

Impact of Influencer Authenticity, Trustworthiness and Overexposure on Consumer Purchase Intention

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Abstract

The rapid growth of influencer marketing has significantly transformed consumer decision-making processes. While perceived authenticity has been widely recognized as a key determinant of influencer effectiveness, increasing commercialization and overexposure have raised concerns regarding its impact on consumer behavior. This study examines the influence of perceived authenticity, trustworthiness, and influencer overexposure on purchase intention.

Primary data was collected from 184 respondents using a structured questionnaire, and multiple regression analysis was employed to test the proposed relationships. The findings reveal that trustworthiness is the strongest predictor of purchase intention, while perceived authenticity does not have a statistically significant direct effect. Influencer overexposure shows a significant effect, indicating that increased exposure enhances product visibility.

The results suggest that authenticity may influence purchase intention indirectly through trustworthiness, emphasizing the importance of credibility in influencer marketing. The study contributes to existing literature by highlighting the diminishing direct impact of authenticity in highly commercialized environments and underscores the need for balanced promotional strategies.

Keywords: Influencer Marketing, Authenticity, Trustworthiness, Overexposure, Purchase Intention, Consumer Behavior

Introduction

In recent years, the proliferation of social media platforms such as Instagram, YouTube, and TikTok has led to the emergence of influencer marketing as a powerful promotional strategy. Influencers, defined as individuals with a substantial online following and the ability to affect audience opinions, have become key intermediaries between brands and consumers. Unlike traditional celebrity endorsements, influencers are perceived as relatable and accessible, which enhances their persuasive power.

This study is grounded in Source Credibility Theory, which suggests that trustworthiness and credibility significantly influence consumer attitudes and behavioral intentions.

One of the most critical factors contributing to the effectiveness of influencers is **perceived authenticity**. Authenticity refers to the extent to which an influencer is perceived as genuine, transparent, and true to their personal identity. Consumers tend to trust influencers who share honest opinions, personal experiences, and unfiltered content. This trust often translates into favorable attitudes toward endorsed products and increased purchase intention (Lou & Yuan, 2019).

However, the increasing commercialization of influencer marketing has introduced new challenges. Influencers frequently collaborate with multiple brands, resulting in repetitive promotional content. This

phenomenon, known as **overexposure**, may lead to skepticism among consumers. When followers perceive influencers as overly commercialized, their authenticity may be questioned, thereby reducing their effectiveness.

Existing literature suggests that authenticity influences purchase intention through mediating variables such as trustworthiness and inspiration. However, limited research has examined how overexposure interacts with authenticity and trust to influence consumer behavior. Therefore, this study aims to fill this gap by empirically analyzing the combined effects of authenticity, trustworthiness, and overexposure on purchase intention using regression analysis.

Problem Statement

With the rapid growth of influencer marketing, frequent brand promotions and collaborations have become common. This overexposure may reduce perceived authenticity, weaken consumer trust, and ultimately influence consumers' purchase intention.

Review of Literature

Influencer marketing has emerged as a significant promotional strategy in digital environments, particularly on social media platforms such as Instagram, YouTube, and TikTok. Researchers have increasingly examined how influencer characteristics such as authenticity, credibility, trustworthiness, and overexposure affect consumer purchase intention.

Authenticity has been widely recognized as a key determinant of influencer effectiveness. According to **Lou and Yuan (2019)**, authentic and credible influencer content positively influences consumer trust and purchase intention. Their study found that consumers perceive influencers as more trustworthy when they provide informative, reliable, and honest content. Similarly, **Sokolova and Kefi (2020)** emphasized that authenticity and parasocial interaction significantly strengthen purchase intention. The researchers explained that emotional connections formed between followers and influencers enhance trust, making recommendations more persuasive.

