**Enhancing Perceived Influence through Perceived Quality of Information, Emotional Appeal and Parasocial Interactions: The Moderating Role of Perceived Risk**

**Yusuf Mohajir1, Asif Iqbal\*2, Muhammad Sufyan Ramish3**

1 Research Scholar, College of Management Sciences (CoMS), Karachi Institute of Economics & Technology (KIET), Karachi, Sindh, Pakistan.

 2\*Lecturer, College of Management Sciences (CoMS), Karachi Institute of Economics & Technology (KIET), Karachi, Sindh, Pakistan.

3Associate Professor, Institute of Business and Health Management (IBHM), Karachi, Sindh, Pakistan.

**Corresponding author**: asif.coms123@gmail.com

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*The aim of this study is to investigate the relationships among Perceived Quality of Information, Emotional Appeal and Parasocial Interactions on Perceived Influence in influencer marketing context. It also explores the moderating role of Perceived Risk in between Perceived Influence and Purchase Intention. The study employed a quantitative survey-based methodology with 242 respondents in Pakistan who followed influencers on social media. The constructs Perceived quality of information, Emotional Appeal, Parasocial Interactions, Perceived Influence, Purchase Intention and Perceived Risk were measure through a structured questionnaire. Structural equation modelling (SEM) was used to analyze the data, identifying relationships between variables and the moderating role of perceived risk. Perceived Quality of Information, Emotional Appeal and Parasocial Interactions are positively associated with Perceived Influence. The results indicate that Perceived Risk negatively moderates the relationship between Perceived Influence and Purchase Intention, such that greater perceived risk decreased the ability of social media influencers to affect purchase decision-making. The result then implies that while influencers are indeed effective in changing consumer’s perceptions, whether that affect will translate into actual behavior depends of the consumer’s perceived risk about the transaction. This study contribute to the existing literature on influencer marketing (IM) by analyzing an under researched aspect of Perceived Risk as a moderator, focusing on a developing country context (Pakistan) highlighting consumer behavior in emerging markets with still evolving digital trust and online shopping patterns. This study contributes valuable knowledge on social media influenced consumer behavior in Pakistan, considering digital marketing is a fast growing phenomenon of the developing economies like Pakistan. The insights into influencer strategies in similar economies provided by these findings will be useful for marketers.*

**1. Introduction**

 In today’s fast-evolving digital landscape, Influencer marketing has become one of the most effective power strategies for brands that are making an effort to reach out to the consumers. Influencers are personalities or people who have the ability to influence, through social media channels, their followers with specific content when it comes to buying decisions and behaviors they have grown as significant agents in connecting brands and new customers. Given the increasing consumer orientation to social media for product recommendations, this perceived influence has become salient (Chetioui et al., 2020). The study investigates the wide range of multiple aspects of Perceived influence, namely: Perceived Quality of Information, Emotional Appeal, Parasocial Interactions as factors influencing and the impact that contextual factors Perceived risk have in moderating the relationship between perceived influence and Purchase Intention (Duc et al., 2024).

 Perceived Quality information is one of the building blocks. When influencers share information that is true, clear and genuinely helpful for the consumers about their products, it helps them gain the trust of their followers. If the message being relayed comes off as credible and helpful, it boosts influencers' credibility and ultimately their level of influence with consumers (Shah et al., 2020).. As an example, product reviews that include data, personal experience and/or professional knowledge are likely to be regarded as higher-quality reviews than other types of content, so they'll have a more pronounced impact on any buy or no-buy decision. It reiterates the significance of Information-based content that plays a role in establishing reliability among consumers and making it seem like the influencer has more clout.
 Emotional Appeal in marketing Communication is as significant equally. Emotionally charged content resonates deeply with audiences, enhancing the bond between Influencers and their followers (Quach et al., 2021). Emotional dramas or storytelling methods can reinforce feelings of happiness, nostalgia, or compassion and offer a salient resolution that can alter consumer attitudes and behavior (MacNeill et al., 2020). As an example: if an influencer posts a heartfelt story about how a product has changed their life the audience is likely to have deeper engagement with them, strengthening their level of influencing power on purchase intention of followers (Vrtana & Krizanova 2023).

