A Systematic Data Analysis for Attractiveness of Social Media Influencers on Information Reliability and Product Attitude

Eun Hee Kim

Division of Advertising & PR Communications, Mokwon University, Korea

eunhee0103@mokwon.ac.kr

Abstract. Recently, social media influencer marketing is becoming more important as a necessary factor, not a company's choice. This study aimed determining the effects of social media influencers' attractiveness on information reliability and product attitude was confirmed, as well as the relationship between each variable. The study respondents were those in their 20s who spend the most time on social media. Multiple regression analysis to check the relationship between variables and mediated regression analysis to determine the mediating effect were performed together. The analysis results are as follows. First, the attractiveness of social media influencers was derived from external attractiveness and social attractiveness. Second, it was confirmed that the external attractiveness and social attractiveness of social media influencers had a positive effect on interaction with social media users. Third, these two variables also had a positive effect on the reliability of information. Fourth, these also had a positive effect on product attitude. Fifth, the said variables mediate interaction and affect information reliability. It was confirmed that there was a partial mediating effect between these variables. Sixth, it was also confirmed that the external attractiveness and social attractiveness of social media influencers mediate interaction and affect product attitude. It was confirmed that there was a partial mediating effect between these variables. This study result, the attractiveness of social media influencers has a positive effect on interaction with social media users, information reliability, and product attitudes, and the relationship between the variables has been confirmed. It also provides implications for social media influencer marketing strategies.

Keywords: Social Media, Influencers, Attractiveness, Interactions, Information Reliability, Product Attitudes

1. Introduction

The growth of social media has spread the influence of influencers who interact and share information with social media users. Influencers, which refer to celebrities who influence society, have numerous followers in the social media platform environment and have influence and ripple effects on users (Lee & Ha, 2020). According to the Digital Global Status Report published in April 2021 by 'We Are Social' global marketing consulting firm and 'Hootsuite' social media management platform, 53.6% of the world's population uses social media. Korea's social media usage rate was 89.3% of the total population, which was confirmed to be the second highest in the world (Lee, 2021). This status means that social media is taking its place as a universal service as it penetrates deeply into our daily lives and social sphere. With the generalization of network-based smartphones, users record and share their daily lives and access various contents and information through this.

The people who use social media the most are Generation MZ. It was found that they are influenced by the information provided by influencers when purchasing products online (Jeong, 2021). It is that they trust the information of influencers more than the information of acquaintances (Jeong, 2021). When the phenomenon of imitation purchases of followers for products or brands used by social media influencers occurs, companies are actively using influencer marketing. With this growth and influence of influencers, social media is now evolving into a social commerce channel.

According to the data presented by KOTRA, the influencer marketing market increased five times in 2020 from 2017 (Nam, 2021). The reason influencer marketing has grown is the popular ripple effect of being able to access content anytime, anywhere as we enter the era of one-person media smartphones. In addition, influencers build trust and intimacy with social media users, leading to natural exposure of products in content.

Social media influencer marketing is becoming more and more important as it is now an essential factor rather than an option for companies. They actively form networks on social media such as YouTube and are exerting influence as new trends in the advertising market and distribution industry (Lee & Ha, 2020).

The influence and growth of social media influencers is also of interest in academia and related studies are being conducted. Previous studies have focused on 'The influence of social media influencers' (Kwon & Choi, 2019), 'Development of attribute scales of social media influencer information sources' (Kim & Choi, 2021), 'Social User Responses on Media Influencer Attributes and Characteristics' (Kim, 2021; Shin, 2020; Yoo & Choi , 2021; Lee, Gao, Quan & Kang, 2020) and 'A study on consumer attitudes according to the characteristics of social media influencers and the characteristics of content' (Lee & Lee, 2021), etc.

