency, authenticity, and disclosure of paid partnerships have gained attention. Many countries have introduced guidelines requiring influencers to disclose sponsored content, yet compliance remains inconsistent. This raises questions about the effectiveness of such regulations in safeguarding adolescent consumers from deceptive marketing practices.

Given the growing reliance on social media for product discovery and brand interactions, it is essential to examine the mechanisms through which endorsements influence adolescent purchase intentions. Understanding these dynamics will help brands, policymakers, and educators develop strategies to promote responsible consumer behavior among adolescents while ensuring ethical marketing practices in the digital landscape.

LITERATURE REVIEW

With the proliferation of social media, young celebrity endorsements have become a powerful marketing tool that influences brand image and purchase intention. The effectiveness of celebrity endorsements is rooted in their ability to create a strong brand association and consumer engagement, particularly among young consumers. This literature review explores how young celebrity endorsements in social media advertising impact brand image and purchase intention, emphasizing the psychological and social mechanisms underlying these effects.

Theoretical Framework

The effectiveness of celebrity endorsements is often explained through social learning theory and the source credibility model. Social learning theory suggests that young consumers are influenced by celebrities due to their aspirational qualities (Lou & Kim, 2019). The source credibility model posits that the credibility of an endorser, determined by attractiveness, trustworthiness, and expertise, significantly affects consumer attitudes toward the brand (McCormick, 2016). Furthermore, the parasocial relationship theory explains how consumers develop one-sided emotional attachments to celebrities, making their endorsements more persuasive (Kim, Ko, & Kim, 2015).

Young Celebrity Endorsements and Brand Image

Celebrity endorsements have a direct impact on brand image, particularly among young consumers who are highly engaged on social media platforms (Chan, Leung Ng, & Luk, 2013). A well-matched celebrity enhances brand equity by transferring their positive attributes to the endorsed brand (Wang, Yu, & Wei, 2012). Lim et al. (2017) found that social media influencers, a subset of young celebrities, play a crucial role in shaping consumer perceptions of brand authenticity. Brands endorsed by relatable and popular young influencers tend to enjoy higher credibility and more positive brand associations (Ao et al., 2023).

However, the success of an endorsement depends on the degree of congruence between the celebrity and the brand. If there is strong fit, young consumers are more likely to

develop a favorable perception of the brand (McCormick, 2016). On the contrary, a mismatch between the celebrity's persona and brand values can lead to consumer skepticism and diminished brand image (Punjani & Kumar, 2021).

Social Media Peer Influence and Purchase Intention

Young consumers' purchase intention is influenced not only by celebrity endorsements but also by social media peer communication (Wang et al., 2012). The peer communication framework suggests that social media interactions enhance the credibility of endorsements by validating purchase decisions through likes, shares, and comments (Dinh & Lee, 2022). This peer reinforcement amplifies the persuasive impact of celebrity endorsements. Moreover, fear of missing out (FOMO) plays a critical role in purchase intention among young consumers. When a product is endorsed by a popular celebrity and gains social media traction, young consumers feel pressured to conform to trends, leading to impulsive buying behavior (Dinh & Lee, 2022). This phenomenon is particularly evident in the fashion and cosmetics industries, where influencers and young celebrities shape consumption patterns (Hermanda, Sumarwan, & Tinaprilla, 2019).

The Mediating Role of Consumer Attitude

Consumer attitude serves as a mediating variable between celebrity endorsements and purchase intention. Lim et al. (2017) found that positive consumer attitudes toward a celebrity significantly enhance their likelihood of purchasing endorsed products. When a young celebrity embodies aspirational traits, consumers are more inclined to perceive the endorsed product as desirable (Chiou, Huang, & Chuang, 2005).

Additionally, consumer attitude is shaped by the perceived credibility of the endorser. Trustworthiness and authenticity are key factors that influence whether young consumers believe in the effectiveness of the product (Punjani & Kumar, 2021). If an endorser is perceived as insincere or inauthentic, their influence on purchase intention diminishes (Kizgin et al., 2018).

The Impact of Influencer Marketing on Purchase Intention
Social media influencers, often young celebrities themselves, have emerged as more credible endorsers than traditional celebrities due to their direct engagement with followers (Ao et al., 2023). Unlike traditional advertisements, influencer marketing creates a sense of relatability and authenticity that strengthens brand trust (Santoso, 2022).

Jamil et al. (2024) highlight that influencer marketing on platforms such as TikTok and Instagram significantly enhances consumer engagement and purchase intention. This is because social media influencers provide interactive and personalized content, fostering a sense of community among their followers (Koay et al., 2022). Moreover, influencers' ability to create organic product placements rather than overt advertisements makes their endorsements more persuasive (Zhu, Amelina, & Yen, 2020).

Gender-Specific Influences on Purchase Intention

Gender differences also play a role in how young consumers respond to celebrity endorsements. Wei, Lam, and Mey (2025) found that male consumers are more likely to be influenced by endorsements emphasizing expertise and product quality, whereas female consumers are more responsive to endorsements highlighting aesthetic appeal and lifestyle alignment. This suggests that brands must tailor their digital marketing strategies to maximize impact across different consumer segments.

Negative Consequences of Celebrity Endorsements

Despite their effectiveness, celebrity endorsements also pose risks. Scandals or controversies involving an endorser can lead to brand damage and consumer backlash (Chan et al., 2013). Furthermore, excessive reliance on celebrity endorsements without reinforcing brand values may result in short-term gains but fail to establish long-term brand loyalty (Huang et al., 2025). To mitigate these risks, brands should ensure that their endorsements align with their overall brand identity and values.