 Parasocial Interactions one-sided relationships in which followers feel a personal bond with influencers compound the perceived power. Such interactions end up with followers to feel as though they know the influencer much, and this can have a huge effect on their product opinions (Kim, 2022). Another way of saying that your followers see the influencer as a friend, a confidant may also contemplate taking their recommendations and therefore buys into good products. Sociologists have also studied the psychology of influencer marketing in a live environment, and this feature of social media elsewhere points to an emotional factor that helps drive consumer behavior (Penttinen et al., 2022).

Influencer marketing is a key power in new media and advertising, and the way their brand gets involved with its customers. As consumers increasingly turn to social media influencers for product recommendations, the role of perceived influence has never been more important when it comes to purchasing decisions (De Veirman & Hudders, 2020). The influencers are the bridge between brands and consumers but not all the influences weigh equally on consumer purchase decisions, with key factors: Perceived Quality of Information, Emotional Appeal, Parasocial Interactions. Perceived Quality of Information is the extent to which information conveyed by influencers is accurate, clear and useful (Sánchez-Fernández & Jiménez-Castillo 2021). Information-rich and credible content increases the chance of a consumer to trust it or has an impact on him/her. In a similar context, Emotional Appeal is paramount in driving consumer perceptions; content that connects with the audience on an emotional level creates a bond between the influencer and followers (Kim, 2022). In a way, this kind of one-sided bonds between consumers and influencers called Parasocial Interactions, further add to the authenticity and credibility of influencer recommendations.

However, a favorable side of perceived influence, it cannot be ignored that Purchase Intention presents high dependence on perceived influence; while on the other hand, when moderated by Perceived Risk, it can be observed that Purchase Intention and perceived influence present complex relationships (El-Ebiary et al., 2021). Perceived risk is defined as the uncertainty and potential negative consequence surrounding a purchasing decision (product quality, financial loss, and purchase dissatisfaction). If the perceived risk by consumers is high enough, the ability to act on influence via perception may be lost (Kaur & Arora 2020). On the other hand, if perceived risk is low, then the turn of events brought about by influencer expected to come more smoothly transition into shopping plan (Chetioui et al., 2020). This dynamic creates a challenge for influencers, who may need to preemptively address complaints by assuring followers that the products they promote are credible and reliable.

The influencer marketing concept in Pakistan works on an entirely different set of socio-economic and cultural dynamics, where the digital landscape is still growing, e-commerce penetration is challenging conventional shopping patterns, and consumer trust in online platforms is a work in progress (Rosillo-Díaz et al., 2020). Similarly, understanding perceived influence formation and its moderation effect via perceived risk on purchase intention could shed light to brands operating in comparable developing markets (Chiu et al., 2014). The purpose of this research is to investigate these relationships in the context of Pakistan, which will help also in cast extra light on influencer marketing literature from developing economies context. Therefore, the objective of this study is to perform an investigation for perceived quality of information, emotional appeal, parasocial interaction, as antecedents of perceived influence in influencer marketing (Garg & Bakshi 2024). This research will help us understand the complex relationship between influencer based marketing strategies and consumer decision making process by examining the moderating role of perceived risk. Insights from the study can guide brands and marketers on how to optimize their influencer partnerships for effective consumer engagement and purchase intentions.

**2. Literature Review**

# 2.1 Perceive Risk Theory

According to the Perceived risk theory, consumers are always making a choice in their mind and whenever they make a choice; risks come into play (Zhang & Yu 2020 ; Mitchell, 1999). These could be financial, performance-related or even social and emotional related risks. On the other hand when risk perception is high, people become more conservative and are less likely to take action. The present study used perceived risk as a moderator between (1) perceived influence, the extent of which consumers believe they feel influenced by an influencer or content and (2) purchase intention, the probability that consumers will buy the product (Gozukara et al., 2014). When consumers view the influencer in a positive light because of either high perceived quality of information, strong emotional appeal, or closeness in context parties, they are further likely to be persuaded into purchasing that product. However, if consumers associate a high level of risk with the product (for example, uncertainty about quality or risk of financial loss or doubts about the credibility of what an influencer says), it may weaken effect of perceived influence (Rosillo-Díaz et al., 2020). Although influencer could provide very compelling argument, risk perception means the consumer may hold off or not buy on impulse after all. From the above understanding, when perceived risk is low, influencer may more effectively persuade consumers to buy a product or service because they feel safe in their purchase. On the flip side, high levels of perceived risk may make it impossible for even a mega power influencer to assuage consumer fears and hence lower the likelihood of purchase (Arruda et al., 2020). The present study reflects the dynamic changing within potential customers between being fulfillment by way of an influencer and walking from making that purchase. However, high perceived influence of an influencer can reduce the intention to buy too if level of perceived risks is high enough which means that it moderates the overall