As seen in previous studies, studies on the attributes and characteristics of influencers have progressed, but studies examining the attitudes of social media users by specifying attractiveness among the attributes of influencers are insufficient. Therefore, in this study, first, the attractiveness of social media influencers as differentiated product information sources from legacy media is composed of certain factors, and the effect of these factors on consumer attitudes is investigated. Second, the mediating effect is to be checked in the relationship between the attractiveness factor of social media influencers, interactivity with users, and reliability of information. Third, the mediating effect of social media influencer's attractiveness factors, interaction with users, and product attitudes is checked. This study will provide meaningful implications for social media influencer marketing strategy.

2. Research Hypotheses and Research Model

2.1. Research Hypotheses

An influencer is defined as a person who expresses his or her point of view or story on a specific topic or product in a community (Wright, 2017). The characteristics of social media, namely, participation and openness, have a huge influence online and have a ripple effect on the behavior of users. In addition, they directly produce content consumed on social media, distribute it to subscribers, and deliver their message through a digital media platform (Lee, & Ahn, 2018). Because of these characteristics, influencers are also called content creators.

Unlike information sources that unilaterally deliver messages in legacy media, influencers share experiences with consumers in real time, communicate and form a consensus. In particular, influencers have a strong influence on the MZ generation, who is in the spotlight as an emerging consumer. According to The Dae Hack Nae Eel in their 20th Research Institute, 89.2% of the MZ generation responded that they are following or subscribing to an influencer (Kim, 2019). In addition, 48.8% of the opinions expressed that they would like to purchase the products or services informed by the influencer. The reason for believing and following them is that they have similar tastes, values, thoughts, etc., or have specialized knowledge in the relevant field (Kim, 2019). By using vlogs, the process of using a product or brand is provided as a video, and many users are loyal customers to form sympathy and calmness with consumers (Kim & Choi, 2020). This result means that the influencer has a strong power of influence as a marketing information source.

Influencers provide information to social media user and have the same characteristics as advertising models to influence consumer attitudes and behaviors. Therefore, the influencer's attributes are being studied based on the general attributes of the advertising model, such as attractiveness, professionalism, and reliability (McCracken, 1989). In addition, it is contributing to information diffusion by maximizing the effect of communication with users by utilizing the

characteristics of interaction that is possible in social media. Among the attributes of influencers, attractiveness is the degree to which consumers perceive things and people positively (Kim, Seo & Kim, 2009) and it is an attribute that is fundamental to the formation of interpersonal relationships (Batool & Malik, 2010). Therefore, attractiveness is the ability to attract people to the extent that they feel emotional understanding and affection with others (Montoya & Insko, 2008).

According to social psychology research, it is said that attractiveness is felt when a stranger has socially desirable characteristics, and attractiveness increases as a person is evaluated as a fair and trustworthy person (Dion, Berscheid & Walster, 1972). The importance of attractiveness has been proven in previous studies that confirmed the effectiveness of advertising models. Silvera and Austad(2004) confirmed that the higher the physical attractiveness of the advertising model, the higher the tendency to infer that the brand in the advertisement was introduced and recommended to consumers. Jung and Kim (2014) examined the effect of attractive advertising models on product evaluation. As a result, it was confirmed that the attractive model had a positive effect on both the advertisement attitude and the product attitude in the non-competitive situation than the unattractive model. Lou and Yuan (2019) found that the attractiveness of influencers had a positive effect on the reliability and purchase intention of brand content.

The effect of attractiveness has also been demonstrated in other studies. A study by Grabe, Ward, and Hyde (2008) suggested that physically attractive images induce a positive effect. Hamermesh (2011) explained that physically more attractive people lead to success, and that it acts as a halo effect that naturally brings a positive perception of people (Kim & Jun, 2016). Hakim (2010) suggested social attractiveness and explains it as a capital that determines social position in modern society. Social attractiveness refers to an individual's ability to make others feel comfortable and comfortable and want to get to know more with charm, grace, and social skills in communion with others. This means that the person who feels attractive will pay attention to the attractive person and hope that the frequency, depth, and intensity of interaction will increase (Kim & Jun, 2016). Summarizing the preceding studies above, it can be inferred that in general, consumers trust, interact with, and accept communication with information sources more when they perceive that the attractiveness of information sources is high.