Several studies also highlight the role of relatability in enhancing influencer credibility. **Djafarova and Rushworth (2017)** found that Instagram influencers are often perceived as more relatable and authentic than traditional celebrities. This relatability increases consumer trust and positively affects purchase decisions. Likewise, **Schouten, Janssen, and Verspaget (2020)** concluded that influencers, particularly micro-influencers, are viewed as more genuine and accessible than celebrities, thereby increasing audience engagement and persuasive effectiveness.

Research has also emphasized the importance of trustworthiness in influencer marketing. **Ohanian (1990)** introduced the source credibility model, identifying trustworthiness as a crucial factor influencing consumer attitudes and behavioral intentions. Supporting this perspective, **AlFarraj and colleagues (2021)** demonstrated that influencer credibility and trustworthiness significantly affect consumer purchase behavior, particularly in online environments where uncertainty is high. Similarly, **Ki and colleagues (2020)** conceptualized influencers as human brands and argued that authenticity strengthens emotional attachment and trust among followers, ultimately enhancing marketing effectiveness.

Another important area in influencer marketing research is influencer-brand fit. **Breves and colleagues (2019)** observed that a strong alignment between influencers and endorsed brands enhances perceived authenticity and credibility. Consumers are more likely to trust endorsements that appear natural and consistent with the influencer's personality. Likewise, **Casaló, Flavián, and Ibáñez-Sánchez (2018)**

reported that authenticity significantly increases follower engagement and strengthens influencers' opinion leadership on social media platforms.

Despite the positive role of authenticity, recent studies suggest that increasing commercialization may weaken influencer effectiveness. **Audrezet, de Kerviler, and Moulard (2020)** argued that influencer authenticity is strategically constructed through storytelling, transparency, and self-presentation. However, excessive sponsored content and over-commercialization can threaten authenticity and create skepticism among followers. Similarly, **Leung and colleagues (2022)** found that excessive brand collaborations reduce perceived authenticity and trustworthiness, negatively affecting consumer engagement and purchase intention.

Interestingly, some studies challenge the assumption that authenticity is always necessary for influencer effectiveness. **Andonopoulos, Lee, and Mathies (2023)** reported that even inauthentic influencers can positively influence purchase intention through inspiration, particularly for hedonic products where emotional appeal is more important than rational evaluation. This finding suggests that inspiration may sometimes compensate for lower levels of authenticity.

Overall, existing literature strongly supports the importance of authenticity and trustworthiness in influencer marketing. However, limited research has simultaneously examined the combined effects of authenticity, trustworthiness, and influencer overexposure on purchase intention. Furthermore, few studies have empirically investigated how excessive promotional exposure may weaken authenticity and consumer trust. Therefore, the present study seeks to address this gap by examining the direct effects of authenticity, trustworthiness, and overexposure on consumer purchase intention using regression analysis.

Research Gap

Although a substantial body of literature has explored the relationship between influencer authenticity and consumer purchase intention, most studies primarily focus on the positive role of authenticity in enhancing trust and engagement. However, limited attention has been given to the negative consequences of influencer overexposure, particularly how frequent promotions and excessive brand collaborations may weaken perceived authenticity. Furthermore, there is a lack of empirical studies that simultaneously examine the combined effects of overexposure, authenticity, and trustworthiness on purchase intention using statistical techniques such as regression analysis. Therefore, this study seeks to bridge this gap by analyzing how overexposure influences authenticity and how these factors collectively impact consumer purchase intention.

Research Objectives

1. To examine the effect of influencer authenticity on purchase intention
2. To analyze the impact of influencer overexposure on consumer perception
3. To evaluate the role of trustworthiness in influencing purchase intention

This study focuses on examining the direct effects of influencer characteristics—namely overexposure, perceived authenticity, and trustworthiness—on consumers' purchase intention using multiple regression analysis. Although prior literature suggests potential interrelationships among these variables, the present study limits its scope to analyzing their direct influence on purchase intention.

Formulation of Hypothesis

H₀: Influencer overexposure, perceived authenticity, and trustworthiness do not have a significant effect

on consumers' purchase intention.