## 2.2 Influencer Marketing

 In the digital era, influencers have become a basic element in promoting goods and services, forging consumer behavior with the help of influencer marketing. Thus, the perceived quality of information communicated by influencers, their ability to elicit emotional appeal and parasocial interactions—the one-way but significant relationship that influencers develop with their audience can be considered important factors which affect perceived influence. The quality of information helps increase the credibility and trust, but by using emotional appeal would deepen the connect and makes it more persuasive. Parasocial interactions not only create a sense of familiarity and loyalty but they also allow for even greater powers over consumer opinions through their influence. However, perceived risk could weaken the relationship between perceived influence and purchase intention. Perceived influence can become less effective when consumers feel significant risk, such as uncertainty about whether a product will function and financial loss, especially if the influencer is highly trusted. So, the success in influencer marketing strategy is all about balancing between trust and emotion while reducing perceived risk.

# 2.3 Hypothesis Development

## 2.4 Perceived Quality of information and Perceived Influence

 The Perceived Quality of Information is described as how consumers view the information released by influencers whether it was presented accurately, on a relevant topic and trustworthy (Shah et al., 2023). Consumers will trust and have faith in an influencer when they see the content that an influencer shares is of high value. The perception of influence is built on a foundation of high-quality information (Chetioui et al., 2020). When an influencer continuously delivers sound advice, professional insight or accurate statistics their credibility strengthens and consumers begin to see them as a reliable information source. This is very important in forming a certain perception amongst consumers, leading them to be more open to the messages of the influencer. This subsequently boosts the perceived effectiveness of the influencer, and in turn increases purchase intention among consumers.

When consumers view an influencer as presenting low quality information one that is inaccurate, unhelpful, irrelevant or not predictive his/her credibility may decline (Cheung et al., 2022). Consumers will begin to doubt the claims made by the influencer and lose trust in what they have to say (Jia et al., 2022). Thus, the higher perceived quality of information is related to greater perceived influence and vice versa. Studies already suggest that in content-saturated environments, consumers make most of their decisions based on the information quality (Sharma & Klein 2020). For example, research shows that better content not only increases engagement but also builds trust and loyalty, which is vital for influencers who actually want to influence consumer behavior. Therefore, in order to gain the maximal influence on their target groups, influencers ought to ensure high information quality.

***H1: Perceived Quality of information has a positive impact on and Perceived Influence***

## 2.5 Parasocial interactions and Perceived Influence

 Parasocial Interactions and Perceived influence for influencers, relationships with consumers are a core commodity upon which the value of any content rests (Penttinen et al., 2022). During this phase, social media beneficiaries patronize Parasocial Interactions in which consumers connect intimately and familiar with influencers although such interactions never occur as it is a unidirectional contact (Dibble et al., 2016). This is especially the case with social media environments where they would share out their stories, experience, etc.

Parasocial interaction can occur even without the influencer being aware, such as when consumers feel an emotional or personal attachment to the influencer and think of them as a friend or trusted advisor. Such perceived proximity can greatly increase the Perceived Influence of the whom you are following (Garg & Bakshi 2024; Sokolova & Kefi 2020). The closer the followers feel to an influencer, the more convinced they are about their opinion and suggestions. They also point out that research shows we are more willing to accept advice from people we believe are relatable think similar and this may be heightened in parasocial relationships (Kim, 2022; Garcia et al., 2022). Additionally, parasocial interactions can make a person more likely to engage with an influencer. Followers are more likely to engage with posts, share the content, and have conversations about the product or service when they feel personally invested in an influencer narrative.

***H2: Parasocial interactions have a positive impact on perceived influence***

**2.6 Emotional Appeal and Customer Perceived influence**

 Emotional Appeal is the term for when consumers feel joy, sadness, excitement, nostalgia and other emotions towards content. Not only do influencers who are able to resonate with their audience emotionally amplify their perceived power. Influencers who appeal to emotion in their messaging bond with their audience on a transactional level above mere transaction (MacNeill et al., 2020). This emotional bond generates a level of trust and relatable nature that makes the consumers more likely to take heed of what the influencer says or recommends. Studies have shown that emotional involvement is associated with greater brand attachment and loyalty, as consumers are more likely to remember messages that evoke emotions and act based on these messages (Lee & Hong 2016).