Based on the above points, this study tried to check what kind of attributes a social media influencer has in order to perform an effective influence as an information source. Based on this, we want to check how the factors constituting the attractiveness of influencers affect the information reliability and product attitudes of social media users. In addition, we want to check the relationship between the factors constituting the attractiveness of influencers, interactivity, and reliability of information, and the relationship between product attitudes. Therefore, the following research hypothesis is established.

Hypothesis 1. Influencer attractiveness will have a positive (+) effect on interaction.

Hypothesis 2. Influencer attractiveness will have a positive (+) effect on the credibility of information.

Hypothesis 3. Influencer attractiveness will have a positive (+) effect on product attitude.

Hypothesis 4. Influencer attractiveness will mediate interactions and affect the credibility of information.

Hypothesis 5. Influencer attractiveness will mediate interactions and affect the product attitudes.

2.2. Research Model

The primary objective of this study was to determine the effects of social media influencers' attractiveness to information reliability and product attitudes based on theoretical grounds and previous studies. To confirm the relationship between these variables, we examine the factors constituting social media influencers and test the hypothesis that attractiveness mediates interactivity and influences information reliability and product attitudes. Therefore, the research model for hypothesis testing is shown in Figure 1.
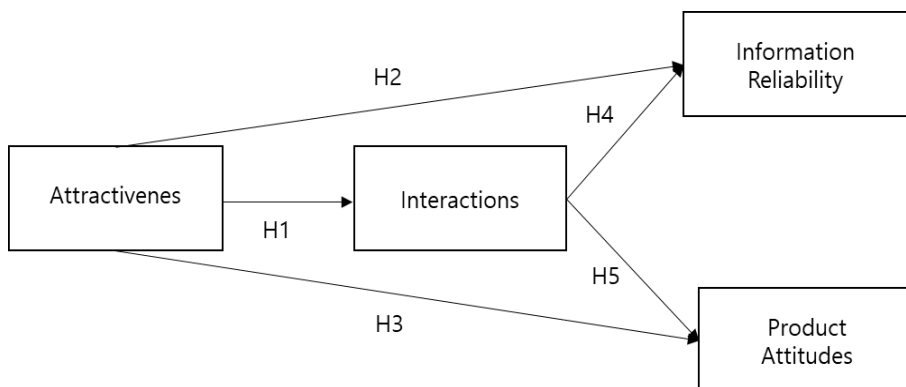

Fig. 1: Research model

3. Research Methods

3.1. Sample Selection and Data Collection

The respondents of this study were male and female college students in their 20s who use social media the most. The number of survey participants was 165, and among their responses, 162 people excluding non-response and insincere responses were used as analysis data for this study. The average age of the respondents was 21.76 years. Gender consisted of 63 males (38.9%) and 99 females (61.1%). It was

confirmed that their average daily social media use time was 234.5 minutes. The main reason for using social media was to watch interesting content, followed by social media community activities, interaction with acquaintances and friends, and to pass time. The survey was conducted from May 3 to 13, 2021.

3.2. Operational Definition and Measurement of Variables

3.2.1 Attractiveness

In this study, attractiveness is divided into the attraction, which is the external attractiveness that influencers attract the hearts of social media users as information providers, and the attractiveness that is felt in the formation of social relationships with others. To measure this, the scales used in the studies of Kim and Jun (2016) and Moon (2020) were reconstructed and used for this study.

For the measurement, 10 items indicating 'Social media influencers are attractive', 'Social media influencers are cool', 'Social media influencers are likeable', 'Social media influencers have a sophisticated image', 'Social media influencers have individuality', 'Social media influencers seem to have excellent affinity', 'Social media influencers are excellent at expressing themselves', 'Social media influencers have excellent explanatory power', 'Social media influencers have a great sense of humor' and 'Social media influencers seem to have good relationships with people around them' were used. These items were measured on a five-point Likert: scale (not at all = 1 point to very much = 5 points). The Cronbach's α value to check the internal consistency of the measurement items constituting the variable was found to be .902.

