

Role of Influencer's Characteristics (Age, Gender and Country of origin) in Determining Purchase Decisions among UK Followers

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Abstract: Research examining influencer attribute effects within the UK market remains limited. This quantitative study uses questionnaire surveys to investigate how influencers' age, gender and country-of-origin (COO) shape followers' purchase decisions, as well as the mediating role of brand congruence. Results show influencer age and COO exert positive effects on purchase decisions, whereas gender has no significant impact. Brand congruence exhibits no mediating effect. This research offers practical guidance for UK brands on influencer recruitment and informs future cross-regional studies.

Keywords: Influencers' Characteristics; Purchase Decision; Brand Congruence

1. Introduction

1.1 Background

Influencer marketing is an essential part of digital marketing to influence consumers' intentions and behaviour. The development of the technology and internet-savvy population worldwide increased the preference for influencer marketing. The increasing level of engagement of people on social media sites has improved the importance of influencer marketing to affect their behaviour and the buyers' attitude. Many organisations acknowledge the impact of the specific influencer on their followers. Hence, companies started collaborating with influencers.

Moreover, the growing engagement of people in social media and the internet has improved the role of influencers in brands' marketing, and influencers help organisations to enhance their market share and sales revenue. The penetration on social media is about 66%, which may also encourage UK organisations to hire an influencer to affect the behaviour of the consumers.

Figure 1 shows the entertainment category of

influencers on YouTube is high in the UK. An influencer with a large number of followers is perceived to have more influence on the purchase intention of the audience [1]. This study explores the role of influencers' characteristics on people's purchase decisions irrespective of gender and age.

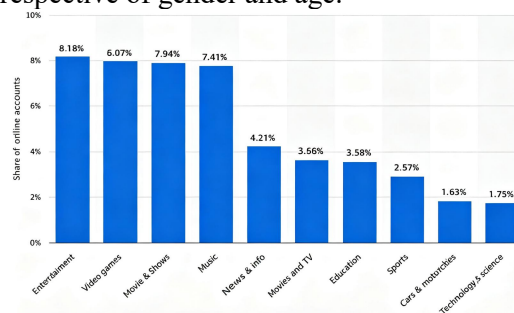


Figure 1. Category of Influencers

1.2 Problem Statement

With the emergence of digital media, companies are taking advantage of such changes in their business growth and improving their sales to a great extent [2]. Consumers are deluged with social media and learn about the product or service from various sources, influencing their intention. The social media influencers approach the people through digital platforms. An influencer can change consumers' behaviour by influencing their attitude and perception toward the products or brands. However, fewer studies in the UK provide evidence of the influence of the characteristics of the influencers on the purchase intention of followers. The current study explores the influence of influencer attributes (age, gender and country of origin) in determining purchase decisions among UK followers.

1.3 Research Aims and Objectives

The main goal of this research is to examine the influence of Influencer's characteristics on purchasing decisions among UK followers.

To determine the impact of the country of origin, gender and age of influencers on the purchase decision of followers in the UK.

- To analyse whether brand congruence mediates the relationship between influencer's characteristics and purchase decision.

- To examine the gender-wise and age-wise impact of characteristics of the influencers on the purchase decision of UK followers.

1.4 Research Significance

To explore the role of influencers' characteristics and how they affect consumers' purchase decisions in the UK. The growing importance of social media and influencers in the marketing has changed companies' marketing and promotional landscape. The study is focused on the followers in the UK and on finding the impact of country of origin (COO), age and gender of influencers on the purchase decision of the followers. It presents the unique quality of this research.

1.5 Research Synopsis

This report has been prepared in five section.

First, introduction to the topic and background information. It also defined the purpose and objectives of the study.

Literature review section explored and reviewed previous studies related to influencer marketing, characteristics of influencers, the role of influencers in affecting the purchase intention of the consumers.

Research methodology section has introduced and justified the research methods.

Data analysis and discussion section has included the study's data, analysis and outcomes, along with a discussion in line with the literature reviews.

Conclusion has included a summary of the study and results. It also described the research limitation and future scope of the research.

2. Literature Review

2.1 Introduction

The literature review is a critical research section. It aids in identifying the research gap, which may provide direction for future studies.

2.2 Influencer Marketing

Influencer marketing is an extended part of the word-of-mouth communication and marketing of brands [3]. Individuals having good knowledge of the field and the degree of congruence between the influencer and brands can determine the degree of implication on the purchase

decision of the followers or consumers. The purpose of influencer marketing is to use the image and credibility of celebrities to improve the consumer's confidence in the brand of the entity .

Influencer marketing derives its value from three primary sources: reach, relevance and resonance. Relevancy may be associated with the degree to. The last one is resonance, the number of events created by the influencers after publishing content on their channels. The marketer should exploit their relationship and connection to improve the market share and attain good sales value. In this way, partnership with influencers with the quality of attractiveness, trustworthiness, credibility, and other traits may contribute to building connection of the firms with the consumer and achieving sales at minimum cost.

2.3 Characteristics of Influencers

Influencers play an essential role in the purchase decision of the followers as they motivate and encourage them to try the products. An influencer can evoke positive emotions in consumers that may lead them to buy the products or services. The influencers have different characteristics. These characteristics are positively associated with the purchase intention and decision of the consumers. The current research has considered the social media influencer without subdividing them to determine the influence of the SCM's age, gender and country of origin on followers' purchase decisions.