Young celebrity endorsements in social media advertising significantly impact brand image and purchase intention among young consumers. The effectiveness of these endorsements is influenced by factors such as source credibility, consumer attitude, social media peer influence, and gender differences. While influencer marketing has emerged as a dominant force in shaping purchase behaviors, brands must strategically select endorsers who align with their values to sustain consumer trust and engagement. Future research should explore the long-term effects of celebrity endorsements on brand loyalty and investigate how emerging social media platforms influence consumer perceptions.

METHODOLOGY

Research Design

This study adopts a quantitative research approach to examine the influence of social media endorsements on adolescent purchase intentions. A descriptive survey design was employed, as it allows for the collection of structured data to analyze patterns and relationships between influencer endorsements and purchasing behavior among adolescents.

Sample and Sampling Technique

The study was conducted among adolescents aged 13 to 19, who actively engage with social media platforms such as Instagram, YouTube, and TikTok. A total of 403 respondents participated in the study. The sample size was determined using Krejcie and Morgan's (1970) sampling table, ensuring a sufficient representation of the target population. Participants were selected using a stratified random sampling technique, wherein the population was divided based on age groups and frequency of social media use to ensure diversity in responses.

Data Collection Method

A structured questionnaire was developed to gather data on social media usage, exposure to influencer endorsements, perceived credibility of endorsements, and purchase intentions. The questionnaire consisted of both closed-

ended and Likert scale questions, allowing for a standardized assessment of participants' attitudes and behaviors. The survey was distributed online through social media platforms and school networks to ensure accessibility and convenience for respondents.

Measurement of Variables

- Independent Variable: Social media endorsements (measured through influencer credibility, content engagement, and brand association).
- Dependent Variable: Adolescent purchase intention (measured through likelihood of purchase, brand preference, and peer influence).
- Control Variables: Age, gender, frequency of social media use.

Data Analysis

- The collected data was analyzed using statistical techniques, including descriptive statistics to summarize demographic information and inferential statistics to test hypotheses. A multiple regression analysis was conducted to assess the impact of social media endorsements on adolescent purchase intentions. All statistical analyses were performed using SPSS software.

Ethical Considerations

- Ethical approval was obtained before conducting the study. Informed consent was secured from all participants and their guardians, ensuring voluntary participation. Anonymity and confidentiality were maintained throughout the research process, and participants had the right to withdraw at any stage.

Objectives

- To examine the impact of social media influencer endorsements on adolescents' purchasing

decisions across different product categories.

- To analyze the role of trust and credibility in influencer marketing and its effect on adolescent consumer behavior.
- To investigate the psychological and emotional factors that drive adolescents to engage with and be influenced by social media endorsements.

Hypothesis

- H₁: Social media influencer endorsements have a significant impact on adolescents' purchasing decisions across different product categories.
- Independent Variable (IV): Social media influencer endorsements
- Dependent Variable (DV): Adolescents' purchasing decisions
- H₂: Trust and credibility in influencer marketing positively influence adolescent consumer behavior.
- Independent Variable (IV): Trust and credibility in influencer marketing
- Dependent Variable (DV): Adolescent consumer behavior
- H₃: Psychological and emotional factors significantly contribute to adolescents' engagement with and susceptibility to social media endorsements.
- Independent Variable (IV): Psychological and emotional factors
- Dependent Variables (DV): Adolescents' engagement with and susceptibility to social media endorsements

Statistical Tools:

The data is analyzed using SPSS Version 26 and Microsoft Excel, employing Multiple Regression, and Descriptive Analysis for evaluation.

Data Analysis

- H₁: Social media influencer endorsements have a significant impact on Adolescents' Purchasing Decisions across different product categories.

| Table 1 Descriptive Statistics | | | |
|--|--------|----------------|-----|
| | Mean | Std. Deviation | N |
| Adolescents' Purchasing Decisions | 2.1600 | 1.01396 | 403 |
| I am more likely to purchase a product if it is endorsed by a social media influencer I follow. | 3.9181 | .97263 | 403 |
| Influencer endorsements influence my choice of products across different categories (e.g., fashion, electronics, beauty, fitness). | 3.7568 | .98011 | 403 |
| I trust products recommended by influencers more than traditional advertisements. | 2.2159 | 1.31790 | 403 |
| Seeing an influencer use a product makes me want to try it myself. | 2.2779 | 1.20826 | 403 |

| | | | |
|--|--------|---------|-----|
| I have purchased a product because an influencer I follow recommended it. | 2.1712 | 1.20445 | 403 |
| I am more likely to trust an influencer's recommendation if they seem knowledgeable about the product. | 1.9777 | 1.23466 | 403 |

| Table 2 Model Summary | | | | |
|--|-------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .879a | .772 | .768 | .48798 |
| a. Predictors: (Constant), I am more likely to trust an influencer's recommendation if they seem knowledgeable about the product., I am more likely to purchase a product if it is endorsed by a social media influencer I follow., I trust products recommended by influencers more than traditional advertisements., Seeing an influencer use a product makes me want to try it myself., Influencer endorsements influence my choice of products across different categories (e.g., fashion, electronics, beauty, fitness)., I have purchased a product because an influencer I follow recommended it. | | | | |
| b. Dependent Variable: Adolescents' Purchasing Decisions | | | | |