3.2.2 Interactions

In this study, interaction was defined as the behavior of users giving and receiving influence in the social media environment. To measure this, the scale used in the study of Kim and Kim (2010) was reconstructed to fit this study. For the measurement, three items indicating 'I tend to exchange desired information with users of social media content', 'I am provided with opportunities to communicate with influencers through social media content', and 'Social media content provide an opportunity to form a relationship with other users' were used. All these items were measured on a five-point Likert: scale (not at all = 1 point to very much = 5 points). The Cronbach's α value to check the internal consistency of the measurement items constituting the variable was found to be .887.

3.2.3 Reliability of Information

Reliability of information refers to the degree to which consumers feel the information provided by the influencer in the video of social media content are reliable. To measure this, the scale used in the study of Choi (2020) was reconstructed and used for this study.

For the measurement, three items indicating 'The content provided by the influencer in the video of social media content is reliable', 'The content provided by the influencer in the video of the social media content is felt truth', and 'The content provided is persuasive' were used. All these items were measured on a five-point Likert: scale (not at all = 1 point to very much = 5 points). The Cronbach's α value to check the internal consistency of the measurement items constituting the variable was confirmed to be .800.

3.2.4 Product Attitude

Product attitude is the positive or negative reaction of social media users to the product in the information provided by the influencer in the video of social media content. For this purpose, the scale used in the study of Sung, Kim and Kim (2007) was reconstructed and used.

For the measurement, four items indicating 'I generally like products in social media content videos', 'I am generally interested in products in social media content videos', 'I like products in social media content videos', and 'I think the product in Social media content videos is useful' were used. All these items were measured on a five-point Likert: scale (not at all = 1 point to very much = 5 points). The Cronbach's α value to check the internal consistency of the measurement items constituting the variable was found to be .915

3.3. Analysis Method

The analysis method for this study is as follows. First, to confirm the demographic characteristics of the respondents, the frequency analysis and average value of descriptive statistics were checked. Second, the Cronbach Alpha value was checked to verify the internal consistency of the items constituting the variables. Third, an exploratory factor analysis was conducted to confirm the factors constituting the variable. Fourth, multiple regression analysis to check the relationship between variables and mediated regression analysis to determine the mediating effect were performed together. For the above analysis, the statistical program SPSS 24.0 version was used.

4. Research Results

4.1. Attractiveness Factor of Social Media Influencers

An exploratory factor analysis was conducted to verify the validity of the items constituting the attractiveness of social media influencers and to find the constituent factors. The purpose of exploratory factor analysis finds the common factors of all variables by extracting the interrelationships of many variables as a few factors. For factor extraction the principal component analysis and varimax rotation were used. The Kaiser-Meyer-Olkin test was performed to confirm the partial correlation between variables, with a result of 0.854. In general, if the KMO value is above

the .50 reference value, it is evaluated as appropriate in factor analysis. Bartlett's test was performed to check the suitability of the factor analysis model. As a result, the χ^2 value was confirmed to be 939.237 (p<.001), so it was judged appropriate as a factor analysis model. It was confirmed that the factor loading and commonality criteria for factor derivation exceeded the standard value of 0.4. Based on this, factor analysis was performed. The eigenvalue of each factor greater than one was set as a factor. Therefore, the number of factors with eigenvalues greater than one was derived as two. The total cumulative variance was found to explain 64.296%. The analysis results are shown in Table 1.

Factor 1 was named as external attractiveness because it consisted of items that social media influencers were liked by attractive, cool, and sophisticated images (Cronbach's α = .849). Factor 2 was named as social attractiveness because it consisted of the influencer's affinity, expressive power, explanatory power, and sense of humor, and that they seem to have good relationships with people around them (Cronbach's α= .835). Summarizing the above results, the attractiveness attribute of social media influencers was derived from two factors: external attractiveness and social attractiveness.