Thus, the following hypothesis has been suggested in this study;

H1: Influencers' characteristics positively affect the purchase decisions of followers in the UK

2.3.1 Age

Age is an essential marketing phenomenon as it influences people's purchasing patterns and consumption. It is associated with family size, income, and self-knowledge that determine the behaviour of people of different ages [4]. In this way, social media facilitate the organisation to reach the consumer of the specific age group they target and may aid the firms in communicating with the targeted consumers. Authenticity and informative value of influencers can strengthen parasocial relationships between influencers and followers, which improves perceived brand credibility and drives purchase intention among audiences [5]. Younger generation is more influenced by

influencers and celebrities than the other generation and age groups. Hence, the current research has decided to determine the implication of the age of the influencer on the purchase decision of UK followers.

Accordingly, the following hypothesis is proposed;

H1a: The age of influencers positively affects the purchase decisions of followers in the UK

2.3.2 Gender

The gender difference may directly influence the decision of the consumers. The approach to the decision of the consumer may be different gender-wise. It directly influences consumer decisions. The product categories may be different for the male or female, which can affect the selection of the approaches and decision-making. Males are specific and make decisions more consciously and systematically than females [6]. Males spend more time surfing social media than females, which may also cause a difference in the implication of influencer marketing on consumers. Hence, the current research has examined the impact of the gender of influencers on the purchase decision of followers in the UK.

This has helped to develop the hypothesis;

H1b: Gender of influencers positively affects the purchase decisions of followers in the UK

2.3.3 Country of origin

The perceived image of the country among the consumer may influence the endorsement of the product by the stars of those countries. The country of origin is positively associated with the consumer's purchase intention. Suppose the consumer does not like the product of certain countries [7]. In that case, it may adversely influence the endorsement of the brands and the influence of the endorser on the consumers' decisions. For instance, Chinese consumers do not like US celebrities, and products and product approval by any celebrities from the US can not significantly influence the consumers' purchase intention.

Further, the COO is associated with trust in influencers and that good COO may improve consumers' trust in influencers [8]. It can influence the intention of the consumer and their attribute toward the brand. The findings of the studies have helped to develop hypotheses;

H1c: Country of Origin of influencers positively affects the purchase decisions of followers in the UK.

2.4 Brand Congruence

A good congruence between the influencer and product may positively influence buyers' decisions [9,10]. The consumer may evaluate the fit between a feature of the influencer and the brand's characteristics. Hence, this research has taken into consideration brand congruence as a mediator only. The personality of the celebrities and influencers should match with the endorsing brands or products to ensure improvement in the buyer's attitude and establish a relationship with consumers. The choice of celebrities and influencers may have an implication on the consumers' intention.

In contrast, it has been pointed out that when there is no congruence between brand and influencer. Therefore, this research will determine whether congruence between brand and influencer characteristics can further lead to purchase decisions. The focus on this issue has aided the researcher in improving the value of the study by giving evidence of the role of the influencers' age, gender and COO in influencing the purchase decision of followers. It may have a reasonable implication for the companies' marketing decisions and strategies. The UK is a large market, and people have too advanced and engaged in social media.

Thus, the following hypothesis has been developed from this section;

H2: Brand congruence mediates the relationship between the influencer's characteristics and purchase decisions.

2.5 Theoretical Underpinning

This theory offers a structure that helps determine the role played by experts, peers and other people who affect consumers' behaviour. People are stimulated to show a positive attitude because of socialisation factors. This theory helps comprehend the role played by family, friends, celebrities, influencers and opinion leaders in influencing consumers' consumption. As per this theory, consumers are motivated by three forms of beliefs; behavioural, normative and control. It is hypothesised that age, gender and COO of influencers might shape positive attitudes or appreciation by social circles and hence will influence the purchase decision. Some studies done on the theory of planned behaviour and influencers and their impact on purchase decisions in different countries are discussed below.

The survey of 400 respondents in Lebanon was

conducted to collect the data through a questionnaire [7]. This research revealed that the country of origin might determine the firm's reputation in the market. For instance, the nation's animosity towards the product brands abroad may influence the trust between foreign brands and international celebrities. However, Abou Ali et al. did not describe the direct impact influence of the influencer's country of origin on the consumer's actual purchase decision.

According to Bakker [8], the consumer's age and influence play a vital role in determining the effect of influencer marketing on consumers. Most young adults follow the young- and good-looking influencers on social media and other sites that affect their attitudes and decisions. Celebrities' personalities, physical structure, and young age influence the consumers in the market more to look like them.

The use of influencers and celebrities has been a popular strategy in advertising. This study focused on celebrity endorsement and congruence between customer self-image and celebrity image. Therefore, the current study has focused on describing the influence of the congruence between the COO of the influencers and brand image on the impact of the purchase decision of consumers.

2.6 Literature Gap

After reviewing the existing literature, there have been several research studies on the impact of influencer marketing on consumer purchase intention and decisions, including multiple kinds of social media. These studies determined that social media platforms provide organisations opportunity endorse their products through celebrities and influencers to generate a favourable attitude of consumers to brands [11]. However, there is a lack of studies in the past defining the impact of the characteristics of influencers. Most studies exploring the impact of the COO of influencers on purchase intention were conducted out of the UK. This is the gap identified in the literature. This research has been proposed to fill this gap by identifying and evaluating the role of influencers' characteristics on the followers' purchase intention.

2.7 Conceptual Framework

Based on gaps, Figure 2 is designed to be tested.

