

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Background

2.1.1. The Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) serves as a foundational theory in this analysis, assumed that consumers process persuasive messages through two distinct routes: the central route, which involves careful consideration of argument quality, and the peripheral route, which relies on superficial cues such as source credibility (Petty & Cacioppo, 1986). In the realm of social media, the quality of arguments presented by influencers, such as detailed product benefits and personal testimonials, can significantly enhance consumer engagement and intention to purchase. Furthermore, the credibility of the influencer, encompassing their expertise, trustworthiness, and attractiveness, plays a crucial role in shaping consumer attitudes and intentions (Jamil et al., 2024).

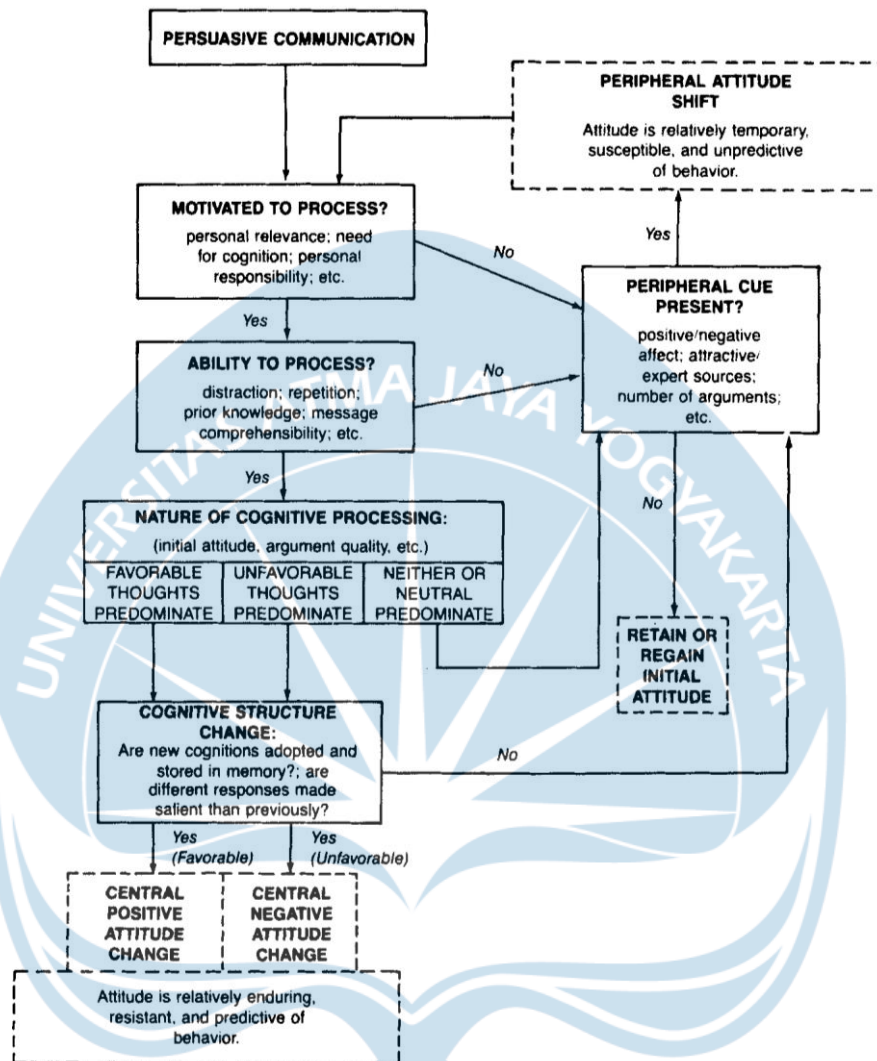


Figure 2. 1 Schematic Diagram Elaboration Likelihood Model

Source : (Petty & Cacioppo, 1986)

From the figure above, according to Petty & Cacioppo (1986) ELM has two persuasion route which are the central route and peripheral route. In this context, the variables argument quality and source credibility are considered as the central route which refers to a persuasion process in which individuals engage in careful and thoughtful consideration of the true merits of the information presented. Argument quality represents the strength, clarity, and relevance of the information

presented by the influencer, which enables consumers to assess the product based on logical reasoning and evidence. Source Credibility reflects the perceived expertise, trustworthiness, and reliability of the influencer, which enhances message acceptance through rational evaluation. When these central cues are perceived positively, they contribute significantly to consumer well-being, which in turn strengthens purchase intention. Attitude changes formed via the central route are generally more enduring, resistant to counter-persuasion, and predictive of actual behavior. While attitude changes formed through the peripheral route may be less stable and more susceptible to change, they can still enhance consumer well-being and indirectly influence purchase intention.