| Table 3 Anova | | | | | | |
|--|------------|----------------|-----|-------------|---------|-------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 319.005 | 6 | 53.168 | 223.277 | .000b |
| | Residual | 94.297 | 396 | .238 | | |
| | Total | 413.302 | 402 | | | |
| a. Dependent Variable: Adolescents' Purchasing Decisions | | | | | | |
| b. Predictors: (Constant), I am more likely to trust an influencer's recommendation if they seem knowledgeable about the product., I am more likely to purchase a product if it is endorsed by a social media influencer I follow., I trust products recommended by influencers more than traditional advertisements., Seeing an influencer use a product makes me want to try it myself., Influencer endorsements influence my choice of products across different categories (e.g., fashion, electronics, beauty, fitness)., I have purchased a product because an influencer I follow recommended it. | | | | | | |

| Table 4 Coefficients | | | | | | |
|----------------------|--|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .698 | .152 | | 4.602 | .000 |
| | I am more likely to purchase a product if it is endorsed by a social media influencer I follow. | -.056 | .038 | -.053 | -1.451 | .148 |
| | Influencer endorsements influence my choice of products across different categories (e.g., fashion, electronics, beauty, fitness). | -.022 | .039 | -.021 | -.563 | .574 |
| | I trust products recommended by influencers more than traditional advertisements. | .055 | .034 | .072 | 1.641 | .102 |
| | Seeing an influencer use a product makes me want to try it myself. | .228 | .032 | .272 | 7.024 | .000 |
| | I have purchased a product because an influencer I follow recommended it. | .208 | .039 | .247 | 5.361 | .000 |
| | I am more likely to trust an | .338 | .024 | .412 | 14.115 | .000 |

| | | | | | | |
|--|---|--|--|--|--|--|
| | influencer’s recommendation if they seem knowledgeable about the product. | | | | | |
| a. Dependent Variable: Adolescents' Purchasing Decisions | | | | | | |