2.8 Summary

The characteristics of the influencers, such as

physical attractiveness, credibility, brand congruence, expertise and trustworthiness, might influence the buyers' purchase decision. Most studies explored the impact of these characteristics and attributes on consumers' purchase decisions. However, age, gender and country of origin are less explored in previous studies. Few studies were conducted to examine the impact of gender age of influencers on consumers' purchase decisions. This study has filled this gap by investigating the role of the gender, age and COO of the influencer in determining the purchase decision of the followers in the UK.

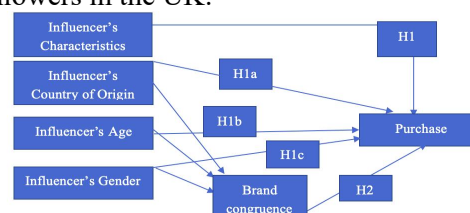


Figure 2. Conceptual Framework of the Present Study

3. Research Methodology

3.1 Introduction

This section discusses the chosen research techniques, including research philosophy, approaches, methods, research design, sampling techniques and processes, data collection techniques, and data analysis tools.

Hence, the researcher has to abide by the ethical responsibilities of informed consent, privacy, confidentiality and deception. The researcher communicated the purpose of the study to targeted participants before embarking on data collection. The researcher ensured the offering of accurate research information to participants and encouraged the voluntary participation of people in this study. The researcher has also used a highly secured system to protect data and improve people's trust in the study [12].

3.2 Research Philosophy

The researcher has deployed positivism philosophy in this study to keep the research findings independent of subjective bias. Positivism means validating previous studies and theories. At the same time, interpretivism focuses on exploring more about the topic. The positivism philosophy in this study has supported the researcher in determining previous theories and creating a hypothesis to assess whether the characteristics of influencers affect

consumer purchase decisions in the UK. On the other side, interpretivism could assist the researcher in gathering subjective data, making this study more thorough instead of specific. Therefore, positivism philosophy has improved the study's objectivity by focusing on the facts. Interpretivism philosophy was found incompetent with the research purpose and objectives that induced the researcher to accept positivism philosophy.

3.3 Research Approach

Considering the objectivity and hypothesis testing, the researcher applied the deductive approach. In contrast, the inductive approach can aid in conducting a detailed investigation of the topic. The deductive approach aids in creating the hypothesis and gathering the objective data to determine the relationship between variables and test the theories. In contrast, the inductive approach is applicable to collect detailed information and qualitative data. Hence, applying the deductive approach has enabled the researcher to apply scientific principles and structured methods for creating a hypothesis and validating hypotheses. It has also assisted the researcher in moving the study from a general direction to a specific order by studying the role of the characteristics of influencers (age, gender and country of origin) in determining the purchase decision of followers in the UK.

Even though the deductive approach required the researcher to draw a large number of samples for appraising the respondent's opinions to conclude, this has helped the researcher identify and test previous theories rather than develop new theories. Another reason that encouraged the researcher to adopt the deductive approach is the compatibility of this approach with the positivism philosophy. The personal judgment of the researcher in the inductive method can be used. Therefore, the deductive approach has been used to gather relevant and reliable data to determine the implication of the characteristics of the influencers on the purchase decisions of followers.

3.4 Research Design

Exploratory, experimental and descriptive research design are three types of design that aid in creating a blueprint and framework for the study. Experimental design can help explore more facts and new information, while the descriptive design may be helpful to get more

insight into existing theories. On the other hand, experimental design may aid the researcher in determining the cause-and-effect relationship by selecting dependent and independent variables, which are not required in this study.

The researcher has used a descriptive research design in this study to dig into the topic. This design assisted the researcher in investigating the topic systematically by using quantitative data and testing previous theories. It eased the research by allowing the researcher to use multiple methods for assessing the variables and the relationship between them. The descriptive design aided the researcher in validating theories by comparing the results of the current study with the outcomes of the previous studies. Hence, the descriptive design will enable the researcher to get the opinion of many respondents. It will aid the researcher in collecting objective information and removing researcher bias in the study.

3.5 Research Method

This study uses a quantitative method to approach the research topic and issue. Quantitative methods may also aid in being more specific on the topic instead of doing the research generally like qualitative research [13]. The reason for choosing the quantitative method is to avoid the interpretation of the findings based on personal beliefs but to interpret the data based on the opinion of others with statistical evidence.

Another reason is an association of the quantitative method with objectivism philosophy and deductive research. This method can make the study more general and ensure open-ended answers from the respondents. Hence, the reasons mentioned above have influenced the decision of the researcher to choose a quantitative method.

3.6 Research Strategy

The researcher has deployed a survey research strategy in this study, avoiding interviews, observation, case studies, and other methods. The survey may be relevant to field research that can aid in gathering the participants' views from different areas and locations. Interviews and observation can be similar, but they can only provide qualitative information, and observation can make the interpretation difficult.

The survey has assisted the researcher in approaching participants to gather the required

information by filling up a questionnaire. For compiling the quantitative data, the researcher has applied a self-administered questionnaire filled by the respondents at their premises.

The researcher in this study has closed-ended questions in which Lickert Scale questions were prepared to collect the respondents' views on the characteristics of the influencers and their implication on the consumers' decisions.

The researcher has included the country of Origin, Gender of influencers, age of influencers, purchase decision, and brand congruence. They will be assessed based on the Likert Scale given below: Strongly Agree , Agree , Neutral , Disagree, Strongly Disagree.

3.7 Data Collection

The primary sources can provide new data and information to the investigator, while the secondary sources can provide readymade information. The researcher has collected the primary data to accomplish the purpose of the study. Secondary research can not help validate previous theories. Hence, primary research has been chosen by the researcher to conduct this study. Therefore, a survey questionnaire has been used by the researcher in this study to collect responses from people in the UK.