While, the kindness categorized as the peripheral route which describes a persuasion process in which individuals form or change attitudes based on superficial cues rather than detailed analysis of the message content. The results imply that central and peripheral routes function in tandem, each of which advances the welfare of customers. Consumer well-being serves as a mediating factor, directing the effects of kindness, source credibility, and argument quality toward a stronger intention to buy. These findings are consistent with earlier ELM research by Petty & Cacioppo (1986) showing that the two approaches can work in tandem to influence consumer attitudes and behavior in a digital marketing setting rather than being mutually exclusive.

In summary, this research will utilize the Elaboration Likelihood Model (ELM), to comprehensively examine how argument quality, source credibility, and kindness from social media influencers impact consumer well-being and,

subsequently, purchase intention. By integrating these theories, the study aims to provide a complex understanding of the mechanisms through which influencers like Bernadya and Tasya Farasya shape consumer behaviour in the beauty industry, particularly regarding Somethinc products.

2.2 Independent Variable

2.2.1 Argument Quality (AQ)

"The persuasiveness of arguments within an informative message" is what AQ stands for (Jamil et al., 2024). AQ is one the most important central pathways to consumer persuasion and material helpfulness, according to the literature on dual-process models. Furthermore, Jamil et al. (2024) demonstrated that AQ is a useful SMI parameter that fosters favourable attitudes and consumer perception. Additionally, compared to electronic word of mouth, the impact of AQ on consumer attitudes was less pronounced for SMIs.

The degree to which an argument persuades and modifies target audiences' behaviour through an educational message is known as AQ (Zhangchao et al., 2024). The quality of information is significantly influence communication and influences purchase intention. Information that illustrates the specifics of a product or service attracts the attention of customers more. Therefore, during the message information perception process, information standards and the calibre of pertinent information are extremely important to comprehend purchasing intention (Afzal et al., 2024).

Argument quality plays a crucial role in shaping consumer well-being and influencing purchase intentions. High-quality arguments, characterized by their

informativeness, persuasiveness, and emotional appeal, enhance consumer trust and satisfaction, ultimately increasing the likelihood of making a purchase (Jamil et al., 2024). When consumers are presented with strong, clear, and relevant information, they feel more informed and confident in their choices, which leads to greater satisfaction and reduced post-purchase dissonance. Research indicates that consumer well-being acts as a significant mediator between argument quality and purchase intention; better argument quality enhances consumer well-being, which in turn boosts the likelihood of purchasing (Lu & Chen, 2023). Argument quality directly influences how consumers evaluate brands, with strong arguments improving brand perception and making consumers more likely to choose that brand over competitors. This effect is particularly pronounced among followers of a brand, who are more affected by argument quality in their purchase intentions compared to non-followers (Qadeer, 2024). The role of social media influencers in delivering high-quality arguments can significantly impact both consumer well-being and purchase intentions, as their endorsements often carry considerable weight in consumer decision-making processes.

2.2.2. Source Credibility (SC)

Source credibility contains of two aspects; trustworthiness and expertise, are still the principal characteristics of credibility and are things which help influence a consumer's buying decision at the end (Saima & Khan, 2020). When the person feels that the information is biased, the credibility of that source will be negatively affected. SMIs establish credibility with their followers based on their knowledge

and expertise and, therefore, have a huge influence on their followers' purchasing decisions (Mabkhot et al., 2022).

SMIs credibility refers to the perceived reliability, expertise, and trustworthiness of an influencer in the eyes of their audience (Zhangchao et al., 2024). It is the extent to which followers believe that the influencer is knowledgeable about the products or topics they discuss, provides honest opinions, and can be trusted to give accurate and unbiased recommendations. A highly credible influencer is more effective in influencing consumer behaviour, as their audience believes in the validity of their recommendations (Nugroho et al., 2022). SMIs credibility offers significant benefits to companies and brands by fostering trust, enhancing brand reputation, and increasing the effectiveness of marketing efforts. Influencers with high credibility can significantly drive consumer purchase intentions. Investing in partnerships with credible influencers often yields higher returns compared to less trusted influencers or traditional advertising. The similarity between the influencer and the brands niche makes the influencer's audience relate to the brand message because of which the brand's return on investment has a greater chance to increase (Chen et al., 2024).

2.2.3. Kindness (K)

Social media influencer's kindness refers to the perception that an influencer is compassionate, approachable, and considerate in their interactions with their audience and others (Jamil et al., 2024). It reflects the influencer's warmth, empathy, and positive demeanour, which fosters a sense of connection and relatability with their followers. A kind influencer can amplify the impact of these

initiatives by authentically promoting them to a wider audience. Kindness helps humanize a brand by giving it a more relatable and compassionate image (Pradhana & Isa, 2024). Consumers often see influencers as extensions of the brands they represent, and when an influencer is kind and relatable, it makes the brand feel more human and accessible. This human connection is important in today's digital world, where consumers seek brands that care about their needs and values on a deeper level.