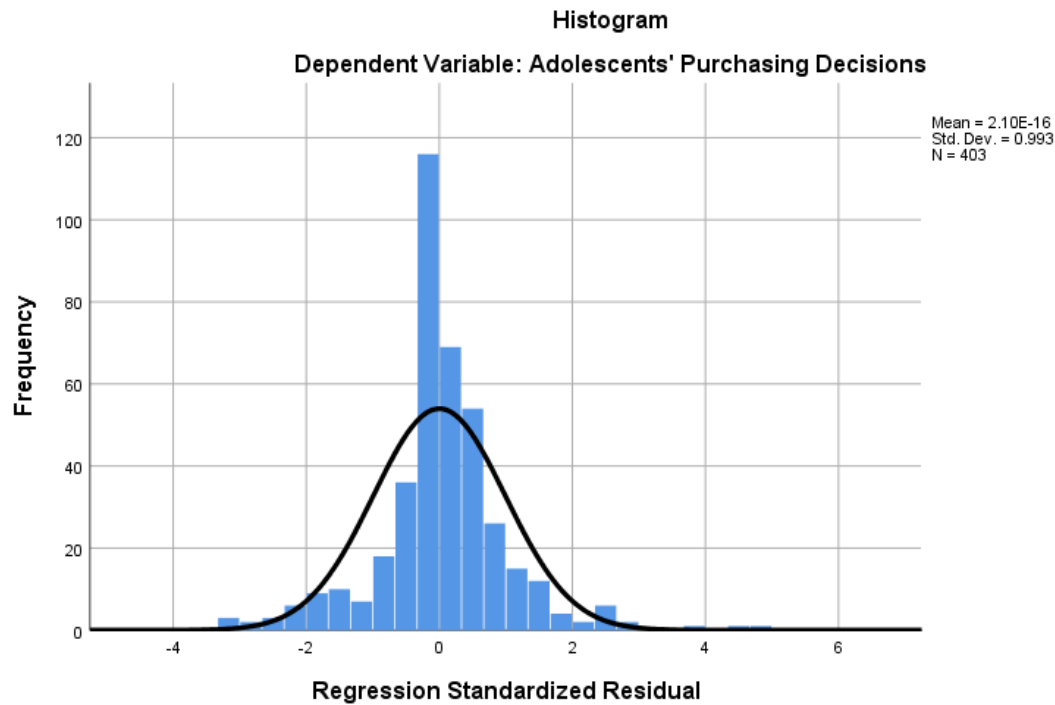


Figure 1: Histogram on Adolescents' Purchasing Decisions

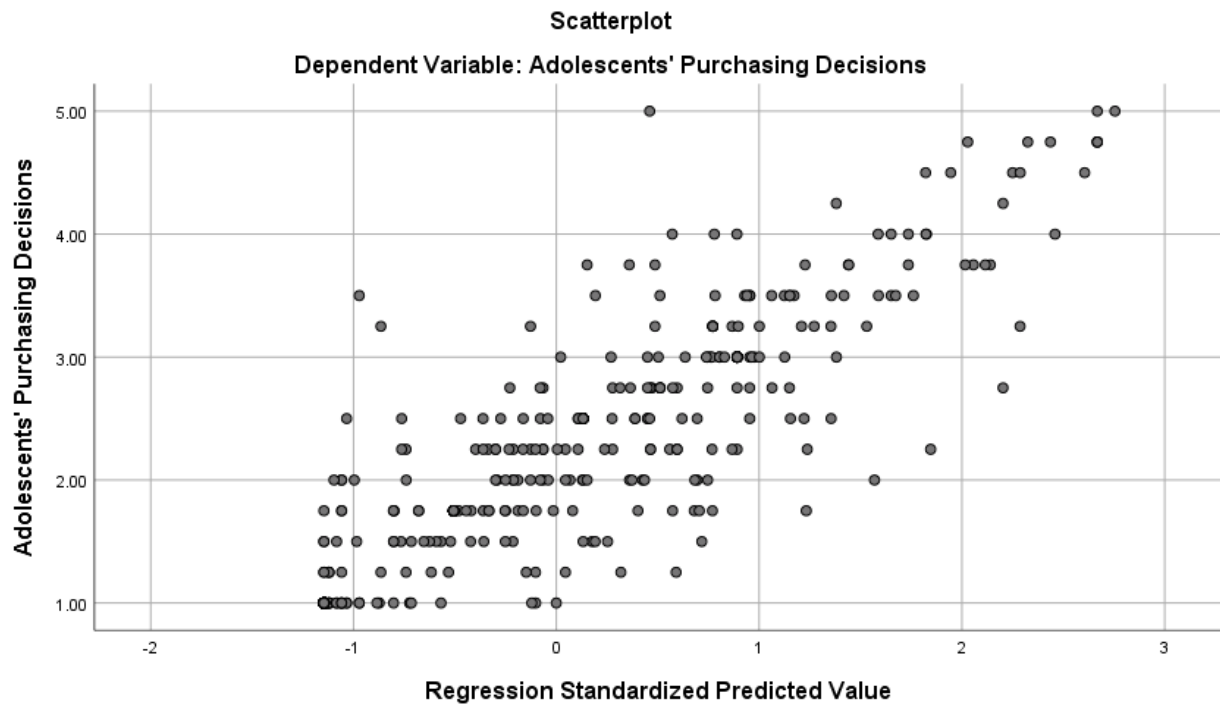


Figure 2: Scatter Plot on Adolescents' Purchasing Decisions

H₂: Trust and credibility in influencer marketing positively Influence Adolescent Consumer Behavior.

| Table 5 Descriptive Statistics | | | |
|--------------------------------|------|----------------|---|
| | Mean | Std. Deviation | N |

| | | | |
|---|--------|---------|-----|
| Adolescent Consumer Behavior. | 1.9485 | 1.05831 | 403 |
| I follow influencers who provide honest and unbiased reviews. | 2.2556 | 1.20186 | 403 |
| If an influencer frequently promotes low-quality products, I lose trust in their recommendations. | 2.2134 | 1.20493 | 403 |
| The number of followers an influencer has impacts how credible I find their endorsements. | 2.1935 | 1.16211 | 403 |
| I believe influencers who share their personal experiences with a product are more trustworthy. | 2.2903 | 1.19601 | 403 |
| I feel more connected to influencers who share personal stories and emotions in their endorsements. | 2.1836 | 1.17012 | 403 |

Table 6 Model Summary

| Model | R | R Square | Adjusted Square | Std. Error of the Estimate |
|--|-------|----------|-----------------|----------------------------|
| 1 | .701a | .491 | .485 | .75947 |
| a. Predictors: (Constant), I feel more connected to influencers who share personal stories and emotions in their endorsements., I follow influencers who provide honest and unbiased reviews., If an influencer frequently promotes low-quality products, I lose trust in their recommendations., I believe influencers who share their personal experiences with a product are more trustworthy., The number of followers an influencer has impacts how credible I find their endorsements. | | | | |
| b. Dependent Variable: Adolescent Consumer Behavior. | | | | |

Table 7 Anova

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|--|------------|----------------|-----|-------------|--------|-------|
| 1 | Regression | 221.258 | 5 | 44.252 | 76.720 | .000b |
| | Residual | 228.986 | 397 | .577 | | |
| | Total | 450.244 | 402 | | | |
| a. Dependent Variable: Adolescent Consumer Behavior. | | | | | | |
| b. Predictors: (Constant), I feel more connected to influencers who share personal stories and emotions in their endorsements., I follow influencers who provide honest and unbiased reviews., If an influencer frequently promotes low-quality products, I lose trust in their recommendations., I believe influencers who share their personal experiences with a product are more trustworthy., The number of followers an influencer has impacts how credible I find their endorsements. | | | | | | |

Table 8 Coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .388 | .089 | | 4.350 | .000 |
| | I follow influencers who provide honest and unbiased reviews. | .065 | .050 | .074 | 1.298 | .195 |
| | If an influencer frequently promotes low-quality products, I lose trust in their recommendations. | .172 | .059 | .195 | 2.886 | .004 |
| | The number of followers an influencer has impacts | .122 | .063 | .134 | 1.941 | .053 |

| | | | | | |
|---|------|------|------|-------|------|
| how credible I find their endorsements. | | | | | |
| I believe influencers who share their personal experiences with a product are more trustworthy. | .148 | .054 | .168 | 2.728 | .007 |
| I feel more connected to influencers who share personal stories and emotions in their endorsements. | .195 | .061 | .215 | 3.200 | .001 |
| a. Dependent Variable: Adolescent Consumer Behavior. | | | | | |