3.8 Sampling

The researcher has included a sample of 150 respondents from the UK. Participants who use social media and are active on Facebook have been considered. Thus, the researcher accessed the respondent on social media and selected samples on social media only.

For sampling the convenience sampling method has been employed in the research. This technique helps the researcher to quickly locate eligible respondents on the internet and draw the required samples from social media.

Hence, convenience sampling aided in to use of the filter on social media for identifying the followers from UK's geographical area only. The use of filters may aid in differentiating the people based on areas and age. The author applied the age, nationality and followers of the influencers as the filter to ascertain participants

and select the samples to collect the data. Therefore, this method has assisted the researcher in drawing samples to meet the purpose of the study.

4. Data Analysis and Discussion

4.1 Introduction

In this research, the researcher has applied quantitative data analysis techniques to assess the data collected through a survey questionnaire. The quantitative data can only be analysed through statistical and other quantitative methods. In contrast, the qualitative data can be analysed and interpreted through qualitative approaches. Hence, the researcher has deployed SPSS analysis in this study to measure the data. The correlation analysis has identified the degree of relationship between variables. The regression analysis has determined the implication of the variables on the purchase decision of the followers in the UK. This chapter presents the SPSS analysis of the data obtained in the current study.

This section included the demographic profile of the participants, descriptive statistics, and regression analysis of the data. It has discussed the outcomes against previous studies to determine the conformance between the current study and previous studies. In this chapter, results have been presented based on the 135 questionnaires out of 150 because the researcher has considered only the questionnaire filled and met the requirement of the study.

4.2 Analysis of Results

4.2.1 Demographic profile

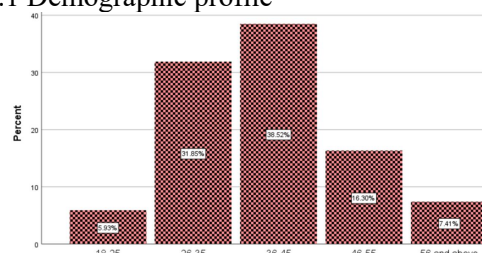


Figure 3. Age Profile

From Table 1 and Figure 3, most of the participants were from the 36-45 age group, which the 26-35 closely follows.

Table 1. Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	8	5.9	5.9	5.9
	26-35	43	31.9	31.9	37.8
	36-45	52	38.5	38.5	76.3

	46-55	22	16.3	16.3	92.6
	56 and above	10	7.4	7.4	100.0
	Total	135	100.0	100.0	

From Table 2 and Figure 4 most of the participants are female.

Table 2. Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	57	42.2	42.2	42.2
	Female	77	57.0	57.0	99.3
	Not prefer to say	1	.7	.7	100.0
	Total	135	100.0	100.0	

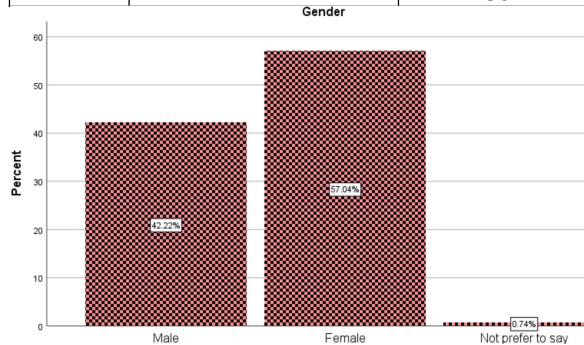


Figure 4. Gender Profile

4.2.2 General Findings

From Table 3 and Figure 5, all the participants in this study are active on social media sites.

Table 4 and Figure 6 can derive that this study's participants comprise students, professionals, freelancers, employees and others. However, most of the participants in the study are professionals and freelancers.

The analysis in Table 5 shows most UK participants chose to use Instagram and Facebook to gain information about the product or services.

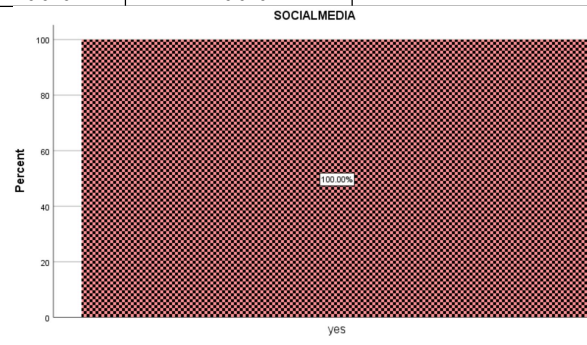


Figure 5. Social Media Participants by Use

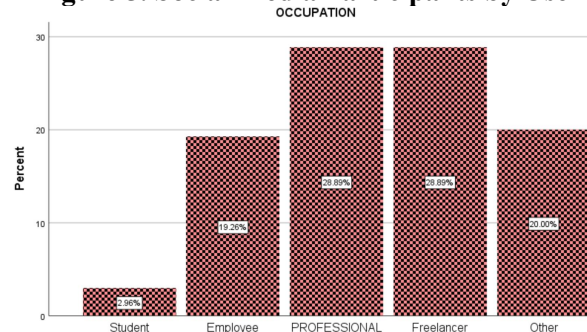


Figure 6. Occupation of Participants

Table 3. Social Media Use by Participants

SOCIAL MEDIA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	135	100.0	100.0	100.0