The power of emotional appeal is rooted in psychological theories asserting that emotional factors exert an influence over decision-making. Consumers sometimes make purchase decisions based on their emotional response to the info they consume, leaving logic behind (Aaker & Williams 1998 ;Quach et al., 2021). So when influencers elicit strong emotions, they strengthen their credibility and authority and are perceived to be more influential. However, influencers are unable to create the emotional connection or lack emotionally resonant content altogether; they may be seen as having less influence (Vrtana & Krizanova 2023). This effectively means that consumers might perceive the influencer as less relatable or trustworthy, which decreases the chance of them being influenced by what an influencer recommends. Thus, emotional appeal is positively associated with perceived influence: the greater the emotional appeal of influencer content, the more likely the audience was to perceive (that) influencers’ influence. Emotional appeal is a crucial tool for influencers to draw in their audiences, build trust, and increase their influence. Influencers, who create emotion-laden content, both positive and negative, can solidify their connection with consumers, resulting in more engagement and increased purchase intention (Lee & Hong 2016; Wang et al., 2017).

***H3: Emotional Appeal has a positive impact on perceived influence***

**2.7 Perceived Influence and Purchase Intention**

Perceived Influence-Purchase Intention Relationship is one of the most fundamental theories in consumer behavior and marketing, especially in influencer marketing (Gan & Wang 2017). In comparison, Perceived Influence is how much consumers ascribe an influence to an influencer on their attitudes and beliefs (as well as behavior) towards a product or brand, while Purchase Intention is how likely it is that a consumer will purchase a particular product or service depending on perceptions and motivations (El-Ebiary et al., 2021). This means there is a positive and direct relation between both these concepts, which implies that consumers who consider an influencer to have high expertise and trustworthiness are more likely to display either buying intent toward the products or services promoted by that individual. Some reasons behind this relationship are; Trust and Credibility when an influencer has been identified as trustworthy, the consumer will be more likely to believe what that influencer says. Meanwhile, influencers act as social proof by making products appear more popular or desirable than others, adding to the intention to purchase (Pradwiningtyas & Hidayat, 2022). In addition, emotional bonds formed by resonant content can amplify perceived impact and purchase intentions. Additionally, influencer strategies - such as storytelling and personal anecdotes - play a role in influencing consumer attitudes. Yet this favorable relationship can be conditioned by perceived risk and consumer state, for example. Finally, these findings suggest that perceived influence and purchase intention manage a delicate relationship which we need to understand more clearly as brands and advertisers and marketers strive to capitalize on influencer marketing to shape consumer behavior in their sales perspective (Chetioui et al., 2020).

***H4: Perceived Influence has a positive impact on Purchase Intention***

**2.8 Perceived Risk as a moderator**

The moderating role of perceived risk in the relationship between perceived influence and purchase intention. Perceived Risk, or the perceived uncertainty or potential negative effects to the consumer that lies in between buying decisions (e.g. cost, bad product quality, negative social results) (Chen & Huang 2017). Perceived influence a term widely used in influencer marketing which refers to the extent to which consumers think that influencers are able to alter their attitudes and behaviors related to products or brands (Rosillo-Díaz et al., 2020; Gozukara et al., 2014). As for purchase intention, it could also act as a significant mediating variable since high perceived influence may drive consumers to respond positively (i.e., purchasing) after receiving recommendations that the influencers provide, while on another hand imposed high level of perceived risk due the amount of information available in products can distort that relationship (Arruda et al., 2020).

Even if consumers see an influencer as credible and persuasive, they are less likely to act on their recommendation when the purchase seems risky (Pelaez et al., 2019). For example, a consumer might not want to make a purchase because he or she is not convinced about the quality and authenticity of the product, no matter how catchy or attractive the content promoted by an influencer creation. This means perceived risk is a gate keeper that can decrease the positive impact of perceived influence on purchase intention.

***H5: Perceived risk negatively moderates the relationship between perceived influence and Purchase Intention***

**Figure No 1: Conceptual Framework**

Perceived Risk

Perceived influence

Emotional Appeal

Purchase intention

Perceived Quality of information

Parasocial interactions

# 3. Methodology

In this study, using a quantitative survey research approach, we explore the impact of Perceived Quality of Information, Emotional Appeal, Parasocial Interactions on Perceived Influence and test whether Perceived Risk moderates the relationship between perceived influence and Purchase Intention. Target audience consists of social media users who are involved with influencers in different niches (for instance – beauty, fashion, technology etc.) Using a purposive sampling method, the sample will consist of people who are familiar with influencer marketing and should be about 240 respondents. The structured questionnaire was used for data collection. Likert scale items to examine with demographic variables and measures of the key constructs.