To be kind is to be warm-hearted, sympathetic, humane, and compassionate toward others (Vrontis et al., 2021). One exception that may be a crucial factor in determining influencer persuasion and promoting favourable results is the influencer's kindness. When a customer has a positive experience with a service provider, consumer well-being usually follows. There is enough social and psychological research to support the link between kindness and wellbeing, despite influencer marketing. Intimacy, affection, and acts of kindness have a positive impact on wellbeing. Moreover, the goodwill and generosity of information sources improve audiences' happiness, wellbeing, and good intentions. A major factor in determining wellbeing and cognitive performance is kindness (Hasli & Lestari, 2025). Additionally, kindness keeps people happy and healthy in stressful circumstances.

Social media influencers play a pivotal role in shaping consumer well-being through their acts of kindness and genuine engagement. By fostering a sense of community and belonging, these influencers often create safe spaces where followers feel valued and understood. Their supportive interactions, whether

through uplifting messages or sharing personal stories of struggles can significantly enhance the emotional well-being of their audience. Pradhana & Isa (2024) stated that kindness not only builds trust but also encourages followers to engage in positive behaviours, such as self-care and mindfulness. Moreover, influencers who prioritize ethical practices and transparency in their endorsements contribute to informed consumer choices, empowering their audience to make decisions that align with their values and needs. Ultimately, Vrontis et al. (2021) stated that kindness exhibited by social media influencers can lead to stronger emotional connections, increased loyalty, and a more supportive online environment, all of which contribute to the overall well-being of consumers.

2.3 Dependent Variable

2.3.1 Purchase Intention (PI)

Purchase intention is an individual's motivation to buy a product, including the process of considering purchasing decisions, recommending products to others, and making repurchases. Purchase intention is often used as a measuring tool by marketing practitioners to obtain relevant data in predicting sales or estimating market share (Pradhana & Isa, 2024). In terms of adoption, purchase, and use of the product, services, concepts, or specific behaviours, PI is the total of cognitive, affective, and behavioural factors (Mabkhot et al., 2022). The significance of attitude toward purchase intentions was also highlighted by research on SMIs. The influencer can provide advice on how to get more followers on social media and how to persuade followers to purchase the goods they promote for companies

(Afzal et al., 2024). SMIs have a positive impact on social media users' intentions to make purchases.

The willingness of a customer to use internet services, buy products and services, or just compare prices before making a purchase is measured by their online purchase intention. It is useful for evaluating consumers' behaviour before they make a purchase and before they ask for information about a product. There have been a number of studies that explore the impact of influencers' power on consumers' purchase intentions and the ability of these influences to change customer attitudes as well. According to Qadeer (2024), SMIs have an impact on purchase behaviour among social media users. Purchase intention itself can be used to measure customers' percentage probability to purchase one product and their willingness to buy it eventually.

2.4 Mediating Role

2.4.1 Consumer Well-Being (CW)

Recently, consumer well-being has gained popularity and importance, particularly in influencer marketing (Vrontis et al., 2021). Hence, Jamil et al. (2024) stated that consumer well-being refers to the overall positive psychological, social, and experiential outcomes experienced by consumers as a result of their interactions with brands, influencers, and content on digital platforms. In line with Aziza et al. (2024) who stated that CW involves the level of satisfaction and well-being experienced by consumers as a result of their fulfilled needs and desires. In conclusion, CW refers to the overall condition of a consumer's well-being and happiness resulting from their experiences of consumption, purchasing, and

product usage. In general, consumer well-being encompasses the consumer's subjective perceptions of satisfaction, happiness, and the fulfillment of their needs and desires through interactions with goods or services.

Furthermore, Zhangchao et al. (2024) asserted that feelings of familiarity and alignment with influencers have been found to positively influence consumer well-being, encouraging greater commitment and brand loyalty. Engaging positively with influencers can enhance happiness and satisfaction, thereby strengthening the connection between well-being and favourable consumer attitudes and behaviours (Kim & Kim, 2020). When followers feel good, socially connected, and mentally satisfied due to an influencer's message or presence, they are more likely to support the endorsed product or brand.

2.5 Previous Research

In supporting the study, previous literatures are needed as a guidance in conducting the study. This particular study used previous studies within 5 years range. **Table 2. 1** represents the previous research for this study.