Table 1. Social media influencer attractiveness factor analysis

Metrics	Factor 1	Factor 2	Commonality
Social media influencers are attractive	.883		.810
Social media influencers are cool	.832		.798
Social media influencers are likable	.760		.617
Social media Influencers have a stylish image	.707		.552
Social media influencers have a good personality	.506		.470
Influencers seem to be very friendly		.848	.718
Influencers are very expressive		.748	.715
Social media influencers are great at explaining		.721	.665
Social media influencers have a great sense of humor		.666	.561
Social media influencers seem to have good relationships with those around them		.548	.522
Eigenvalue	5.233	1.197	
Variance (%)	52.327	11.969	
Cumulated Variance (%)	52.327	64.296	
Kaiser-Meyer-Olki= .854, Bartlett's test of sphericity test χ^2= 939.237, df=45(p< .001)			

4.2. Hypothesis 1 Test

Multiple regression analysis was performed to test the hypothesis that factors constituting influencer attractiveness influence interaction. The analysis results are shown in Table 2.

Table 2. Influence of influencers' attractiveness factors on interactions

Model	Unstandardized Coefficient		Standardized Coefficient	t	Collinearity Statistics	
	B	Standard Error	Beta		Tolerance	VIF
External Attraction	.298	.097	.270	3.058**	.647	1.546
Social Attraction	.280	.104	.238	2.704**	.647	1.546

F=20.480, p< .001, Durbin-Watson=1.906, R= .454, R²= .26, ΔR²= .196, ** p< .01

4.3. Hypothesis 2 Test

Multiple regression analysis was performed to test the hypothesis that factors constituting influencer attractiveness affect the reliability of information. The analysis results are shown in Table 3.

Table 3. The effect of influencer attractiveness factors on information reliability

Model	Unstandardized Coefficient		Standardized Coefficient	t	Collinearity Statistics	
	B	Standard Error	Beta		Tolerance	VIF
External Attraction	.267	.076	.297	3.507**	.640	1.563
Social Attraction	.272	.081	.284	3.356**	.640	1.563

First, multicollinearity was checked to verify the correlation between independent variables for multiple regression analysis. The VIF value, the criterion for determining multicollinearity, was reviewed. The VIF value of this study was found to be 1.563. In order to verify the independence of the residuals, the Durbin-Watson index was checked, and as a result, it was found to be 2.198. Therefore, it was confirmed that there is no problem with the independence of the residuals. As a result of verifying the F value to check the model fit for multiple regression analysis, it was found to be 29.463 (p< .001).

As a result of confirming the effect of influencer attractiveness on information reliability based on the above results, it was found that external attractiveness had the greatest positive (+) effect (t=3.507, p< .01). Next, it was found that social attractiveness had a positive (+) effect on the reliability of information (t=3.356,

p< .01). Therefore, the second hypothesis was accepted.

4.4. Hypothesis 3 Test

Multiple regression analysis was conducted to test the hypothesis that factors constituting social media influencer attractiveness influence product attitude. The analysis results are shown in Table 4.

Table 4. The effect of attractiveness factors of social media influencers on product attitudes

Model	Unstandardized Coefficient		Standardized Coefficient	t	Collinearity Statistics	
	B	Standard Error	Beta		Tolerance	VIF
External Attraction	.342	.092	.313	3.713***	.647	1.546
Social Attraction	.316	.098	.272	3.232**	.647	1.546

F=29.750, p< .001, Durbin-Watson=1.870, R= .523. R2= .274, ΔR²= .264, *** p< .001, ** p< .01

First, multicollinearity was determined to check the correlation between independent variables for multiple regression analysis. As a result, the VIF value was confirmed to be 1.546. Since the VIF value was confirmed to be less than 10, it was determined that there was no multicollinearity between the independent variables. To verify the independence of the residuals, the Durbin-Watson index was checked, and as a result, it was found to be 1.870. Therefore, it was confirmed that there is no problem with the independence of the residuals. As a result of verifying the F value to check the model fit for multiple regression analysis, it was found to be 29.750 (p < .001).

As a result of confirming the effect of influencer attractiveness on product attitude based on the above results, it was found that external attractiveness had the greatest positive (+) effect (t=3.713, p< .001). Next, it was found that social attractiveness had a positive (+) effect on product attitude (t=3.232, p< .01). Therefore, the third hypothesis was accepted.