H₁: Influencer overexposure, perceived authenticity, and trustworthiness have a significant effect on consumers' purchase intention.

Hypothesis 1: Influencer Overexposure

- **H₀₁ (Null Hypothesis):** Influencer overexposure has no significant effect on consumer purchase intention.
- **H₁₁ (Alternative Hypothesis):** Influencer overexposure has a significant effect on consumer purchase intention.

Hypothesis 2: Perceived Authenticity

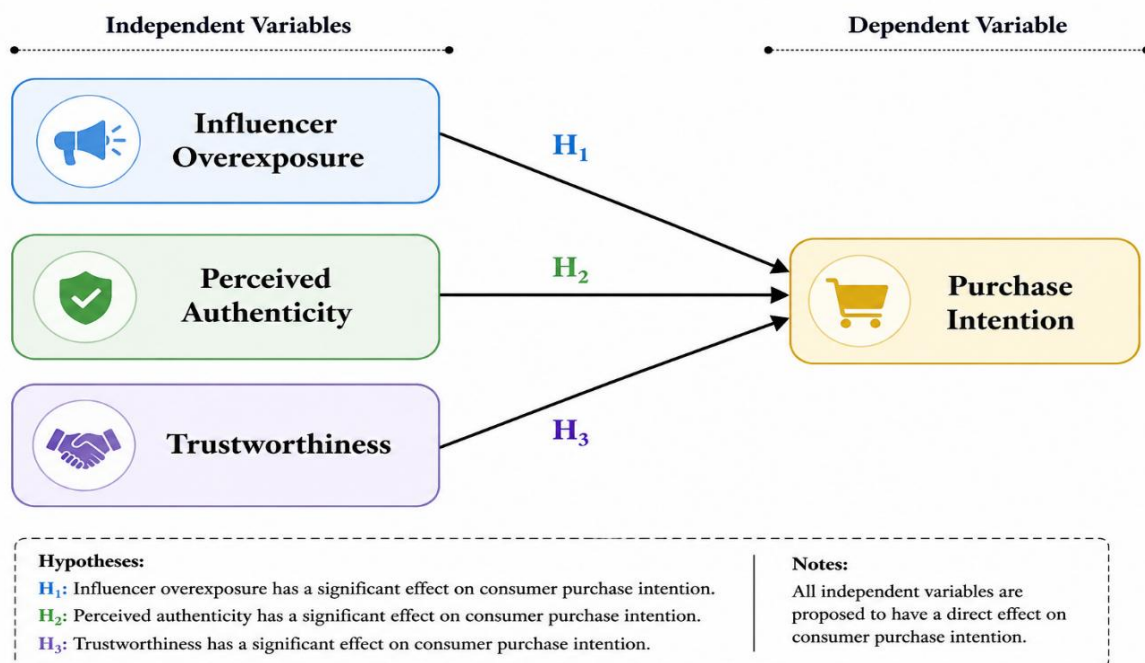
- **H₀₂ (Null Hypothesis):** Perceived authenticity has no significant effect on consumer purchase intention.
- **H₁₂ (Alternative Hypothesis):** Perceived authenticity has a significant effect on consumer purchase intention.

Hypothesis 3: Trustworthiness

- **H₀₃ (Null Hypothesis):** Trustworthiness has no significant effect on consumer purchase intention.
- **H₁₃ (Alternative Hypothesis):** Trustworthiness has a significant effect on consumer purchase intention.

The hypotheses in this study are formulated to test the individual impact of each independent variable on purchase intention. The analysis emphasizes direct relationships rather than indirect or mediating effects, in order to maintain clarity and consistency with the selected statistical technique.

Conceptual Model



Although theoretical relationships among overexposure, authenticity, and trustworthiness are acknowledged, this study focuses only on examining their direct effects on purchase intention using multiple regression analysis.