Table 2. 1 Previous Research

No	Title/Author/Year	Variable	Research Methods	Results
1	<i>Impact of social media influencers on consumers' well-being and purchase intention: a TikTok perspective</i> (Jamil et al., 2024)	H1a: AQ has a positive effect on CW. H1b: Compared to macro-influencers, the influence of AQ of mega-influencers will be stronger on CW. H2a: SC has a positive effect on CW. H2b: Compared to macro-influencers, the influence of SC of mega-influencer will be stronger on CW. H3a: Influencer kindness has a positive effect on CW. H3b: Compared to mega-influencers, the influence of kindness of macro-influencer will be stronger on CW. H4a: CW has a positive effect on purchase intention. H4b: Compared to macro-influencers, the influence of CW on purchase intention will be stronger for mega-influencers.	Experimental design was used in this research. A total of 190 consumers volunteered for the experiment. They were gathered to watch videos related to the influencers, then they were asked to filled in the questionnaire. All data were collected on a 5-point Likert scale.	H1a: Accepted H1b: Rejected H2a: Accepted H2b: Accepted H3a: Accepted H3b: Accepted H4a: Accepted H4b: Rejected

2	<i>Impact of Social Media Influencers on Consumers' Well-Being and Purchase Intention. A Case Study on Douyin Platform</i> (Zhangchao et al., 2024)	H1: Argument quality positively influences consumers' well-being in the context of social media influencer marketing. H2: Source credibility positively influences consumers' well-being in the context of social media influencer marketing. H3: Kindness positively influences consumers' well-being in the context of social media influencer marketing. H4: Parasocial interaction positively influences consumers' well-being in the context of social media influencer marketing. H5: Consumers' well-being positively influences purchase intention in the context of social media influencer marketing.	This study adopted a nonprobability sampling method, namely purposive sampling. The questionnaires were distributed through online personal messaging systems on social networking sites, including Douyin, WeChat, QQ, and Whatsapp. The link to the questionnaire was shared through private messages on the above social networking sites, allowing researchers to save time and money while effectively contacting respondents. The answers provided by each respondent were carefully tracked and recorded anonymously in the Wenjuanxing system, ultimately collecting 270 valid data sets. A five-point Likert scale (1 = "strongly disagree" to 5 = "strongly agree") is used.	H1: Accepted H2: Accepted H3: Accepted H4: Accepted H5: Accepted
3	<i>The Influence of Argument Quality, Trustworthy Sources, Kindness, on Purchase Intention on TikTok Shop Through Consumer Welfare</i> (Hasli & Lestari, 2025)	H1: Argument quality positively impact consumer welfare. H2: Trustworthy sources positively impact consumer welfare. H3: Kindness positively impact consumer welfare. H4: Consumer welfare positively impact purchase intention. H5: Product risk positively impact purchase intention. H6: Trustworthy sources positively impact argument quality.	The type of research used is causal (cause - effect) which is to explore the causal interaction between argument quality, trusted sources, goodness, product risk, consumer welfare, and purchase intention. The sampling technique used is non-probability sampling, which is a sampling technique that does not provide the same opportunity or chance for each member of the population to be selected as a sample. The questionnaire in this study uses a Likert Scale consisting of four scales in its measurement and	H1: Accepted H2: Rejected H3: Rejected H4: Accepted H5: Rejected H6: Accepted H7: Rejected

		H7: Trustworthy sources positively impact purchase intention.	starts from number 1 which states "Strongly Disagree (STS)" to 4 "Strongly Agree (SS)".	
4	<i>Antecedants of Argument Quality, Source Credibility, and Kindness in Beauty Influencers in Indonesia</i> (Aziza & Kurniawati, 2024)	H1: Argument quality positively impact consumer well-being. H2: Source credibility positively impact consumer well-being. H3: Kindness positively impact consumer well-being. H4: Consumer well-being positively impact recommendation credibility. H5: Consumer well-being positively impact purchase intention. H6: Recommendation credibility positively impact purchase intention.	This study was conducted in 2023 using a quantitative approach. Data collection was carried out using a cross-sectional method, which involves gathering data from various individuals or groups at a single point in time. The data used in this research is primary data obtained through the distribution of questionnaires targeted at followers of Tasya Farasya and Abel Cantika on Instagram. The sampling method employed in this study is purposive sampling.	H1: Rejected H2: Accepted H3: Rejected H4: Accepted H5: Accepted H6: Accepted
5	<i>The Impact of Argument Quality, Source Credibility, and Kindness on Consumer Well-Being and Purchase Intention</i> (Nadhiah et al., 2023)	H1: Argument quality positively impact consumer well-being. H2: Source credibility positively impact consumer well-being. H3: Kindness positively impact consumer well-being. H4: Consumer well-being positively impact purchase intention.	The data used in this study is cross-sectional data, collected over a specific period through a questionnaire (point-in-time approach). The survey was administered using Google Forms, which were directly distributed to respondents via a link shared on social media over a period of three weeks. The sampling method applied in this research falls under non-probability sampling using purposive sampling.	H1: Accepted H2: Accepted H3: Rejected H4: Accepted
6	<i>Analysis of Factors Influencing Purchase Intentions in Live Shopping in Batam</i>	H1: Influencers have a significant effect on credibility. H2: Interactivity has a significant effect on credibility.	The type of data used is primary questionnaire data, namely by distributing questions in the form of a Google form and distributing them to respondents who are asked to answer the	H1: Accepted H2: Accepted H3: Accepted H4: Rejected