Table 4. Occupation of Participants

OCCUPATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	4	3.0	3.0	3.0
	Employee	26	19.3	19.3	22.2
	PROFESSIONAL	39	28.9	28.9	51.1
	Freelancer	39	28.9	28.9	80.0
	Other	27	20.0	20.0	100.0
	Total	135	100.0	100.0	

Table 5. Types of Social Media

Social Media Used by Participants					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Twitter	9	6.7	6.7	6.7
	Facebook	48	35.6	35.6	42.2
	WhatsApp	10	7.4	7.4	49.6

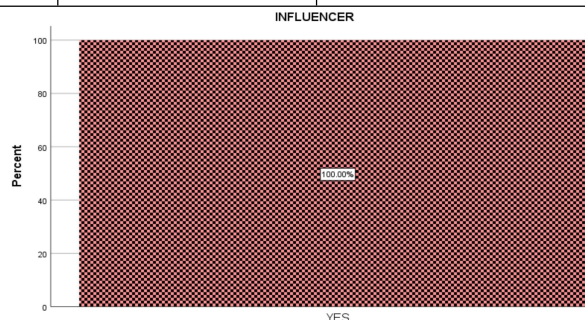
	Instagram	20	14.8	14.8	64.4
	YouTube	15	11.1	11.1	75.6
	ALL OF THEM	33	24.4	24.4	100.0
	Total	135	100.0	100.0	

Table 6. People Follow Influencers

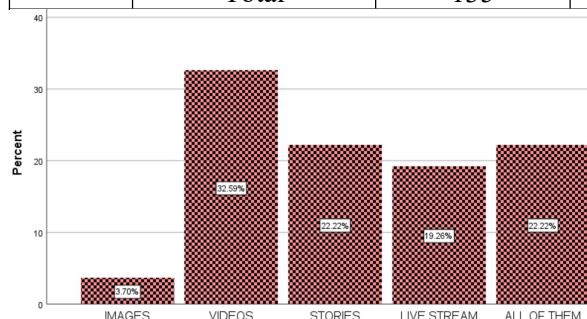
INFLUENCER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	135	100.0	100.0	100.0

From Table 6 and Figure 7, all the participants in this study follow celebrities and are influenced by social media. Therefore, this question was asked as a filter to ensure that participants followed any influencer.

In Table 7 and Figure 8 the participants mostly see videos and stories. 3.70% prefer images, 32.59% prefer videos, 22.22% prefer to read stories, 19.26% prefer live streaming and 22.22% are indifferent.

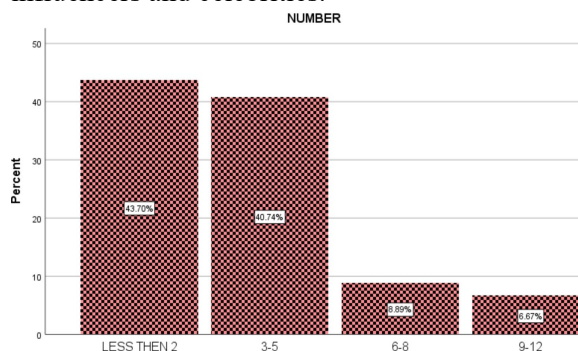
**Figure 7. Participants Follow Influencers****Table 7. Types of Content**

CONTENT FOLLOWED					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	IMAGES	5	3.7	3.7	3.7
	VIDEOS	44	32.6	32.6	36.3
	STORIES	30	22.2	22.2	58.5
	LIVE STREAM	26	19.3	19.3	77.8
	ALL OF THEM	30	22.2	22.2	100.0
	Total	135	100.0	100.0	

**Figure 8. Content Followed by Participants**

From Table 8 and Figure 9, it is found that 43.70% only follow less than two influencers, and 40.74% tend to follow three to five influencers. A further 8.89% follow 6-8 influencers, and 6.67% chose to follow 9-12 influencers and celebrities.

influencers, and 6.67% chose to follow 9-12 influencers and celebrities.

**Figure 9. Number of Influencers Followed by Participants****Table 8. Number of Influencers People Follow in the UK**

Number of Influencers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THEN 2	59	43.7	43.7	43.7
	3-5	55	40.7	40.7	84.4
	6-8	12	8.9	8.9	93.3
	9-12	9	6.7	6.7	100.0
	Total	135	100.0	100.0	

4.2.3 Descriptive statistics

Figure 10 show a bell-shaped curve of the characteristics of the influencers and purchase

decisions.

From the analysis of Figure 11, it is found that all the dots are falling near the trend line.