The data will be gathered online, so it will reach a wide range of individuals, people who are interested in studying the ethical and purposive advancement of the study. A statistical analysis is conducted with the use of SPSS or Smartpls analyzing techniques by means of descriptive statistics, correlation and regression to test the relationships among variables (Hair et al., 2014). The study used Structural Equation Modeling (SEM) to empirically test the proposed hypotheses and investigate how perceived risk acts as moderation between perceived influence and Purchase intention. The present study sheds light on how different factors influence perceptions of being influential and the nuances involved in consumer purchase decisions as influenced by influencers.Top of Form

**4. Results and Discussions**

1. Bottom of Form

# 4.1 Respondents’ Profile

**Table No 1: Demographic Profile of the Respondents**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| **Gender** |  |  |
| Male | 148 | 61.15 |
| Female | 94 | 38.84 |
| **Age** |  |  |
| 20 to 30 years | 121 | 50.00% |
| 31 to 40 years | 81 | 33.47% |
| 41 to 50 years | 25 | 13.33% |

|  |  |  |
| --- | --- | --- |
| 60 years and above | 15 |  6.198% |
| **Monthly Income** |  |  |
| 25,000 to 50,000 | 25 |  7.57 |
| 50,000 to 75,000 | 60 |  18.18 |
| 75,001 to 100,000 | 73 |  22.12 |
| 100,000 and above | 90 |  27.27 |
| Social media experience |  |  |
| Less than 1 year | 43 |  17.76% |
| 1-3 years | 112 |  46.28% |
| 3-5 years | 55 |  22.72% |
| 5 and above | 32 |  13.22%  |

Results with respect to the demographic profile of the respondents are varied across gender, age group, income and length of social media experience. There were a moderate level of gender balance amongst the sample participants, with 148 respondents (61.15%) male, and 94 (38.84%) female. Regarding the age of respondents, 50% are aged between 20 to 30 years (the second most prevalent group at just over 33.47%) are aged between 31 to 40 and more than a fifth (13.33%) in the range of 41 to 50, showing that the majority are young adults. Whereas only 6.19 % are aged over 60 years of monthly income, 27.27% earn more than 100,000 while 22.12%) are in the bracket of income level from 75,001 to 100,000 this implies that most respondents are in the middle and high-income areas of income. In terms of social media experience, almost half (46.28%) have 1-3 years of experience on these platforms, followed by 22.72% with 3-5 years and13.22% with more than 5 years of social media experience suggesting that most are relatively new to be familiar with social media platforms.

|  |
| --- |
| **Table No 2: Measurement Model** |
| **Construct** | **Items** | **loading** | **Cronbach’s alpha** | **CR** | **AVE** |
| **Perceived quality of****information** | PQI 1 | 0.724 | 0.723 | 0.781 | 0.714 |
|  | PQI 2 | 0.767 |  |  |  |
|  | PQI 3 | 0.807 |  |  |  |
|  | PQI 4 |  0.792 |  |  |  |
| **Parasocial interactions** | PARA 1 | 0.801 | 0.824 | 0.775 | 0.730 |
|  | PARA 2 | 0.780 |  |  |  |
|  | PARA 3 | 0.791 |  |  |  |
|  | PARA 4 | 0.740 |  |  |  |
|  | PARA 5 | 0.792 |  |  |  |
|  | PARA 6 | 0.762 |  |  |  |
|  | PARA 7 | 0.733 |  |  |  |
|  | PARA 8 | 0.812 |  |  |  |
|  | PARA 9 | 0.807 |  |  |  |
|  | PARA 10 | 0.820 |  |  |  |
|  | PARA 11 | 0.810 |  |  |  |
| **Emotional appeal** | EA 1 | 0.815 | 0.803 | 0.817 | 0.780 |
|  | EA 2 | 0.851 |  |  |  |
|  | BE3 | 0.828 |  |  |  |
|  | EE4 | 0.793 |  |  |  |
| **Perceived influence** | PINF 1 | 0.836 | 0.791 | 0.742 | 0.721 |
|  | PINF 2 | 0.839 |  |  |  |
|  | PINF 3 | 0.87 |  |  |  |
| **Perceived risk** | PR 1 |  0.7802 | 0.801 | 0.792 | 0.741 |
| PR 2 | 0.806 |  |  |  |
|  | PR 3 | 0.774 |  |  |  |
|  | PR 4 | 0.816 |  |  |  |
|  | PR5 | 0.741 |  |  |  |
|  | PR6 | 0.825 |  |  |  |
| **Purchase intention**  | PI 1 | 0.843 | 0.809 | 0.795 | 0.764 |
| PI 2 | 0.788 |  |  |  |
|  | PI 3 | 0.749 |  |  |  |
|  | PI 4 | 0.830 |  |  |  |
|  | PI 5 | 0.791 |  |  |  |
|  | PI 6 | 0.784 |  |  |  |