	(Christiarini, 2025)	H3: Credibility has a significant effect on consumer well-being. H4: Argument quality has a significant impact on consumer well-being. H5: Kindness has a significant impact on consumer well-being. H6: Consumer well-being has a significant effect on purchase intention.	questions through a series of answers that have been prepared by researchers to 200 sample respondents in the form of live streaming shopping users in Batam City. The analysis process will be carried out on people in the city of Batam who are live streaming shopping customers using a cross-sectional method. Testing is carried out using the PLS-SEM technique.	H5: Accepted H6: Accepted
7	<i>The Persuasive Impact of Social Media Influencers on Consumer's Buying Decisions : A Case Study of Instagram</i> (Qadeer, 2024)	H1. The Quality Content of SMIs has a significant impact on the consumers' buying decisions. H2. The Trustworthiness of SMIs has a significant impact on the consumers' buying decisions. H3. The Credibility of SMIs has a significant impact on the consumers' buying decisions.	The questionnaire was prepared and collected through Google Docs. The research was conducted online, with the survey being sent primarily via WhatsApp. The form included 22 questions related to the impact of social media influencers on consumers' buying decisions. As a research method, convenience sampling was used.	H1: Accepted H2: Accepted H3: Accepted
8	<i>eWOM in C2C Platforms: Combining IAM and Customer Satisfaction to Examine the Impact on Purchase Intention</i> (Bueno & Gallego, 2021)	H1. Service quality positively impacts ecommerce satisfaction. H2. Ecommerce satisfaction positively impacts purchase intention. H3. Argument quality positively impacts purchase intention. H4. Source credibility positively impacts purchase intention. H5. Purchase intention is different depending on gender. H6. Purchase intention is different depending on age.	The study was conducted in the first semester of 2020. It used a self-administered web-based questionnaire. The main survey questionnaire employed a random sample of Taobao consumers. The participants were previously informed of the research aims. The web-based questionnaire was supported by Google Form.	H1: Accepted H2: Accepted H3: Accepted H4: Accepted H5: Rejected H6: Rejected

9	<i>The Power of Influencers: How Does Influencer Marketing Shape Consumers' Purchase Intentions?</i> (Chen et al., 2024)	H1: Influencers' credibility positively affects consumer purchase intentions with regard to light food products. H2: Influencers' professionalism positively affects consumer purchase intentions with regard to light food products. H3: Live-streaming sales positively affect consumer purchase intentions with regard to light food products.	To construct the evaluation set, the primary method employed in this research is a questionnaire survey, wherein the scale questions utilized the Likert five-point scale ("Very Satisfied, Somewhat Satisfied, Neutral, Somewhat Dissatisfied, Very Dissatisfied."). Based on previous research and existing literature, the evaluation scores of the 11 indicators.	H1: Accepted H2: Accepted H3: Accepted
10	<i>The Role of Influencer Credibility and Kindness on Consumer Well-Being and Purchase Intentions for Skincare on the TikTok Platform</i> (Pradhana & Isa, 2024)	H1: Credibility positively impact purchase intention. H2: Kindness positively impact purchase intention. H3: Credibility positively impact consumer well-being. H4: Kindness positively impact consumer well-being. H5: Consumer well-being positively impact purchase intention.	A quantitative approach was employed in this study, involving a population of TikTok users who actively use skincare products and have previously viewed promotional videos by influencers. The sampling technique applied was non-probability sampling using a purposive sampling method, in which not all individuals in the population had an equal chance of being selected. Primary data were collected through direct observation, interviews, and the distribution of online questionnaires via Google Forms. A Likert scale was used for data collection.	H1: Accepted H2: Accepted H3: Accepted H4: Accepted H5: Accepted

2.6 Hypothesis Development

A number of hypotheses that were consistent with the study's goal were proposed after the independent and dependent variables were identified. Five hypotheses will be put forth in this particular study, as detailed in the sub-chapters.

