

Role of Gender in Shaping Consumer Responses to Doctor Influencer: Insights into Brand Perceptions and Repurchase Intentions in the Indonesian Mineral Water Industry

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ABSTRACT: This study investigates the effectiveness of influencer marketing, focusing on Dr. Reisa's endorsement of Le Minerale mineral water in Indonesia. It examines how influencer attributes, such as physical attractiveness, familiarity, expertise, success appeal, and congruency, influence consumer attitudes and repurchase intentions. This study examined the impact of influencer marketing on brand perception and consumer behavior, particularly in the digital era. It challenges traditional marketing theories by analyzing the role of various influencer attributes in shaping consumer attitudes. The primary aim of this study is to assess the unique effects of influencer characteristics on brand attitudes and repurchase intentions, with a special focus on the role of gender as a moderating variable in influencer marketing. This study utilized a survey-based approach to evaluate the impact of influencer attributes—physical attractiveness, familiarity, expertise, success appeal, and congruency on consumer attitudes and repurchase intentions toward Le Minerale's mineral water. Targeting consumers familiar with Dr. Reisa's endorsement, the survey collects quantitative data to analyze how these attributes, along with gender as a moderating variable, influence brand perception in the digital marketing context. This study reveals that Dr. Reisa's physical attractiveness does not significantly impact brand attitudes, challenging traditional marketing beliefs. However, gender has emerged as a key moderator influencing how attractiveness affects brand perception. Contrary to expectations, familiarity with the influencer has no significant effect on brand attitudes, suggesting a shift in digital audience engagement. Notably, expertise, success appeal, and congruency significantly influence brand attitudes, with gender enhancing the impact of congruency. These insights offer a new perspective on influencer marketing, emphasizing the importance of expertise, success appeal, congruency, and gender considerations, thereby providing marketers with strategic guidance in the digital landscape.

I. INTRODUCTION

The digital marketing realm has witnessed a transformative shift with the emergence of social media influencers as pivotal endorsers. This transition marks a significant departure from traditional advertising strategies and underscores the need to explore the nuanced dynamics of influencer marketing [1]. Particularly intriguing is the case of mineral water brands in Indonesia that embrace influencers as a medium to forge stronger connections with consumers. The mineral water market in Indonesia is highly competitive, with both local and international brands

ving for market share [2]. The growing population of Indonesia has increased the need for drinking water, considering that water is a primary human need. In Indonesia, bottled water is perceived to be of better quality than piped water because of its perceived lack of purity and safety. Marketing efforts emphasize taste, convenience, mental health, and social and environmental values [3]. Hardati et al. [4] concluded that high population growth and density could have implications for access to clean and decent drinking water. This proves that the bottled drinking water industry has bright prospects, and it is no wonder that many bottled drinking water products are mushrooming in Indonesia. This competition has driven innovative advertising strategies and campaigns by the mineral water companies. Analyzing these strategies can offer insights into how brands differentiate themselves in a crowded market and what makes certain advertising approaches more successful than others.

The intersection of influencer marketing and consumer behavior represents a fascinating and rapidly evolving area of study within the digital marketing landscape. This research theme has garnered interest due to the substantial shift in advertising strategies from traditional media to influencer-driven platforms. Influencers, who leverage sizable social media followings, have emerged as powerful mediators between brands and consumers [5]. This intrigue lies in understanding how digital personalities sway consumer perceptions, attitudes toward brands, and, ultimately, purchasing decisions. [6, 7] underscored the growing influence of social media personalities on consumer behavior. This study dissects the multifaceted role of influencers in molding consumer attitudes and repurchase intentions, particularly within the context of everyday consumer goods. Such an inquiry is pivotal because of its potential to unravel the intricacies of influencer efficacy, a topic that remains relatively underexplored in scholarly discourse. The relevance of this study is amplified by its implications for shaping future marketing strategies and providing insights that could transcend the traditional paradigms of consumer engagement in the digital era.

Early foundational studies in this field, such as [8], employed a heuristic-systematic model to investigate how informational cues influence credibility evaluations of information posted by YouTube influencers. Similarly, [9] in their study explore an integrated model to account for the effects of advertising value and source credibility on consumer trust in branded content on social media. A pivotal study by Hudders et al. [10] presented a comprehensive literature review and developed a conceptual framework focusing on the strategic employment of social media influencers. Ye et al. [11] employed bibliometric and thematic content analysis techniques to provide a detailed overview of the existing research on influencer marketing. This study highlights the foremost journals, authors, and publications in the field, while also delineating the primary themes that characterize the current scholarly discourse in this domain. Additionally, this study contrasts the impact of celebrities and influencers, concluding that influencers tend to be more effective than celebrities in their roles [12]. Recently, [13] indicate that macro-influencers, despite having a smaller following, are more effective than mega-influencers in engaging customers and impacting brand equity, suggesting a shift toward the effectiveness of more niches for targeted influencer marketing strategies. Together, these studies trace the arc of influencer marketing development from a novel concept to a complex and integral component of modern marketing strategies. Each research contributes to a layered understanding of how influencer marketing has grown and adapted, reflecting the changing landscapes of social media and consumer engagement.