Table no 3 provide the deatail of HTMT matrix. The HTMT method denotes values lower than 0.85 to indicate good discriminant validity (the constructs are different from one another). Except for the correlation between PARA and Perceived Risk (PR), this is equal to 0.563, but still modest enough to maintain acceptable discriminant validity with all other variables. HTMT ratios (EA with PI (0.717) and PQI (0.728)) are relatively robust yet also below the cutoff value of 0.85, supporting a unique relationship between emotional appeal compared to perceived influence and information quality, respectively. PI has the highest HTMT ratio with PQI (0.854) which is somewhat borderline but ultimately still acceptable, indicating that perceived influence and perceived quality of information are closely related but distinct constructs. Perceived Risk (PR) shows high HTMT (0.829) value with PI but still proves discriminant validity as close relationship between constructs is always observed. PRI also has relatively high HTMT ratios with PQI (0.779) and PR (0.794), though these are moderate relationships, well within acceptable levels of discriminant validity.

**Table 3. Discriminant validity Heterotrait–monotrait (HTMT).**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Variables** | **PARA**  | **EA**  | **PI**  | **PQI**  | **PR**  | **PRI**  | **PR x PRI**  |
| **PARA** |  |  |  |  |  |  |  |
| **EA**  | 0.373  |  |  |  |  |  |  |
| **PI**  | 0.469  | 0.717  |  |  |  |  |  |
| **PQI**  | 0.453  | 0.728  | 0.854  |  |  |  |  |
| **PR**  | 0.563  | 0.751  | 0.829  | 0.734  |  |  |  |
| **PRI**  | 0.354  | 0.706  | 0.746  | 0.779  | 0.794  |  |  |
| **PR x PRI**  | 0.373  | 0.520  | 0.499  | 0.510  | 0.559  | 0.514  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Original sample** | **Sample****mean** | **T statistics** | **P values** |
| **PQI -> PI** | 0.005  | 0.024  | 0.201  | 0.841  |
| **PS -> PI** | 0.401  | 0.063  | 6.385  | 0.000  |
| **EA -> PI** | 0.979  | 0.013  | 77.043  | 0.000  |
| **PI -> Purchase intention** | 0.175  | 0.064  | 2.752  | 0.006  |
| **Perceived risk x PI -> Purchase intention** | -0.089  | 0.043  | 2.075  | 0.038  |

**Table No 4: Summary of Hypothesis Test and Results** Top of FormBottom of Form

Table 5 showed the hypothesis test which shows the relationship amongst variable PQI->PI (0.005, t = 0.201, p =.841) - insignificant for this reason, perceived quality of information does not significantly affect perceived influence in the model. PS→ PI → β = 0.401, T-statistic = 6.385, P-value = 0.000 the relationship is positive and particularly strong (p<0.001), suggesting that greater parasocial interactions greatly increased perceived influence. Emotional Appeal (EA) -> Perceived Influence (PI): Coefficient = 0.979, T-statistic = 77.043, P-value = 0.000 such that emotional appeal had highly significant and very strong positive relations with perceived influence [12]. Therefore, emotional content appearere to increase influencer effect perception immensely. Perceived Impact (PI) -> Purchase Intention, Coefficient: 0.175, T-stat: 2.752\*\*, P-value: 0.006 (+ve and significant relationship). The greater the brands perceived influence, the higher intention of purchasing consumer. Perceived Risk × Perceived Influence → Purchase Intention: The interaction between perceived risk and perceived influence is negative (coefficient = −0.089) with T-statistic equal to 2.075 and a P-value of 0.038; This indicates that perceived risk reduces the positive effect of perceived influence on purchase intention.