2.6.1 Argument Quality and Consumer Well-Being

Previous researches indicate that argument quality significantly affects the consumer well-being. This statement is in line with a study by Hasli & Lestari (2025) where strong arguments can significantly improve customer satisfaction and decision-making, there is a significant correlation between argument quality and consumer well-being. People are more likely to feel secure in their decisions when they are given information that is understandable, rational, and well-supported, which increases their level of satisfaction overall (Nadhiah et al., 2023).

Furthermore, study by Zhangchao et al. (2024) exhibit similar result where argument quality fosters significant impact toward consumer-well being. Well-structured arguments can positively influence perceptions, resulting in favourable attitudes towards products or services. In terms of decision-making, high-quality arguments facilitate better processes, allowing consumers to make choices that align with their values and needs (Liu et al., 2019). Overall, the interplay between argument quality and consumer well-being underscores the importance of effective communication in consumer contexts.

These findings can be further explained through the Elaboration Likelihood Model (Petty & Cacioppo, 1986). Within this framework, argument quality operates through the central route of persuasion, where individuals engage in thoughtful

cognitive processing of message content. High-quality arguments stimulate elaboration, enabling consumers to carefully evaluate product information and thereby enhancing their psychological assurance, satisfaction, and overall well-being. Thus, the interplay between argument quality and consumer well-being underscores the importance of persuasive communication not only in shaping purchase intention but also in fostering positive consumer experiences. Based on the preceding literature review, the following hypothesis is proposed as below:

H1a: Argument quality significantly influence consumer well-being.

H1b: Compared to entertaining artist, the influence of argument quality of beauty vlogger will be stronger on consumer well-being.

2.6.2. Source Credibility and Consumer Well-Being

One important component of how people process information and make decisions is the connection between consumer well-being and the credibility of the source. The perceived reliability and competence of the information source is known as source credibility, and it has a big impact on the attitudes and actions of customers (Christiarini, 2025). This statement in line with the findings by Zhangchao et al. (2024) where source credibility significantly impact consumer well-being. When consumers perceive a source as credible, they are more likely to accept the information presented, leading to informed decision-making and increased satisfaction with their choices. This enhanced decision-making process contributes to overall consumer well-being, as individuals feel more confident and empowered in their purchasing decisions (Rodrigo & Mendis, 2023).

Additionally, Jamil et al. (2024) also stated similar findings that source credibility positively impact consumer well-being in TikTok perspectives. When an influencer is perceived as credible, their influence can foster a more positive environment on social media and contribute to the enhancement of consumer well-being (Aziza & Kurniawati, 2024). Ultimately, the interplay between source credibility and consumer well-being highlights the importance of reliable information in fostering positive consumer experiences and enhancing consumer satisfaction.

These findings align closely with the Elaboration Likelihood Model (Petty & Cacioppo, 1986), where source credibility functions primarily through the central route of persuasion. When consumers are motivated and able to process information, they evaluate the expertise and trustworthiness of the source as part of their cognitive elaboration. A highly credible influencer strengthens message acceptance, reduces uncertainty, and instills confidence, which in turn contributes to greater consumer well-being. Even in cases where consumers engage less deeply, source credibility may also act as a peripheral cue, signaling reliability without extensive processing. In both routes, credibility enhances consumers' sense of empowerment and satisfaction, highlighting its importance in fostering positive consumer experiences. Based on the preceding literature review, the following hypothesis is proposed as below:

H2a: Source credibility significantly influence consumer well-being.

H2b: Compared to entertaining artist, the influence of source credibility of beauty vlogger will be stronger on consumer well-being.

2.6.3. Kindness and Consumer Well-Being

The relationship between a social media influencer's kindness and consumer well-being is increasingly relevant in today's digital landscape, where influencers play a significant role in shaping consumer perceptions and behaviours (Vrontis et al., 2021). Similar findings by Zhangchao et al. (2024) resulted that kindness positively influence consumer well-being in the case of Douyin platform. This study implies that the influencers' kindness makes the social media atmosphere supportive to consumers, therefore it improves the consumers' satisfaction level.

Furthermore, study by Christiarini (2025) stated that kindness has a significant impact on consumer-well being through a research regarding Youtube. Kindness contents would eventually generate emotional sympathy of the audiences. This statement is aligned with Jamil et al. (2024) suggested that an influencer's kindness may serve as a prior factor in enhancing persuasive effectiveness, leading to favourable outcomes. A positive experience with a service provider is generally associated with improved consumer well-being.