Research Methodology

This study adopts a **quantitative research design** to examine the relationships between influencer characteristics and consumer purchase intention. The research is based on **primary data collection**, ensuring that the findings reflect real consumer perceptions and behaviors.

Data was collected using a **structured questionnaire**, which included multiple statements designed to measure the key variables of the study—authenticity, trustworthiness, overexposure, and purchase intention. Each variable was measured using **Likert scale items**, allowing respondents to express their level of agreement or disagreement.

The questionnaire was distributed to respondents who actively use social media platforms and are exposed to influencer content. This ensures the relevance of responses to the research context.

Variables in the Study

- **Dependent Variable (DV):**
 - Purchase Intention
- **Independent Variables (IV):**
 - Perceived Authenticity
 - Trustworthiness
 - Overexposure

Reliability Analysis Table

Table 1: Reliability Analysis Table

Variable	Number of Items	Cronbach's Alpha	Reliability Status
Influencer Overexposure	3	0.791	Acceptable
Perceived Authenticity	3	0.785	Acceptable
Trustworthiness	3	0.820	Good
Purchase Intention	3	0.788	Acceptable

The reliability of the measurement scales was assessed using Cronbach's Alpha. The results indicate that all variables achieved acceptable reliability levels, with Cronbach's Alpha values exceeding the recommended threshold of 0.70. Influencer Overexposure recorded an alpha value of 0.791, Perceived Authenticity showed 0.785, Trustworthiness recorded 0.820, and Purchase Intention showed 0.788. These results confirm that the questionnaire items used in the study demonstrate satisfactory internal consistency and reliability.

Data Analysis Technique

Multiple linear regression analysis is employed to examine the direct effects of the independent variables on purchase intention. This approach allows for the identification of the relative importance of each predictor while controlling for the influence of other variables.

Calculation of Sample Size

The study is based on a sample size of **184 respondents**, which is considered sufficient for regression analysis.

To validate the adequacy of the sample size, the commonly used rule for multiple regression is applied:

$$n \geq 50 + 8k$$

Where:

- n = required sample size
- k = number of independent variables (3 in this study)

Thus,

$$n \geq 50 + (8 \times 3)$$

$$n \geq 74$$

Since the actual sample size (184) is significantly higher than the required minimum (74), the dataset is considered **statistically adequate and reliable** for conducting regression analysis.

Sampling Method

The study uses **convenience sampling**, a non-probability sampling technique where respondents are selected based on accessibility and willingness to participate.

This method was chosen due to:

- Time constraints
- Ease of data collection
- Accessibility to respondents active on social media

While convenience sampling allows for quick data collection, it may limit the generalizability of results, as the sample may not fully represent the entire population.

Data Analysis and Interpretation

The collected data was analyzed using multiple linear regression. The analysis focuses on the direct effects of influencer characteristics on purchase intention. While theoretical relationships among overexposure, authenticity, and trustworthiness are acknowledged, the current model does not test indirect or mediating relationships. The results are presented in the following tables.

Table 2: Regression Model Summary

Model	Multiple R	R ²	Adjusted R ²	Std. Error	Observations
1	0.532	0.283	0.266	0.800	184

Interpretation of Model Summary

The model produced an R² value of **0.283**, indicating that approximately **28.3% of the variation in purchase intention** is explained by the independent variables. The adjusted R² value of **0.266** suggests that the model has moderate explanatory power.

Table 3: ANOVA Table

Source	SS	df	MS	F	Significance
Regression	32.807	3	10.936	17.104	0.000
Residual	83.117	180	0.639		
Total	115.924	183			

ANOVA Interpretation

The ANOVA results show that the regression model is statistically significant ($F = 17.104$, $p < 0.001$). Since the p-value is less than 0.05, the null hypothesis is rejected.