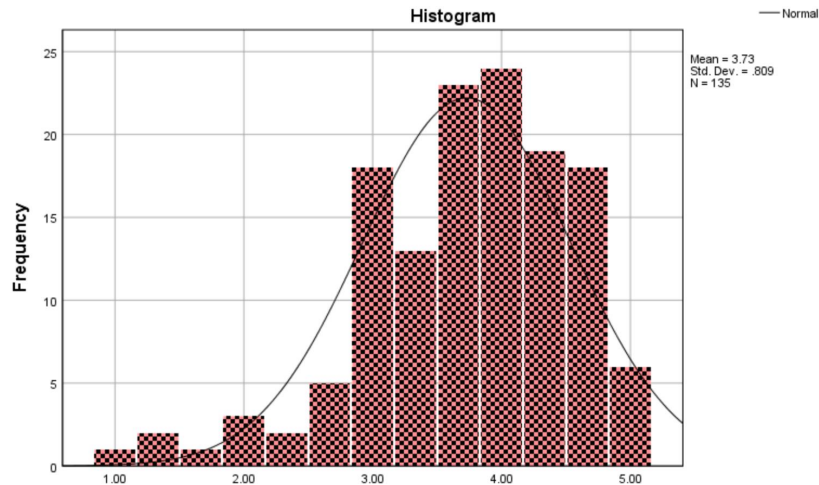


Figure 10. Histogram
Normal Q-Q Plot of PD_COM

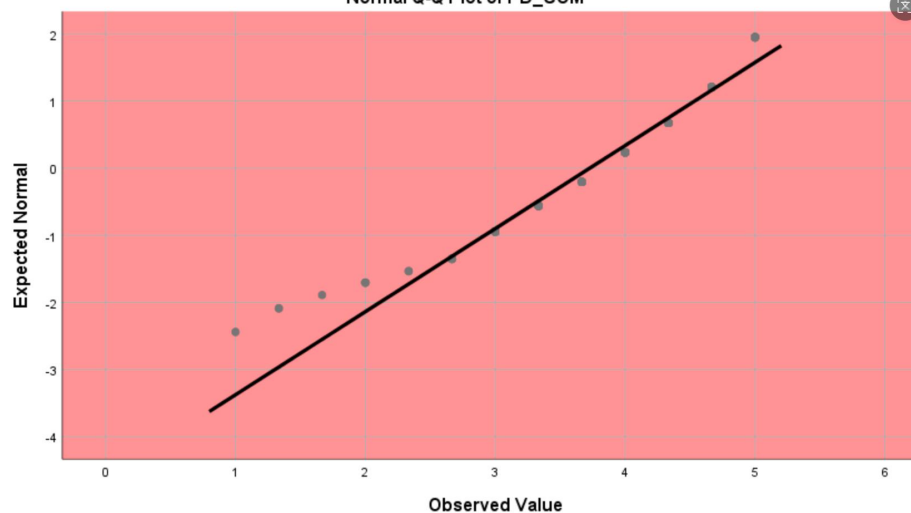


Figure 11. Scatter Diagram

Table 9 shows the skewness and kurtosis table of the purchase decision variable. Kurtosis fall between -7 to +7, and skewness falls between the -2 to + 2 range indicating the normal distribution of the data. Therefore, the data set meets the assumption of the regression.

Table 9. Descriptive Statistics

Descriptive Statistic									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
PD_COM (Purchase decision)	135	1.00	5.00	3.7284	.80852	-.850	.209	.907	.414
Valid N (listwise)	135								

4.2.4 Regression analysis

(1) Regression Model 1: Impact of influencer's characteristics on purchase decision

The regression analysis has been used to

determine the influence of the influencer's characteristics on the consumers' purchase decisions in the UK. Table 10 has shown $R^2 = 0.617$.

Table 10. Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate	Durbin-Watson
1	.785 ^a	.617	.608	.50622	2.125
a. Predictors: (Constant), COO_COM, AGE_COM, GENDER_COM					
b. Dependent Variable: PD_COM					

Table 11 shows that $F(3,131) = 70.276$ and P is less than 0.05 at a 5% significance level. The

influencer's characteristics influence the purchase decision.

Table 11. ANOVA

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.027	3	18.009	70.276	.000 ^b
	Residual	33.570	131	.256		
	Total	87.597	134			
a. Dependent Variable: PD_COM						
b. Predictors: (Constant), COO_COM, AGE_COM, GENDER_COM						

From Table 12, age with (B=0.248, P=0.003, p<0.05). Thus, H1a is accepted. While COO with (B=0.524, P=0.000, p<0.05) have a significant impact on the purchase decision of the consumers. There is sufficient evidence to

prove that H1c is accepted.

Nevertheless, the gender of the influencer with (B=0.118, P=0.196, p>0.05) has no significant impact on the consumer's purchase decision. H1b is rejected.

Table 12. Coefficient

Coefficients								
	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.315	.246		1.281	.202	-.171	.801
	AGE_COM	.257	.085	.248	3.019	.003	.089	.426
	GENDER_COM	.118	.091	.110	1.299	.196	-.062	.297
	COO_COM	.538	.074	.524	7.229	.000	.390	.685
a. Dependent Variable: PD_COM								

(2) Regression Model 2: Impact of Influencer's characteristics on purchase decision and brand congruence as a mediator

Table 13 shows that R Square is 0.660 of the variation in purchase decision can be expected

through influencer's characteristics if the brand congruence mediates. As per Table 14, F (4, 130) = 62.994, P=0.000, p<0.05 shows a good fit for the regression model.

Table 13. Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	Durbin-Watson
1	.812 ^a	.660	.649	.59228876	2.126
a. Predictors: (Constant), Zscore(BC_COM), Zscore(COO_COM), Zscore(AGE_COM), Zscore(GENDER_COM)					
b. Dependent Variable: Zscore(PD_COM)					

Table 14. ANOVA

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88.395	4	22.099	62.994	.000 ^b
	Residual	45.605	130	.351		
	Total	134.000	134			
a. Dependent Variable: Zscore(PD_COM)						
b. Predictors: (Constant), Zscore(BC_COM), Zscore(COO_COM), Zscore(AGE_COM), Zscore(GENDER_COM)						

Table 15 presents the influential role of brand congruence with Beta 0.343, P=0.000, p<0.05, indicating that H2 is accepted.

