

Exploring the impact of Social Media Influencers on purchase intentions for luxury products through Human Brand Theory

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Abstract

In the ever-evolving technological landscape and dynamic shifts in consumer behaviours, Social Media Influencers (SMIs) significantly shape consumer purchase intentions, particularly in China's luxury market. This study, rooted in human brand theory, examines the mediating effect of emotional attachment, specifically hedonic and social values, on the relationship between SMI characteristics (attractiveness, expertise, trustworthiness, and innovativeness) and purchase intention. Employing a quantitative approach with 306 participants on WeChat, the findings indicate that SMI expertise, trustworthiness, and innovativeness significantly correlate with emotional attachment, fostering purchase intention. Moreover, the study reveals the partial moderating influence of digital readiness on the emotional attachment-purchase intention relationship. Our research contributes to human brand theory in luxury consumption, offering concise insights for luxury brand managers and practitioners.

Subject Areas: *Consumer Behaviour, Decision-Making, Marketing Strategy*

Track: Digital Marketing & Social Media