This indicates that **influencer overexposure, perceived authenticity, and trustworthiness collectively have a significant effect on purchase intention.**

Table 4: Coefficient Table

Variable	B (Coefficient)	Std. Error	t-value	p-value
Constant	0.727	0.346	2.103	0.037
Authenticity	0.063	0.096	0.654	0.514
Trustworthiness	0.466	0.095	4.906	0.000
Overexposure	0.171	0.075	2.295	0.023

Regression Equation

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

$$\text{Purchase Intention} = 0.727 + 0.063(\text{Auth}) + 0.466(\text{Trust}) + 0.171(\text{Overexposure})$$

Interpretation of Coefficients

The regression coefficients indicate the individual contribution of each independent variable to purchase intention.

Perceived authenticity shows a **positive but statistically insignificant effect** on purchase intention ($\beta = 0.063$, $p = 0.514$), indicating that authenticity does not significantly influence purchase intention.

Trustworthiness demonstrates a **strong positive and statistically significant effect** ($\beta = 0.466$, $p < 0.001$), suggesting that higher trust in influencers leads to increased purchase intention.

Influencer overexposure shows a statistically significant positive coefficient ($\beta = 0.171$, $p = 0.023$). However, this effect may be attributed to increased visibility and product awareness rather than genuine consumer persuasion. While higher exposure can enhance recall and short-term purchase intention, excessive promotional content may negatively affect perceived authenticity and trust over time. However, this effect should be interpreted with caution, particularly in the context of long-term influencer effectiveness.

Hypothesis Testing Table

Table 5: Hypothesis Testing Results

Hypothesis	Statement	β	p-value	Result
H ₁₁	Influencer overexposure significantly affects purchase intention	0.171	0.023	Supported
H ₁₂	Perceived authenticity significantly affects purchase intention	0.063	0.514	Not supported
H ₁₃	Trustworthiness significantly affects purchase intention	0.466	0.000	Supported

Interpretation

The findings indicate that **influencer overexposure and trustworthiness have a statistically significant effect on purchase intention**, as their p-values are less than 0.05. Therefore, H_{11} and H_{13} are supported.

However, **perceived authenticity does not have a statistically significant effect**, as its p-value is greater than 0.05. Hence, H_{12} is not supported.

The overall regression model is statistically significant ($p < 0.05$), indicating that the independent variables collectively influence purchase intention.

Discussion of Results

Although previous studies suggest that authenticity influences purchase intention through trustworthiness, the findings of this study indicate that authenticity does not have a statistically significant direct effect. This implies that authenticity may operate indirectly through other variables, particularly trustworthiness, highlighting the need for future research to explore mediation effects in greater depth.

The findings of this study provide important insights into the role of influencer characteristics in shaping consumer purchase intention. The results of the regression analysis reveal that **trustworthiness and overexposure significantly influence purchase intention**, whereas **perceived authenticity does not have a statistically significant direct effect**.

The finding that **trustworthiness has the strongest positive impact on purchase intention** is consistent with existing literature, which emphasizes credibility as a key determinant of consumer behavior. When consumers perceive influencers as reliable and honest, they are more likely to trust their recommendations and act upon them. This supports prior studies that highlight trust as a critical factor in reducing perceived risk and enhancing decision-making in digital environments.

In contrast, the study finds that **perceived authenticity does not significantly influence purchase intention**, which deviates from traditional assumptions in influencer marketing literature. While previous research suggests that authenticity plays a central role in influencing consumer attitudes, the current findings indicate that authenticity alone may no longer be sufficient in a highly commercialized social media environment. Consumers may perceive authenticity as an expected baseline rather than a distinguishing factor, thereby reducing its direct impact on purchase decisions.

This finding may also reflect the changing nature of influencer marketing in highly commercialized digital environments. As consumers are increasingly exposed to sponsored content, authenticity alone may no longer be sufficient to influence purchase decisions. Modern consumers are becoming more aware of paid partnerships and promotional strategies used by influencers. As a result, they may evaluate influencer recommendations more critically and place greater emphasis on credibility and expertise rather than perceived genuineness alone. This shift indicates that trustworthiness has become a more dominant factor in shaping consumer attitudes and behavioral intentions.