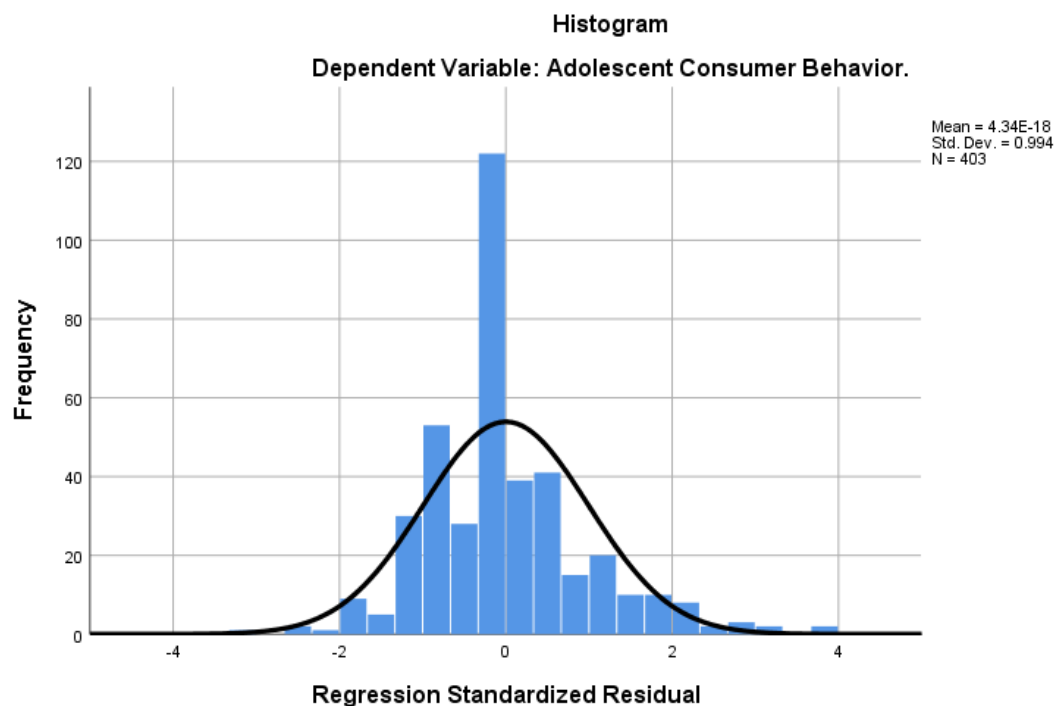


Figure 3: Histogram on Adolescent Consumer Behavior.

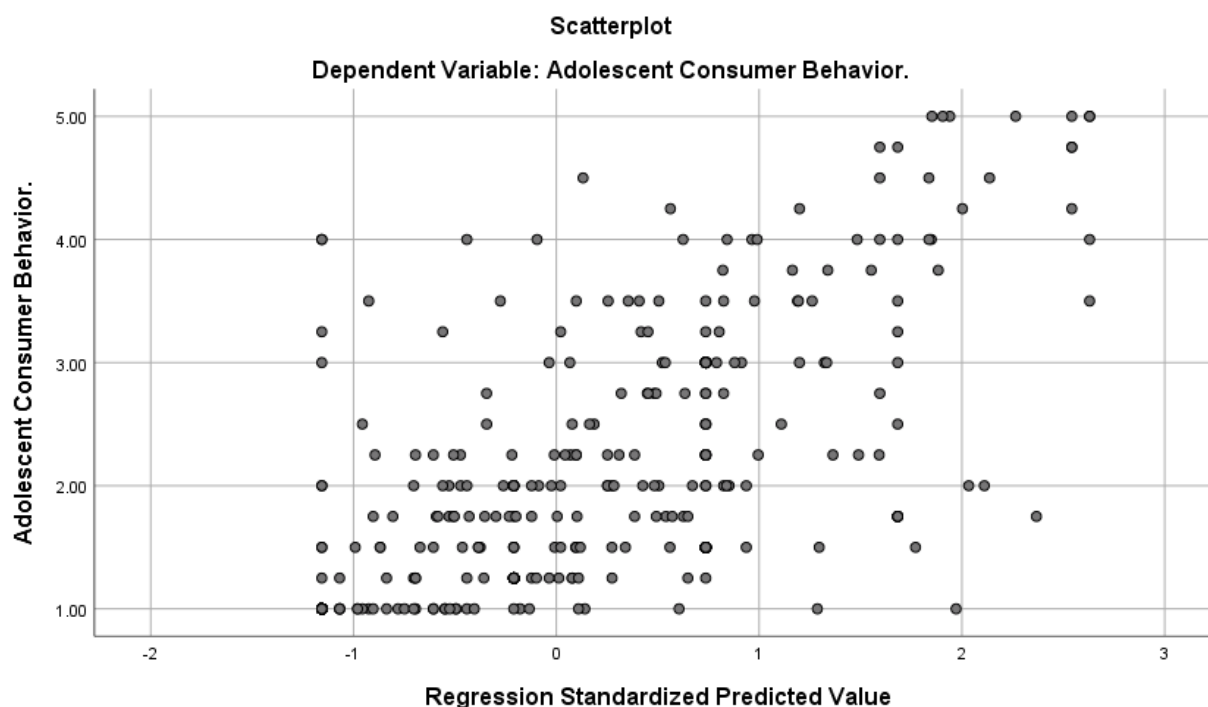


Figure 4: Scatter Plot on Adolescent Consumer Behavior.