This connection can be explained through the Elaboration Likelihood Model (Petty & Cacioppo, 1986), where kindness operates primarily as a peripheral cue of persuasion. Unlike argument quality or source credibility, which require deep cognitive processing through the central route, kindness influences consumers more affectively by evoking emotions such as warmth, empathy, and trust. When consumers perceive influencers as kind and genuine, they may not engage in extensive message elaboration but still develop favorable attitudes and increased well-being based on these peripheral cues. Therefore, influencer kindness enhances

consumer well-being by fostering an emotionally supportive environment that makes audiences feel valued, connected, and satisfied. Based on the preceding literature review, the following hypothesis is proposed as below:

H3a: Kindness significantly influence consumer well-being.

H3b: Compared to entertaining artist, the influence of kindness of beauty vlogger will be stronger on consumer well-being.

2.6.4. Consumer Well-Being and Purchase Intention

The relationship between consumer well-being and purchase intention is a multifaceted dynamic that significantly influences consumer behaviour. Consumer well-being encompasses various dimensions, including emotional, psychological, and social aspects, which collectively contribute to an individual's overall life satisfaction (Hasli & Lestari, 2025). A study by Nadhiah et al. (2023) stated that, when consumers experience high levels of well-being, they are more likely to engage in positive purchasing behaviours, as they tend to have a more optimistic outlook and greater confidence in their decisions.

Research indicates that consumers who feel satisfied with their lives are more inclined to make purchases that align with their values and enhance their quality of life, leading to a greater intention to buy (Zhangchao et al., 2024). This is in accordance with a study by Aziza & Kurniawati (2024) resulted that consumer well-being positively impact purchase intention in the case of beauty influencers in Indonesia. Thus, the interplay between consumer well-being and purchase intention highlights the importance of emotional and psychological factors in shaping consumer choices and behaviours.

This relationship can be further understood through the Elaboration Likelihood Model (Petty & Cacioppo, 1986). Within the model, consumer well-being reflects the outcome of persuasion processing via both the central and peripheral routes. High argument quality and source credibility (central route) as well as kindness (peripheral route) shape consumers' emotional and psychological states, leading to enhanced well-being. Once consumers experience this heightened state of well-being, they become more motivated and confident to act on persuasive messages, which translates into stronger purchase intentions. Thus, consumer well-being serves as the critical bridge that connects persuasive communication by influencers to actual consumer behavior. Based on the preceding literature review, the following hypothesis is proposed as below:

H4a: Consumer well-being significantly influence purchase intention.

H4b: Compared to entertaining artist, the influence of consumer well-being of beauty vlogger will be stronger on purchase intention.

2.6.5. Argument Quality and Purchase Intention

The relationship between a social media influencer's argument quality and consumers' purchase intentions is a critical factor in the effectiveness of influencer marketing. High-quality arguments, characterized by clarity, relevance, and strong evidence, can significantly enhance the persuasiveness of an influencer's message (Petty & Cacioppo, 1986). When influencers present well-structured arguments that highlight the benefits and features of a product, they are more likely to capture the attention of their audience and foster positive attitudes toward the product (Zhangchao et al., 2024).

This is particularly important in the context of social media, where consumers are often inundated with information and competing messages. Influencers who provide credible, informative, and engaging content can effectively reduce uncertainty and increase consumers' confidence in their purchasing decisions (Christiarini, 2025). Moreover, the perceived expertise of the influencer plays a crucial role in this dynamic where consumers are more likely to be influenced by arguments from sources they view as knowledgeable and trustworthy (Jamil et al., 2024). In conclusion, the quality of an influencer's arguments can significantly impact consumers' purchase intentions, as compelling and credible messages lead to greater engagement and a higher likelihood of conversion.

These dynamics are strongly supported by the Elaboration Likelihood Model (Petty & Cacioppo, 1986), where argument quality functions as a determinant of persuasion through the central route. Under conditions of high involvement, consumers carefully evaluate the logic and evidence of the message, and strong arguments lead to enduring attitude changes and stronger purchase intentions. In contrast, weak arguments may fail to stimulate elaboration or may even lead to negative attitudes. Thus, argument quality directly contributes to consumers' decision-making by enabling deeper cognitive processing, ensuring that persuasive messages delivered by influencers translate into meaningful purchase intentions. Based on the preceding literature review, the following hypothesis is proposed as below:

H5a: Argument quality significantly influence purchase intention.

H5b: Compared to entertaining artist, the influence of argument quality of beauty vlogger will be stronger on purchase intention.