Furthermore, the findings suggest that consumers may distinguish between entertainment value and actual purchasing decisions. While authentic content may improve engagement, relatability, and emotional connection, these outcomes may not always translate directly into purchase intention. Consumers may enjoy authentic influencer content without necessarily being persuaded to purchase endorsed products. Therefore, authenticity may function more as a supportive factor that strengthens trust and engagement rather than acting as an independent predictor of purchase intention.

The results also demonstrate that **influencer overexposure has a statistically significant effect on purchase intention**. This finding suggests that increased exposure to influencer content enhances product

awareness and visibility, which can positively influence purchasing behavior. However, this effect should be interpreted with caution. While overexposure may provide short-term benefits in terms of reach and recall, excessive promotional content may lead to audience fatigue and reduced credibility over time. These findings highlight an important shift in consumer behavior, where **trustworthiness has become more influential than authenticity**. This suggests that consumers are becoming more critical and discerning in evaluating influencer content, focusing more on credibility than perceived genuineness. Overall, the study contributes to existing literature by providing empirical evidence that challenges the dominant assumption that authenticity is the primary driver of influencer effectiveness. Instead, the findings suggest that **trust and controlled exposure are more critical in influencing consumer purchase intention in modern digital marketing environments**.

Suggestions and Recommendations

- **Prioritize Trust Building** Brands should collaborate with influencers who demonstrate credibility and consistency.
- **Avoid Overexposure** Excessive promotional content should be limited to maintain audience trust.
- **Maintain Content Balance** Influencers should combine personal, informative, and promotional content.
- **Encourage Transparency** Clear disclosure of sponsored content enhances trust.
- **Leverage Micro-Influencers** They often have stronger engagement and perceived authenticity.
- **Focus on Long-Term Partnerships** Consistent collaborations improve credibility and audience trust.

Conclusion

This study examined the impact of influencer overexposure, perceived authenticity, and trustworthiness on consumers' purchase intention in the context of influencer marketing. The results of the regression analysis indicate that the overall model is statistically significant, confirming that these variables collectively influence purchase intention.

Among the predictors, trustworthiness emerged as the most significant factor, demonstrating a strong positive effect on consumers' purchase decisions. Influencer overexposure was also found to have a significant effect, indicating that increased exposure enhances product visibility and awareness. However, perceived authenticity did not show a statistically significant direct impact on purchase intention.

The findings suggest that while authenticity remains an important attribute, it is not sufficient on its own to drive consumer behavior. Instead, the findings suggest that trustworthiness is more influential, while repeated influencer exposure may also contribute to purchase intention through increased product visibility and awareness. Overall, the study concludes that effective influencer marketing strategies should focus on building trust and maintaining a balanced level of exposure to sustain consumer interest and purchase intention.

The study contributes to the growing body of influencer marketing literature by providing empirical evidence on the diminishing direct impact of authenticity.

Managerial Implications

The findings of this study offer several important implications for marketers, brand managers, and influencer marketing practitioners seeking to enhance the effectiveness of their campaigns.

First, the strong influence of trustworthiness suggests that **brands should prioritize credibility over mere popularity when selecting influencers**. Rather than focusing solely on follower count, marketers

should evaluate influencers based on their perceived reliability, consistency, and audience engagement quality.

Second, the significant role of overexposure highlights the need to **carefully manage the frequency and intensity of promotional content**. While repeated exposure can enhance product awareness, excessive promotions may lead to audience fatigue and reduced trust. Therefore, brands should adopt a **balanced content strategy**, integrating promotional messages with organic and value-driven content.

Third, the insignificant direct effect of authenticity implies that **authenticity must translate into trust to be effective**. Marketers should encourage influencers to share genuine experiences, honest opinions, and transparent disclosures, as these elements strengthen credibility and foster long-term consumer relationships.