4.5. Hypothesis 4 Test

Mediated regression analysis was performed to test the hypothesis that the attractiveness of influencers mediates interaction and affects the reliability of information. For the mediating effect for hypothesis testing, Baron and Kenny's test method, which is most commonly used, was used. Baron and Kenny's test of mediating effects has a prerequisite that the independent variable has a significant

effect on the dependent variable. In addition, the verification of mediating effects is analyzed in three steps. The first step is to analyze the effect of the independent variable on the parameter. The second step is to analyze whether the independent variable affects the dependent variable. The third step is to analyze the effect of the independent variable and the parameter on the dependent variable at the same time. Table 5 shows the results of the mediating effect verification based on these conditions.

Table 5. The mediating effect between influencer attractiveness factors and information reliability

Model	Level 1	Level 2	Level 3	Sobel Test Statistic
	Interactions	Information Reliability	Information Reliability	
External Attractiveness	.298**	.271**	.214**	Z=1.928 (p<.01)
Social Attractiveness	.280**	.274**	.220**	Z=2.046 (p<.01)
Interaction			.192**	
adjR^2 F	.206 20.480***	.270 29.379***	.315 24.019***	

*** p< .001, ** p< .01, * p< .05

In the first step for the mediation regression analysis, it was found that the external attractiveness (t=3.058, p< .01) and social attractiveness (t=2.704 p< .01) of the independent variable had a significant effect on interaction. In addition, it was confirmed that the higher the influencer's external attractiveness (B=.298) and social attractiveness (B=.280), the higher the interaction. The amount of explanation explaining the interaction was found to be 20.6%. In second step, it was confirmed that the external attractiveness (t=3.536, p<.01) and social attractiveness (t=3.368, p< .01) of the independent variable had a significant effect on the reliability of information. It was confirmed that the higher the external attractiveness (B=.271) of the influencer and the higher the social attractiveness (B=.274), the higher the information reliability. The amount of explanation explaining the reliability of information was confirmed to be 27.0%.

In the third step, the influence of independent variables and parameters on the dependent variable was analyzed. The interaction (t=3.157, p< .01) was confirmed to have a significant effect on the reliability of the information (B=.192). Therefore, it was confirmed that there is a mediating effect.

Also, the external attractiveness and social attractiveness of independent

variables also had an effect on the reliability of information, so it was confirmed that there was a partial mediating effect among the effects. Furthermore, the higher the external attractiveness (B=.214) and social attractiveness (B=.210) and the higher the interaction, the higher the information reliability. The amount of explanation explaining the reliability of information was confirmed to be 31.5%.

In order to confirm the influence of influencer's attractive factor on the reliability of information by mediating interaction, the last step, Sobel verification, was conducted. Since the Zab value in the Sobel test follows the standard normal distribution table, it is explained that there is a mediating effect if the absolute value is 1.96 or more (Lee Il-hyun, 2019). Therefore, all factors of influencer attractiveness had a partial mediating effect as the Zab value was higher than 1.96, thus, the fourth hypothesis was accepted.

Figure 2 shows the partial mediating effect as a model according to the hypothesis test results.
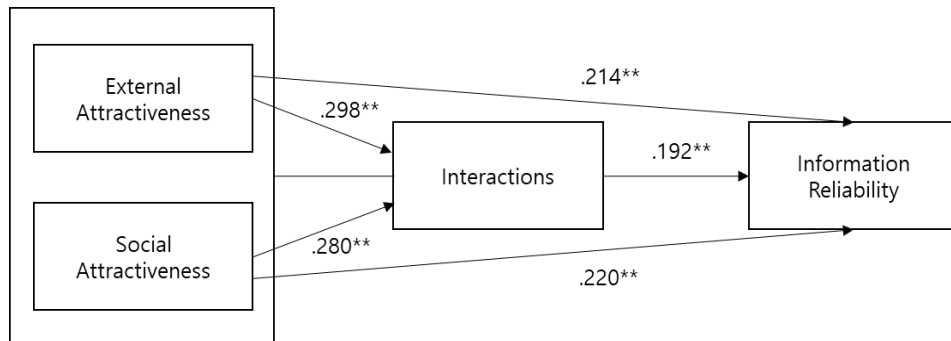