H₃: Psychological and emotional factors significantly contribute to Adolescents' Engagement With And Susceptibility To Social Media Endorsements.

| Table 9 Descriptive Statistics | | | |
|---|--------|----------------|-----|
| | Mean | Std. Deviation | N |
| Adolescents' Engagement With And Susceptibility To Social Media Endorsements | 3.1072 | .50728 | 403 |
| Seeing an influencer use a product makes me feel like I can relate to them. | 1.8883 | 1.21145 | 403 |
| I get excited when my favorite influencer promotes a new product. | 1.8586 | 1.24283 | 403 |
| Influencer endorsements affect my mood and how I feel about a product. | 1.8759 | 1.18426 | 403 |
| I feel a sense of belonging when I use products endorsed by influencers I admire. | 3.3672 | 1.04578 | 403 |

| Table 10 Model Summary | | | | |
|--|-------|----------|-----------------|----------------------------|
| Model | R | R Square | Adjusted Square | Std. Error of the Estimate |
| 1 | .558a | .312 | .305 | .42303 |
| a. Predictors: (Constant), I feel a sense of belonging when I use products endorsed by influencers I admire., I get excited when my favorite influencer promotes a new product., Seeing an influencer use a product makes me feel like I can relate to them., Influencer endorsements affect my mood and how I feel about a product. | | | | |
| b. Dependent Variable: Adolescents' Engagement With And Susceptibility To Social Media Endorsements | | | | |

| Table 11 Anova | | | | | | |
|----------------|------------|----------------|----|-------------|--------|-------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 32.227 | 4 | 8.057 | 45.022 | .000b |

| | | | | | | |
|--|----------|---------|-----|------|--|--|
| | Residual | 71.222 | 398 | .179 | | |
| | Total | 103.449 | 402 | | | |
| a. Dependent Variable: Adolescents' Engagement With And Susceptibility To Social Media Endorsements | | | | | | |
| b. Predictors: (Constant), I feel a sense of belonging when I use products endorsed by influencers I admire., I get excited when my favorite influencer promotes a new product., Seeing an influencer use a product makes me feel like I can relate to them., Influencer endorsements affect my mood and how I feel about a product. | | | | | | |

| Table 12 Coefficients | | | | | | |
|---|---|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.164 | .076 | | 28.384 | .000 |
| | Seeing an influencer use a product makes me feel like I can relate to them. | -.010 | .034 | -.025 | -.309 | .758 |
| | I get excited when my favorite influencer promotes a new product. | .107 | .035 | .262 | 3.044 | .002 |
| | Influencer endorsements affect my mood and how I feel about a product. | .045 | .036 | .104 | 1.235 | .218 |
| | I feel a sense of belonging when I use products endorsed by influencers I admire. | .202 | .020 | .417 | 9.948 | .000 |
| a. Dependent Variable: Adolescents' Engagement With And Susceptibility To Social Media Endorsements | | | | | | |

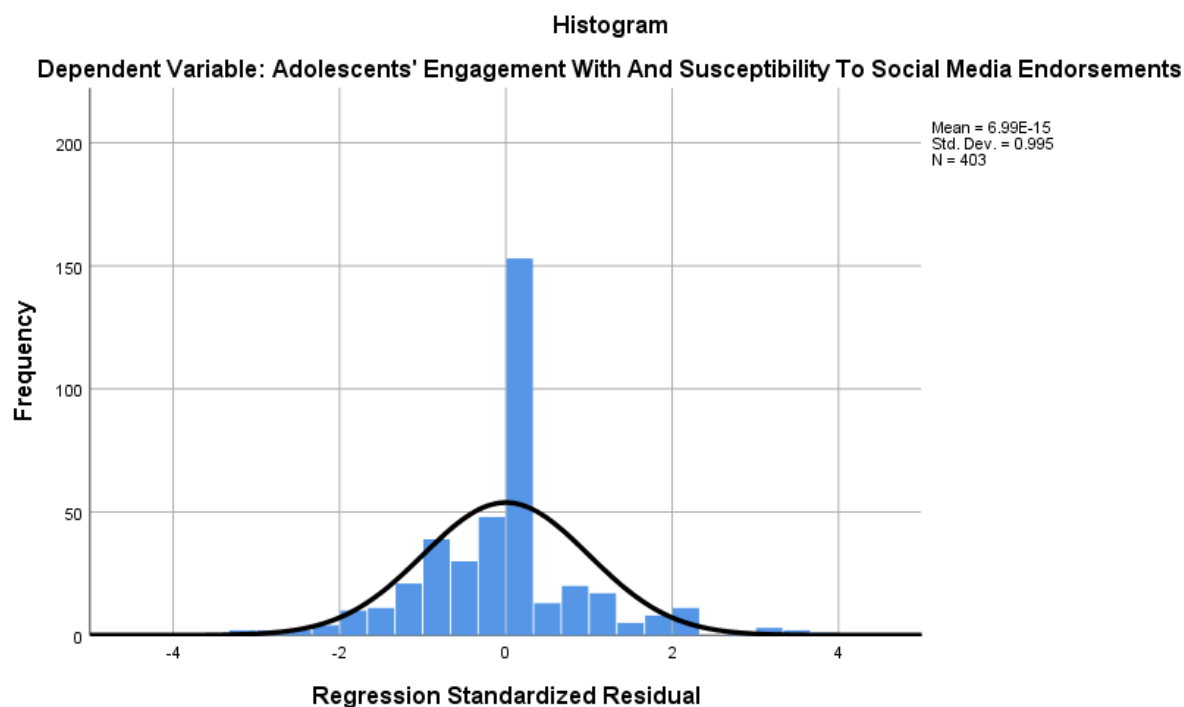


Figure 5: Histogram on Adolescents' Engagement With And Susceptibility To Social Media Endorsements.