Additionally, the findings support the importance of **long-term collaborations between brands and influencers**, as consistent partnerships enhance perceived reliability and reduce skepticism associated with one-time promotions.

Finally, organizations should adopt a **data-driven approach to influencer marketing**, using performance metrics such as engagement quality, audience sentiment, and trust indicators rather than relying solely on superficial metrics like follower count. Continuous monitoring of audience response can help refine strategies and improve campaign outcomes.

In addition, organizations should focus on developing ethical influencer marketing practices to maintain long-term consumer trust. Excessive promotional activity without transparency may lead to skepticism and reduced audience engagement. Therefore, influencers should clearly disclose sponsored collaborations and maintain honesty while reviewing products and services. Ethical communication not only strengthens credibility but also helps brands build sustainable relationships with consumers.

The findings also suggest that brands should carefully evaluate influencer–brand fit before initiating collaborations. Influencers whose personality, communication style, and audience align with the brand image are more likely to create effective promotional outcomes. A strong influencer–brand fit enhances perceived consistency and reduces the likelihood of consumers perceiving endorsements as purely commercial activities.

Limitations of the Study

Despite its contributions, this study is subject to certain limitations that should be considered when interpreting the findings.

First, the study is based on a **sample size of 184 respondents**, which may limit the generalizability of the results. A larger and more diverse sample could provide more representative insights across different consumer segments.

Second, the use of **convenience sampling** introduces potential sampling bias, as respondents were selected based on accessibility rather than random selection. This may affect the external validity of the findings.

Third, the study relies on **self-reported data collected through questionnaires**, which may be influenced by response bias or social desirability bias. Respondents' stated intentions may not always reflect their actual purchasing behavior.

Furthermore, the study focuses on a limited set of variables—authenticity, trustworthiness, and overexposure—while other important factors such as **brand image, influencer–brand fit, product category, and emotional engagement** were not included. The omission of these variables may restrict the explanatory power of the model.

Also one limitation of the study is that it focuses only on direct relationships between variables and does not examine potential mediating or moderating effects. Future research can extend this model by incorporating mediation analysis to better understand the indirect influence of authenticity and overexposure on purchase intention.

Additionally, the research adopts a **cross-sectional design**, capturing data at a single point in time. This limits the ability to observe changes in consumer perception over time, particularly in a rapidly evolving digital marketing environment.

Future Directions for Research

Building on the limitations of this study, several avenues for future research can be identified to further advance understanding in this area.

First, future studies can employ **larger and more diverse samples**, using probability sampling techniques to enhance the generalizability and robustness of findings across different demographic groups and geographic regions.

Second, researchers can incorporate **additional variables**, such as influencer–brand congruence, emotional attachment, brand loyalty, and product involvement, to develop a more comprehensive model of consumer purchase intention.

Third, future research can explore **mediating and moderating relationships** among variables. For instance, trustworthiness may mediate the relationship between authenticity and purchase intention, while overexposure may moderate the effect of authenticity on trust.

Another promising direction is to conduct **comparative studies across different social media platforms**, such as Instagram, YouTube, and TikTok, as platform-specific characteristics may influence consumer behavior differently.

Additionally, future studies can examine the effectiveness of **different types of influencers**, including micro-influencers, macro-influencers, and celebrity influencers, to understand how their characteristics impact consumer perception and engagement.

Longitudinal research designs can also be adopted to analyze **changes in consumer attitudes over time**, particularly in relation to influencer overexposure and evolving trust dynamics.

Future research can also investigate the role of artificial intelligence and virtual influencers in shaping consumer purchase intention. With the growing popularity of AI-generated influencers and digital avatars on social media platforms, it becomes important to understand whether consumers perceive them as trustworthy and authentic. Comparative studies between human influencers and virtual influencers may provide valuable insights into the evolving nature of influencer marketing in digital environments.

Finally, incorporating **qualitative methods**, such as interviews or focus groups, can provide deeper insights into consumer motivations and perceptions, complementing quantitative findings.

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