2.6.6. The Mediating Role of Consumer Well-Being towards The Relationship of Argument Quality and Purchase Intention

A prior study by Jamil et al. (2024) highlight the importance of argument quality as a central predictor of consumer decision-making, particularly in the context of social media influencers and digital marketing. High-quality arguments not only provide informative and persuasive content but also foster greater consumer trust and engagement, thereby influencing purchase intention. Persuasive and logically structured arguments enhance consumers' evaluation of brand-related information, leading to more positive perceptions of the product (Jamil et al., 2024). This aligns with the Elaboration Likelihood Model (ELM), which emphasizes that strong arguments processed through the central route create lasting attitude change and behavioral intention. Similarly, Bueno & Gallego (2021) also confirms that argument quality plays a significant role in stimulating favorable consumer responses, as consumers who perceive influencer messages as clear, relevant, and useful are more likely to consider purchasing the endorsed products.

Beyond direct effects, recent research increasingly points to the mediating role of consumer well-being in this relationship. Jamil et al. (2024) demonstrates that when consumers perceive influencer content as meaningful and supportive of their emotional or leisure well-being, they are more inclined to associate these positive experiences with the brand, which in turn strengthens purchase intention. Likewise, Bueno & Gallego (2021) highlights that argument quality indirectly

affects consumer behavior through its impact on psychological satisfaction and perceived well-being. In this sense, consumer well-being acts as a bridge that transforms cognitive evaluations of argument quality into affective and behavioral outcomes, thereby reinforcing the pathway from argument quality to purchase intention. This suggests that marketing strategies should not only focus on crafting strong and persuasive arguments but also ensure that such content contributes to enhancing consumer well-being, as this dual approach significantly increases the likelihood of driving actual purchase decisions.

This is consistent with the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which emphasizes that strong arguments processed through the central route create enduring attitude changes and stronger behavioral intentions. Similarly, Bueno & Gallego (2021) confirm that argument quality plays a significant role in stimulating favorable consumer responses, as consumers who perceive influencer messages as clear, relevant, and useful are more likely to consider purchasing the endorsed products. Beyond its direct effects, recent studies increasingly point to the mediating role of consumer well-being in this relationship. Jamil et al. (2024) demonstrate that when consumers perceive influencer content as meaningful and supportive of their emotional or leisure well-being, they associate these positive experiences with the brand, which in turn strengthens purchase intention. Likewise, Bueno & Gallego (2021) suggest that argument quality indirectly affects consumer behavior through its impact on psychological satisfaction and perceived well-being. This dynamic also aligns with the ELM framework, as cognitive elaboration triggered by high-quality arguments (central

route) can lead not only to rational evaluations but also to affective outcomes such as enhanced well-being. In this sense, consumer well-being functions as a psychological bridge that transforms cognitive evaluations into emotional resonance and behavioral outcomes, thereby reinforcing the pathway from argument quality to purchase intention. Consequently, marketing strategies should not only focus on developing persuasive and evidence-based arguments but also ensure that such communication contributes to consumer well-being, as this dual impact enhances both rational persuasion and emotional connection, significantly increasing the likelihood of purchase decisions. Based on the preceding literature review, the following hypothesis is proposed as below:

H6a: Consumer well-being mediation effect significantly influence the relationship of argument quality to purchase intention.

H6b: Compared to entertaining artist, the influence of consumer well-being mediation effect of beauty vlogger will be stronger on the relationship of argument quality to purchase intention.

2.7 Theoretical Framework

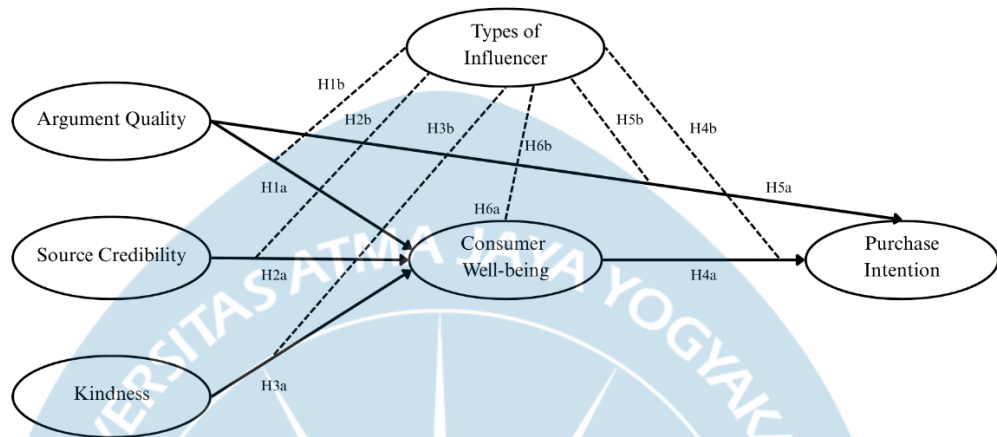


Figure 2. 2 Theoretical Framework

Source: Adapted from Jamil et al. (2024) & Bueno & Gallego (2021)