Fig. 2: Hypothesis 4 mediation effect test result model

4.6. Hypothesis 5 Test

Mediated regression analysis was conducted to test the hypothesis that the attractiveness of influencers mediates interactions and influences product attitudes. For the hypothesis test, the mediating effect used the test method of Baron and Kenny. The analysis results are shown in Table 6.

In the first stage of the mediated regression analysis, the external attractiveness (t=3.058, p< .01) and social attractiveness (t=2.704 p< .01) of the independent variables were found to have a significant effect on the interaction. In addition, it was confirmed that the higher the influencer's external attractiveness (B=.298) and social attractiveness (B=.280), the higher the interaction. The amount of explanation that explains the interaction is 20.6%.

Table 6. Interaction mediating effect between influencer attractiveness factor and product attitude

Model	Level 1 Interactions	Level 2 Product Attitudes	Level 3 Product Attitudes	Sobel Test Statistic
External Attractiveness	.298**	.342***	.208*	Z=1.928 (p<.01)
Social Attractiveness	.280**	.316**	.190*	Z=1.684 (p<.01)
Interaction			.451***	
AdjR^2 F	.462 62.594***	.515 77.239***	.591 83.651***	

*** p< .001, ** p< .01, *p< .05

In the second step, it was confirmed that external attractiveness (t=3.713, p< .001) and social attractiveness (t=3.232, p< .01) of independent variables had a significant effect on product attitude. Thus the higher the external attractiveness (B=.342) of the influencer and the higher the social attractiveness (B=.316), the higher the product attitude. The amount of explanation explaining the product attitude was confirmed to be 27.4%.

In the third step, the influence of independent variables and parameters on the dependent variable was analyzed. Interaction (t=2.154, p< .05) was confirmed to have a significant effect on product attitude (B=.190). Therefore, there is a mediating effect. In addition, external attractiveness and social attractiveness of independent variables affect product attitude. Therefore, there was a partial mediating effect among the effects.

It was confirmed that the higher the external attractiveness (B=.208) and social attractiveness (B=.190), and the higher the interaction, the higher the product attitude. The amount of explanation explaining the product attitude was confirmed to be 43.8%.

Sobel test was conducted to determine the influence of influencer attractiveness on product attitude by mediating interaction. As a result of Sobel's verification, all factors of influencer attractiveness showed that the Zab value was higher than 1.96. Therefore, it was confirmed that there is a partial mediating effect. Thus, the fifth hypothesis was confirmed to be accepted.

Figure 3 shows the partial mediating effect as a model according to the hypothesis test results.
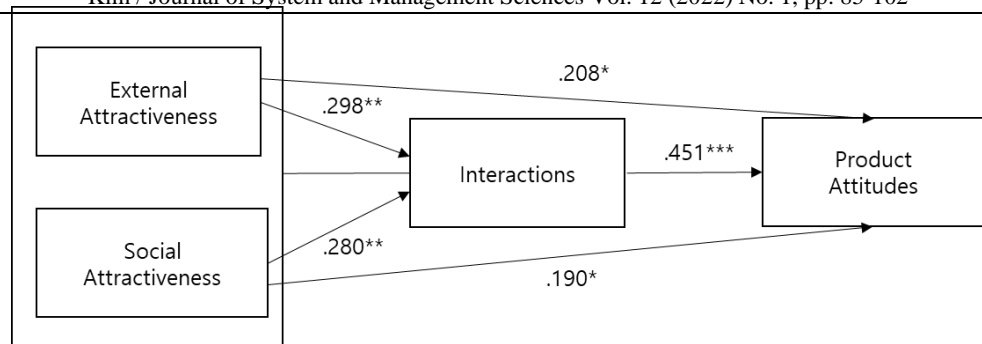
Fig. 3: Hypothesis 5 mediation effect test result model

5. Conclusion

Recently, social media influencer marketing is growing rapidly. Unlike influencers appearing in legacy media, they communicate by delivering information on company products and services to consumers with their attractiveness using social media characteristics. In this context, this study identified the attractiveness factors of social media influencers and verified their relationship with consumer attitudes. In addition, the relationship between variables was verified whether the attractiveness factors of influencers mediate interactivity in information reliability and product attitudes.