Table 15. Coefficient

Coefficients								
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-1.083E-15	.051		.000	1.000	-.101	.101
	Zscore(AGE_COM)	.153	.081	.153	1.883	.062	-.008	.313

Zscore(GENDER_COM)	.010	.084	.010	.117	.907	-.156	.176
Zscore(COO_COM)	.407	.074	.407	5.462	.000	.259	.554
Zscore(BC_COM)	.343	.085	.343	4.048	.000	.176	.511
a. Dependent Variable: Zscore(PD_COM)							

It should be noted that age with a Beta value of 0.153, $P=0.062$, $p>0.05$, and gender with a beta value of 0.010, $p=0.907$, $p>0.05$, indicating no mediation of the brand congruence in determining the impact of the influencer's characteristics on purchase decision of consumers. However, COO with a beta value of 0.407, $p=0.000$, $p<0.05$ supports brand

congruence.

(3) Regression Model 3: Impact of Influencer's characteristics on purchase decision gender wise Table 16 demonstrates the R Square for males and females, respectively. Table 17 shows $F(4, 52) = 26.00$, $P=0.000$, $p<0.05$ for male and $F(4, 72) = 38.68$, $P=0.000$, $p<0.05$ that indicates the model is significant.

Table 16. Model Summary

Model Summary							
Gender	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.	Durbin-Watson
Male	1	.817 ^a	.667	.641	.68917446	.000 ^b	2.075
Female	1	.826 ^c	.682	.665	.51113295	.000 ^b	1.927

Table 17. ANOVA

ANOVA							
Gender	Model	Sum of Squares	df	Mean Square	F	Sig.	
Male	1 Regression	49.397	4	12.349	26.001	.000 ^b	
	Residual	24.698	52	.475			
	Total	74.095	56				
Female	1 Regression	40.428	4	10.107	38.686	.000 ^c	
	Residual	18.810	72	.261			
	Total	59.238	76				

Table 18 indicates age and brand congruence have a high implication on the purchase decision of females. In contrast, gender and the COO of

the influencers may have a high impact on the purchase decision of male consumers in the UK.

Table 18. Coefficient

Coefficients									
Gender	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
			B	Std. Error	Beta			Lower Bound	Upper Bound
Male	1	(Constant)	.053	.093		.566	.574	-.134	.239
		Zscore(AGE_COM)	.056	.139	.059	.407	.685	-.222	.335
		Zscore(GENDER_COM)	.189	.164	.187	1.150	.255	-.140	.518
		Zscore(COO_COM)	.410	.124	.376	3.305	.002	.161	.660
		Zscore(BC_COM)	.313	.146	.296	2.141	.037	.020	.606
Female	1	(Constant)	-.029	.059		-.492	.625	-.147	.089
		Zscore(AGE_COM)	.207	.100	.190	2.062	.043	.007	.407
		Zscore(GENDER_COM)	-.115	.093	-.114	-1.237	.220	-.301	.070
		Zscore(COO_COM)	.394	.092	.426	4.275	.000	.210	.577
		Zscore(BC_COM)	.387	.105	.397	3.675	.000	.177	.596
a. Dependent Variable: Zscore(PD_COM)									

(4) Regression Model 3: Impact of Influencer's characteristics on purchase decision age-wise Table 19 and Table 20 shows $P=0.042$, $P<0.05$, and the regression model is significant. It can be seen that influencers' characteristics affect the

age group of 18-25 the highest, followed by the age group of 26-35 and 46-55. At the same time, the elder age group are not affected by influencer characteristics with more than a 0.05 significance value.

Table 19. Model Summary

Model Summary							
Age	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.	Durbin-Watson
18-25	1	.960 ^a	.922	.818	.70174742	.042 ^b	1.130
26-35	1	.881 ^c	.775	.752	.53704227	.000	1.781
36-45	1	.779 ^c	.608	.574	.51020898	.000 ^c	1.909

46-55	1	.807 ^d	.652	.570	.65114293	.001 ^d	1.756
56 and above	1	.775 ^e	.601	.282	.74447440	.251 ^e	.887

Table 20. ANOVA

ANOVA							
Age	Model		Sum of Squares	df	Mean Square	F	Sig.
18-25	1	Regression	17.474	4	4.369	8.871	.042 ^b
		Residual	1.477	3	.492		
		Total	18.952	7			
26-35	1	Regression	37.818	4	9.454	32.781	.000 ^c
		Residual	10.960	38	.288		
		Total	48.778	42			
36-45	1	Regression	18.945	4	4.736	18.195	.000 ^c
		Residual	12.235	47	.260		
		Total	31.180	51			
46-55	1	Regression	13.498	4	3.374	7.959	.001 ^d
		Residual	7.208	17	.424		
		Total	20.706	21			
56 and above	1	Regression	4.181	4	1.045	1.886	.251 ^e
		Residual	2.771	5	.554		
		Total	6.952	9			

Table 21 deduced that the model is insignificant. Hence, the influencer's country of origin affects the consumer's purchase decision in all age

groups, but not 56 years old and above. The impact of influencer features age-wise varies.