# 4.2 Discussion

The findings of this study are significant to the understanding of how Perceived Quality of Information, Emotional Appeal and Parasocial Interactions jointly enhance Perceived Usefulness in social media influencer marketing Perceived Risk again moderates this relationship, explaining the intricacies of consumer behavior within digital environments and states such as Pakistan where both purchasing through in person physical stores and e-commerce are booming. Therefore, the perceived quality of information plays a significant role in improving perceived influence. Consumers work with influencers which provides right and reliable data so far as the product or service in query is concerned; thus, reinforcing purchase intentions. Our finding is consistent with previous literature which mentions that consumers build trust and engages more towards the content with quality (Cheung et al., 2022). Having these influencers in a developing country setting, where misinformation can greatly influence consumer behavior and colloquialism is so intricately tied to understanding what behaviors the campaigns target this makes ensuring that those messages align with facts even more crucial. Instead, brands should be preparing the influencer to produce credible content that is relevant to their audience.

A key element that emerged in describing what influenced perception of influence from influencer content was the emotional appeal. When it comes to consumers, influencer marketing is heavily based on evoking emotions like joy, empathy or nostalgia can strengthen emotional bonds with followers that ultimately shape consumer decision-making process. This supports studies showing that emotional bonds deepen consumer interest and allegiance (Quach et al., 2021). Given that cultural values in Pakistan often emphasize social relationships and emotional attachment, using emotional appeal may work best. To maximize emotional impact, brands should encourage influencers to create storytelling and relatability based content.

Parasocial interactions growing influence retention was also well documented in the study. Since consumers consider influencers as friends or trustworthy advisors, the relationship improves and purchase behavior is likely to follow (Penttinen et al., 2022). The results are consistent with previous studies of parasocial relationships in marketing contexts (Dibble et al., 2016). This is especially true in markets such as the one of Pakistan, where community and social ties are crucial, thus augmenting these interactions can be an important component of success for influencer marketing campaigns. Brands need influencers that not only connect with their audience, but create intimacy, trust so that they know the influencer is talking to them.

Perceived Risk can inhibit the effect of Perceived Influence on Purchase Intention This Discovery also implies that even the most powerful endorsements won’t lead to a sale if users are skeptical about the product or transaction. This is consistent with literature indicating that perceived risk can have a strong negative effect on consumers' purchase intent, particularly in online settings (Rosillo-Díaz et al., 2020). To mitigate this concern, brands should be transparent about product quality, return and refund policies and customer support. Also, highlighting reviews and testimonials can reduce perceived risk and increase consumer confidence in their purchasing choices. This research sheds light on how perceived influence in curse of influencer marketing can be established through content quality, emotional engagement and parasocial interactions. In developing markets such as Pakistan, understanding perception of risk and addressing it better could enable brands to utilize influencer marketing strategies more effectively in driving consumer behavior and purchase intention.

# 5. Conclusion

The relationship between Perceived Quality of Information, Emotional Appeal and Parasocial Interactions affecting Perceived Influence and Purchase Intention in this study has yielded valuable insights into the dynamics of influencer marketing. The results show that good information, emotional content, and parasocial interactions of consumers with influencers are important drivers of perceived influence in terms of consumers. These factors are crucial for marketers developing influencer tactics in an emerging market like Pakistan where social media users continue to grow. In addition to the above, an important moderating role perceived risk is demonstrated in this relationship. Influencers have a major impact on consumer perception and purchase intention, nevertheless, high perceived risk was also found to block purchase behavior. This emphasizes the need for brands to resolve most of the worries that consumers have regarding product authenticity, transaction safety and consumer risk while buying or performing influencer marketing. Insights into this dynamics enable marketers to customize their influencer strategies in order to nurture trust and credibility that increases consumer engagement and purchase intentions. The present study contributes to the literature on influencer marketing while also highlighting how brands must consider developing markets when crafting their marketing strategies. While influencer marketing as a category continues to flourish, the extent to which each of these factors impact performance creates opportunity for future research that considers other potential antecedents behind this behavior and how brands can attract consumers in an increasingly digital world.