The discussion according to the study results is as follows. First, the factors constituting the attractiveness of social media influencers were identified as the social attractiveness and external attraction. The external attractiveness of social media influencers confirmed in this study was found to be attractive with their stylish appearance and sophisticated image. This attractiveness is interpreted as having the characteristics and homogeneity of the influencers of the existing legacy media. It was found that the social attractiveness of social media influencers means that they are likely to form good relationships with the people around them, as well as their excellent affinity and explanation. Therefore, the social attractiveness is interpreted as a differentiated attractiveness that can be felt by social media influencers.

Second, it was found that the higher the external and social attractiveness of the influencer, the more positive effects on the interaction between the social media users and the influencers. The implications are as follows. It was confirmed that the influencer's sophisticated image and attractive appearance have a positive effect on interaction with social media users. In addition, it is thought that the social attractiveness due to the influencer's excellent affinity, expressive power, and sense of humor has a positive effect on the interaction such as participation in events suggested by the influencer.

Third, it was confirmed that the influencer's external and social attractiveness have a positive effect on the reliability of information. These results are interpreted as more reliable and persuasive information provided by social media influencers as

the influencer's physical attractiveness and favorability are higher. In addition, the influencer's excellent explanatory power, expressive power, and affinity are considered to be persuasive and reliable in product information provided by social media influencers. These results are meaningful in that they confirmed that the research result of Lee (2007) that the attractiveness of the advertising model has a positive effect on the reliability of advertising information is applied.

Fourth, it was confirmed that the influencers' external attractiveness and social attractiveness have a positive effect on product attitude. These results are interpreted as consumers' interest and liking for products recommended by social media influencers with stylish looks and sophisticated images. In addition, it was confirmed that the higher the influencer's excellent sense of humor and social attractiveness that is likely to form a good relationship with the people around them, the more positive attitudes were formed to the products introduced by the social media influencers. These results are meaningful in that they confirmed that the research results of Park (2020) that the attractiveness of YouTube has a positive effect on product attitudes are applied.

Fifth, it was confirmed that the social media influencer's favorable sensitivity and sophisticated image, social attraction, good relationship with people around, and excellent affinity and expressiveness mediate interaction with consumers and affect the reliability of information. These results suggest that companies should consider the selection of information sources in consideration of the external and social attractiveness of social media influencers in order to increase interaction with consumers and improve information reliability.

Sixth, it was confirmed that the social media influencer's great personality and favorable the external attractiveness have a positive effect on interaction that leads to communication or event participation with consumers. Influencers with high product explanatory power, expressive power, and affinity were confirmed to have social attraction. It was confirmed that they have a positive effect on interaction with consumers. The external and social attractiveness of social media influencers lead to communication with consumers, and it was confirmed that they admire and have interest in the products they describe. Therefore, this suggests that companies should implement influencer marketing strategies that consider the external and social attractiveness of social media influencers.

The limitations and suggestions of this study are as follows. First, this study was conducted to confirm the relationship that the attractiveness of social media influencers mediates interaction and affects reliability of information and product attitudes. However, there is a limitation in that the study was conducted on people in their 20s who spend the most time on social media to confirm this. Recently, the age group of social media users is diversifying and the use time is gradually increasing. Therefore, future studies should be conducted in consideration of

various age groups and usage time. Second, social media influencers are active in various fields such as mukbang, beauty, sports, games, and securities. Since the attractiveness of influencers may vary depending on their field of activity, future research will need to derive the attractive factors of influencers according to their field of activity.

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