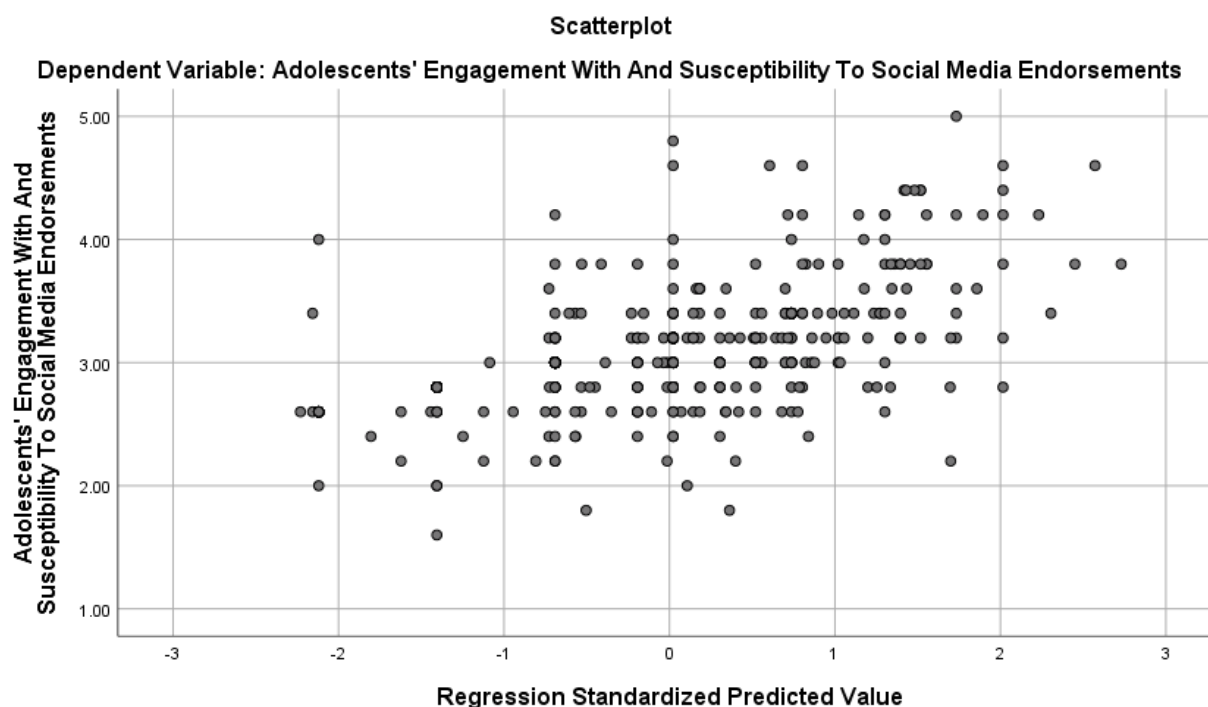


Figure 6: Scatter Plot on Adolescents' Engagement With And Susceptibility To Social Media Endorsements.

FINDINGS

4.1 Social media influencer endorsements have a significant impact on adolescents' purchasing decisions across different product categories.

The analysis of the hypothesis H_1 , which suggests that social media influencer endorsements significantly impact adolescents' purchasing decisions across different product categories, reveals insightful results. Descriptive statistics show that adolescents express a strong likelihood of purchasing products endorsed by influencers they follow (mean = 3.92) and indicate that influencer endorsements influence their choices across diverse categories such as fashion, electronics, and beauty (mean = 3.76). However, their trust in influencer-recommended products compared to traditional advertisements is somewhat lower (mean = 2.22).

Model summary results highlight that the independent variables collectively explain 77.2% of the variance in adolescents' purchasing decisions ($R^2 = 0.772$). The ANOVA test shows that the model is statistically significant ($F = 223.277$, $p = 0.000$), supporting the hypothesis that influencer endorsements have a notable impact on purchasing behavior.

In the regression analysis, several variables are significant predictors. The strongest influences on adolescents' purchasing decisions include their likelihood of trusting an influencer with product knowledge ($\beta = 0.412$), seeing influencers use products ($\beta = 0.272$), and having purchased products recommended by influencers ($\beta = 0.247$). Conversely, the variables related to trust in influencer recommendations over traditional ads and product category influence were not significant.

In conclusion, the findings support the hypothesis that

social media influencer endorsements significantly affect adolescents' purchasing decisions, with trust in influencer knowledge and actual product recommendations being key drivers.

4.2 Trust and credibility in influencer marketing positively influence adolescent consumer behavior.

The results of this hypothesis testing reveal that trust and credibility in influencer marketing have a significant positive impact on adolescent consumer behavior. The regression model ($R = 0.701$, $R^2 = 0.491$) indicates that nearly 50% of the variance in adolescent consumer behavior is explained by factors such as the perceived honesty and emotional connection with influencers. Key predictors, such as the perception of influencers sharing personal experiences ($\beta = 0.168$, $p = 0.007$) and the emotional connection adolescents feel with influencers ($\beta = 0.215$, $p = 0.001$), were found to significantly influence consumer behavior. These factors highlight that adolescents tend to trust influencers who share authentic personal stories and experiences with products. Additionally, the coefficient for the influence of low-quality product promotion ($\beta = 0.195$, $p = 0.004$) shows that adolescents lose trust in influencers who promote subpar products. However, while the number of followers an influencer has was somewhat impactful ($\beta = 0.134$, $p = 0.053$), it was not as significant as the emotional connection and trust factors. In conclusion, the study supports the hypothesis that trust and credibility play crucial roles in shaping adolescent consumer behavior, with personal connections and honest endorsements driving purchasing decisions.

4.3 Psychological and emotional factors significantly contribute to adolescents' engagement with and susceptibility to social media endorsements.