Table 21. Coefficient

Table 21. Coefficient									
Coefficients									
Age	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
			B	Std. Error	Beta			Lower Bound	Upper Bound
18-25	1	(Constant)	.067	.302		.221	.840	-.894	1.027
		Zscore(AGE_COM)	.419	.289	.399	1.451	.243	-.500	1.337
		Zscore(GENDER_COM)	-.612	.345	-.696	-1.773	.174	-1.710	.486
		Zscore(COO_COM)	-.257	.550	-.257	-.467	.672	-2.007	1.494
		Zscore(BC_COM)	1.482	.637	1.445	2.326	.103	-.546	3.510
26-35	1	(Constant)	-.084	.090		-.932	.357	-.265	.098
		Zscore(AGE_COM)	.107	.168	.096	.639	.526	-.232	.447
		Zscore(GENDER_COM)	.162	.124	.164	1.302	.201	-.090	.414
		Zscore(COO_COM)	.554	.135	.543	4.100	.000	.281	.828
		Zscore(BC_COM)	.185	.159	.159	1.165	.251	-.136	.506
36-45	1	(Constant)	.001	.079		.015	.988	-.157	.160
		Zscore(AGE_COM)	.229	.126	.244	1.817	.076	-.025	.483
		Zscore(GENDER_COM)	.003	.133	.003	.026	.980	-.265	.271
		Zscore(COO_COM)	.228	.104	.270	2.180	.034	.018	.437
		Zscore(BC_COM)	.387	.136	.383	2.841	.007	.113	.662
46-55	1	(Constant)	.078	.145		.539	.597	-.228	.384
		Zscore(AGE_COM)	-.322	.233	-.271	-1.383	.185	-.813	.169
		Zscore(GENDER_COM)	-.140	.255	-.119	-.549	.590	-.679	.398
		Zscore(COO_COM)	.842	.239	.603	3.518	.003	.337	1.346
		Zscore(BC_COM)	.512	.202	.521	2.533	.021	.086	.939
56 and above	1	(Constant)	.108	.296		.367	.729	-.652	.869
		Zscore(AGE_COM)	.283	.619	.412	.457	.667	-1.308	1.874
		Zscore(GENDER_COM)	-.131	.781	-.154	-.167	.874	-2.138	1.877
		Zscore(COO_COM)	.366	.432	.428	.846	.436	-.745	1.476
		Zscore(BC_COM)	.188	.382	.296	.493	.643	-.793	1.170
a. Dependent Variable: Zscore(PD_COM)									

a. Dependent Variable: Zscore(PD_COM)

4.3 Discussion

This section has discussed the study's results and

compared the current study's outcomes with the previous studies. The videos, images, and live streams are the most important contents on

social media sites. The COO of the influencers has a significant positive impact on the purchase decision of consumers in the UK. Most people in the UK consider the influencers' country of origin, which affects the consumer's perception and attitude towards the brands and influencers. Similarly, the age factor also affects the purchase decision of UK consumers because it may determine the excellent fit between the influencers and consumers. The COO is associated with trust in influencers. It can influence the intention of the consumer and their attitude toward the brand. Hence, the current study has determined that gender has no significant impact, but age and the COO of influencers significantly impact the purchase decision of buyers.

In the second and third objectives, Brand congruence significantly mediates the impact of the influencer's characteristics on the consumer purchase decision. Brand congruence may affect buyers' decisions regarding the products or services. It has slightly conformed to the previous studies that brand congruence can determine the consumers' purchase behaviour. In this context, the consumer may evaluate the fit between a feature of the influencer and product qualities and characteristics to determine whether the influencer says correct [14]. The personality of the celebrities and influencers should match with the endorsing brands or products to ensure improvement in the buyer's attitude and establish a relationship with consumers. The congruence of gender and age with brand characteristics may have high implications between 18-25 and 26-35.

People between 18-34 follow the celebrities of their age category. This study has found that country of origin and brand congruence has a high impact on the decision of consumers from 46-55, but gender plays an essential role in the decision of the consumer from 26-35. Furthermore, this study has revealed that gender and COO may contribute the highest to influencing the purchase decision of the male. In contrast, age and brand congruence may significantly impact the purchase decision of female consumers.

5. Conclusion and Recommendations

5.1 Conclusion

This study has been completed using quantitative research methods. The researcher

has applied a survey questionnaire to collect the data and to determine the implication of the characteristics of the influencers and mediation of brand congruence between influencers' characteristics and the purchase decision of UK followers.

The characteristics of the influencer have high implications on the consumers' purchase decisions. At the same time, gender does not play a significant role in causing a change in the decision of consumers. However, gender and age are not mediated by brand congruence to determine their implication on consumers' purchase decisions. Additionally, this study revealed the implication of influencer characteristics on purchase decisions age-wise and gender-wise. This study has confirmed that the effect of characteristics of influencers (Age, Gender, COO and Brand Congruence) may vary gender-wise and age-wise.

5.2 Recommendations to Brands:

Based on the study's outcomes, some recommendations regarding influencer marketing exist that every brand can adopt.

Enterprises should focus on the age and gender of the influencers and should match with the nature of the product to ensure good brand congruence for affecting the perception and attitude of the buyers. A good match between the age and gender of the influencer and the product to be endorsed by them may improve the positive response from consumers.

Additionally, organisations should also consider the COO of the influencer before selecting the influencers for their products or services. Consideration of the COO in selecting influencers may aid the companies in improving the effectiveness of influencer marketing and positively impact buyers' purchase decisions.

5.3 Limitations

The current study has some limitations which may influence the use of the outcomes in the decision of the organisations. The researcher withdrew samples online using convenience sampling, which may cause the researcher bias in the study and can influence the quality of the results. In addition, quantitative research and data have aided in validating assumptions and hypotheses but may confine the amount of information in the study. Further, it is based on specific characteristics, but many more characteristics of the influencers may also affect

the buyers' decision.

5.4 Future Study Scope

Future studies may be focused on different sectors in the UK and may be focused on the competitive analysis between different economies. It may present good results and information for international brands to determine the strategies and improve the effectiveness in strategic selection. In addition to this, the researcher can also use qualitative research methods to improve the information about the issue of how the characteristics cause a change in the purchase decision of the followers.

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