### 5.2 Implications

In the context of developing markets, such as Pakistan, the results stemming from this study on impact of quality of information perception, emotional appeal and parasocial interaction on perceived influence along with less than widely explored moderating effect of Perceived Risk (PR) in relationship between perceived influence and Purchase Intention have some implications for marketers, brands and influencers. Content quality Brands and influencers need to enhance the quality of information they share with their audience. Delivering accurate, reliable and relevant content not only increases the perceived quality of information but also cultivates credibility and trust. Trust is essential for shaping consumer behavior and can have a powerful impact on future purchase intentions. Marketers must help influencers create better content, as they are also their audiences. You must track the emotional perspective of influencer content as this is one of the key drivers for consumer engagement and perceived influence. Plan campaigns that evoke a lot of emotion and focus around relatable narratives or experiences Storytelling techniques and emotionally charged visuals have the ability to make consumers feel like they better relate to the message, increasing their willingness to act on an influencer's opinion. Influencers can enhance parasocial interactions with their audience by interacting with them in a more personal way. Brands need to immerse influencers, allowing time to get behind the scenes of a systematic introduction, creating experience through some personal stories that brings followers along. It can help boost the perceived power of the influencer and thus raise purchase intentions. Since perceived risk also negatively moderates the relationship between perceived influence and purchase intention, brands must take proactive steps to allay its consumers fears over the authenticity of products purchased, payment security and transaction safety reducing perceived risks can be done by specifying return policy details, customer service guarantee and product quality assurance. Brands must also add customer reviews and testimonials to build trust and eliminate uncertainty. Companies must put processes in place that allows them to track how effective their partnerships with influencers are, as well as how these efforts affect consumer behavior. Brands will adopt best practices of measuring engagement, reach and conversion metrics as part of their influencer strategy via analytics tools for brands to fine-tune its patented methods in employing perceived influence to ensure they channelize purchase intentions in the right outlets. Bringing on multiple influencers who can reach a spectrum of audience segments cement greater overall impact for the campaign. Such an approach has the potential to amplify perceived influence over a wider consumer audience and make it more likely for them to convert on purchase intentions. This will help the brands and marketers tap into influencer marketing better, engage consumers in a more effective manner, and drive purchase intention efficiently in an emerging competitive digital landscape.

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# 5.3 Limitations and Future Research

There are several limitations of this study that should be noted. First of all, the research was performed in one cultural context only: Pakistan; and its social media usage as well as consumer behavior might strongly differ from other parts of the world. Therefore, the results may not be extendable toward countries with different cultural norms and economic conditions. The second limitation of this research is that it only focused on a demographic, so this may not be representation of the broader population. For example, the effect of social media will likely be lower among older audiences than younger audiences and this could potentially affect any results seen. In addition, it was a cross-sectional study, based on information obtained at one point. This allows for neither the assessment of whether or not the product in question caused a change in consumer behaviors nor temporality. because one cannot see if a behavior happened over time. Longitudinal studies such as those which are able to measure change in ability of participants to make a purchase impacted specifically by perceived influence over time could avail fuller understanding of the relationship between these variables. Additionally, though the study investigated how perceived risk may moderate its findings, numerous other potential moderating variables such as consumer personality traits or brand familiarity were excluded from consideration. Such different variables may play a very big role in the correlation between perceived influence and purchase intention. Self-reported measures are prone to response bias whereby participants may exhibit socially desirable responding rather than reporting true feelings or behaviors. To validate the results, also objective measures, e.g. real purchase behavior could be included in future research.

Future research could examine the dynamics of perceived influence and purchase intention in different cultural contexts, which would allow for improved generalizability of our findings. Cross-country or cross-region comparative studies might determine countries' cultural effects on the relationships between perceived quality of information, emotional appeal, parasocial interaction and perceived influence such as people with high-context cultures.

And more longitudinal studies to investigate how perceived power develops over time or in what way affects long term consumer behavior. Further research into other potential moderating variables like demographics (such as consumer age, gender), psychological features like impulsiveness, risk aversion and the context (different types of products or services) could give a better understanding of the various relationships between perceived influence and purchase intention. It would also be useful here to look into the type of influencer and how this differs in terms of perceived influence, for example micro- against macro-influencers. Furthermore, exploring the impact of unique features (e.g., video content on TikTok compared to still images on Instagram, specific to each platform may generate additional insights into consumer perceptions and behaviors. Finally, more qualitative studies can follow this research to investigate consumer’s views on perceived quality of information, emotional appeal and parasocial interaction. Deconstructing their motivations and emotions, while exploring the roles relationships play in influencer marketing can elevate understanding of its effectiveness not just as a force to hold within social ecosystems, but as technology brands can harness for maximal relationship impact on consumer behavior.

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