The hypothesis H₃, which posits that psychological and emotional factors significantly contribute to adolescents' engagement with and susceptibility to social media endorsements, is supported by the results of the analysis. The descriptive statistics (Table 9) show a moderate mean value of 3.1072 for adolescents' overall engagement with social media endorsements, suggesting a notable level of involvement. Among the psychological and emotional factors tested, "feeling a sense of belonging when using products endorsed by admired influencers" had the highest mean value of 3.3672, indicating that adolescents strongly identify with products endorsed by influencers they admire. This suggests that the emotional connection is a key driver of engagement.

In the regression analysis (Table 10), the R² value of 0.312 implies that the psychological and emotional factors account for about 31.2% of the variation in adolescents' susceptibility to influencer endorsements. The ANOVA results (Table 11) show a significant model ($F = 45.022$, $p < 0.001$), confirming that the predictors collectively contribute to the dependent variable.

The coefficients (Table 12) reveal that "feeling a sense of belonging when using endorsed products" and "excitement when a favorite influencer promotes a product" are significant predictors ($p < 0.01$). This indicates that emotional and psychological factors such as belonging and excitement play a substantial role in adolescents' susceptibility to social media endorsements. Therefore, the hypothesis is supported by the data, highlighting the psychological influence on adolescent consumer behavior.

CONCLUSION:

The influence of social media endorsements on adolescent purchase intentions is significant, shaping the way young consumers make purchasing decisions across various product categories. This study highlights the growing importance of social media influencers in shaping adolescent behavior, particularly as they engage with digital content. Adolescents, being highly impressionable, are heavily influenced by the opinions and endorsements of influencers who resonate with their lifestyle, interests, and values. The findings suggest that influencer endorsements act as a powerful tool, with adolescents often perceiving these influencers as relatable figures, further driving their purchasing intentions.

The credibility and trustworthiness of influencers play a crucial role in the effectiveness of such marketing strategies. Adolescents tend to trust influencers who appear authentic, transparent, and genuinely aligned with the products they endorse. The sense of trust not only boosts the likelihood of a purchase but also fosters a deeper emotional connection with the brand. Therefore, influencers who engage in honest and transparent communication about the products they promote are more likely to build a loyal following among adolescent consumers, enhancing the potential for sustained marketing success.

Psychological and emotional factors also significantly

impact adolescent engagement with influencer content. Adolescents often experience a strong desire for social acceptance, and influencers are seen as role models whose opinions are highly valued. The aspirational lifestyles showcased by influencers often evoke feelings of admiration and a desire for self-improvement, which in turn influences purchasing behavior. The emotional connection that adolescents develop with influencers can lead to impulsive purchasing decisions, as they seek to emulate the lifestyles and preferences promoted by these digital personalities.

Recommendations:

Given the significant impact of social media endorsements on adolescent purchasing decisions, brands should consider several strategies to effectively leverage influencer marketing. First and foremost, brands should collaborate with influencers who possess high credibility and authenticity. Influencers should be chosen not only based on their popularity but also on their ability to foster genuine relationships with their followers. Transparent and honest endorsement practices should be a priority to maintain trust and prevent any feelings of exploitation or manipulation among adolescent consumers.

Marketers must tailor their campaigns to resonate with the psychological and emotional needs of adolescents. Since adolescents are heavily influenced by the desire for social validation, marketing messages should reflect aspirational lifestyles while also promoting healthy and positive values. Brands should avoid promoting unrealistic standards or materialism that could negatively impact adolescent self-esteem. Instead, campaigns that emphasize inclusivity, diversity, and empowerment are more likely to strike a chord with younger audiences, fostering long-term brand loyalty.

It is also essential for brands to monitor and adapt to shifting trends in social media consumption. As adolescents increasingly use different platforms to access content, marketers must diversify their influencer collaborations across platforms to ensure broader reach. Additionally, brands should focus on creating interactive and engaging content that encourages adolescents to participate actively, whether through contests, polls, or discussions, to deepen their emotional connection to the brand.

Lastly, ethical considerations should be at the forefront of influencer marketing campaigns targeting adolescents. Brands must be mindful of the potential risks associated with promoting products that may not be suitable for young consumers, such as those that encourage excessive consumerism or unhealthy behaviors. As such, responsible marketing practices should be employed to ensure that campaigns contribute positively to the overall well-being and development of adolescent consumers.

Further Scope Of The Study

The further scope of this study can extend to exploring the long-term effects of social media influencer endorsements on adolescents' purchasing intentions, particularly how these influences shape their brand loyalty and decision-

making patterns as they transition into adulthood. It could also consider the differential impact of influencer endorsements across various social media platforms, examining whether certain platforms (such as Instagram, TikTok, or YouTube) are more effective in influencing adolescent purchasing decisions. Additionally, the study could delve deeper into the cultural and socio-economic factors that may moderate the relationship between influencer credibility and adolescent purchase intentions, providing a more nuanced understanding of how adolescents in different demographic groups respond to such endorsements. Future research could also investigate the ethical implications of influencer marketing on vulnerable adolescent consumers, especially in terms of its potential to exploit insecurities or promote materialistic values. Further analysis could also assess the role of peer influence in amplifying the effectiveness of social media endorsements, as adolescents are heavily influenced by their social circles. Moreover, the study could extend to exploring the efficacy of different types of endorsements (e.g., product placements, sponsored posts, or authentic reviews) and how they shape adolescents' trust in the influencers and the products they endorse.

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