The field of influencer advertising has seen substantial changes, shifting from traditional celebrity endorsements to embracing people with specialized skills, such as athletes, doctors, and other specialists [14-17]. This movement signifies a more profound alteration in consumer inclination and the increasing significance of genuineness and proficiency in the digital age. Early influencer marketing has relied heavily on celebrities. However, as [18] show, the digital age has a democratized influence, allowing individuals with specialized knowledge or skills to build substantial followings.

As discussed by Picazo-Sánchez et al. [16] in *Health, Risk, and Society*, there is a growing need to ensure accurate and ethical information and health-related product dissemination by these professional influencers. With the rise of professional experts as influencers, ethical considerations have gained prominence, particularly in sensitive fields such as healthcare [17]. As this field continues to evolve, it will likely offer new insights into effective communication and marketing strategies for health-related products in the digital age.

Expanding on earlier exploration of the influence of digital endorsers, the involvement of doctor influencers in advertising campaigns for products such as mineral water presents a unique area of interest. The inclusion of medical professionals in marketing campaigns introduces a layer of perceived credibility and expertise that can significantly affect consumer trust and decision-making processes [19]. This is particularly pertinent in the context of products, such as mineral water, where health-related claims are often central to marketing strategies. The intersection of influencer credibility, professional authority, and consumer behavior warrants a focused investigation because of its potential implications for ethical marketing and consumer perception [20]. Doctors are trusted medical professionals, and their endorsement may lead consumers to overestimate the health benefits of a product such as mineral water. However, this perceived authority can mislead consumers, especially if health

claims are exaggerated or not scientifically substantiated [21]. Furthermore, consumers may rely too heavily on doctor endorsements in their decision-making, overlook their own needs or preferences, or neglect to consider other important product attributes.

The landscape of influencer marketing, particularly involving medical professionals, has been explored in various scholarly studies, each contributing unique insights into this dynamic field. Liu et al. [21] examined how television and print advertisements influenced patients with varying health conditions to seek medical advice, highlighting the significant role of the media in shaping patient behavior toward healthcare consultations. Complementing this, Maria et al. [19] underscored the imperative of honest communication and respect for the medical profession's dignity, particularly when doctors are positioned as influencers, thereby emphasizing the need for ethical integrity in healthcare advertising.

Further enriching this discourse, [22] explored students' perceptions of and behaviors students toward DTCA of pharmaceuticals. This study sheds light on the influence of such advertising on end-user behavior and offers insights into how consumer perceptions are shaped by healthcare advertising. In the same vein, [23] investigate the impact of social media influencers, including those in the medical field, on their followers. It focuses on the dynamics of parasocial relationships, source credibility, and the evaluation of sponsored content, revealing the nuanced ways in which influencers sway their audiences. Finally, [24] examined the role of social media influencers such as doctors in altering public responses to commercials aimed at enhancing corporate reputation. This study highlights how influencers affect message attitudes and corporations' perceived reputations, demonstrating the broad reach of the influencer impact beyond direct consumer behavior.

In summary, previous research has presented a comprehensive view of the role of doctor influencers in advertising as a complex interplay of ethical responsibility, influence on consumer behavior and perceptions, and impact on brand reputation. These studies collectively underscore the potent influence of doctor influencers balanced by the need for ethical marketing practices and transparency. This complexity and multifaceted impact of doctor influencers highlight the importance of continued research in this area, especially in understanding the implications of such endorsements in various product domains, including health-related products such as mineral water.

This examination focuses on understanding how doctors' endorsements impact consumer perceptions of health-related claims made by mineral water brands, the ethical implications of such endorsements, and the effectiveness of marketing strategies in different demographic segments. This targeted research provides invaluable insights for marketers and health professionals alike, ensuring the responsible and effective use of doctor influencers in product promotion. Furthermore, this study aims to bridge the gap in geographical representation within the field, as much of the existing literature is skewed toward Western markets. Therefore, this study's focus on Indonesia contributes to a more nuanced and global understanding of influencer marketing strategies.

By integrating these diverse variables and focusing on a specific product and geographical context, this study offers new insights into the complex interplay between influencer marketing and consumer decision making. It contributes to both academic knowledge and practical marketing approaches, filling a critical gap in the current understanding of digital influencer effectiveness in emerging markets such as Indonesia.

This study extends previous research by including a comprehensive set of variables such as physical attractiveness, familiarity, expertise, success appeal, and congruency to provide a more holistic understanding of how these factors collectively influence consumer attitudes and purchase intentions. This approach is particularly pertinent given the unique context of mineral water marketing by Le Minerale in Indonesia, where health and wellness are pivotal themes. According to the latest data from (Food and Drug Supervisory Agency), there are 1.032 bottled drinking water companies with 7.780 products, one of which is Le Minerale [25].

The emergence of Dr. Reisa Broto Asmoro as an endorser of the mineral water brand Le Minerale in Indonesia exemplifies a unique phenomenon in influencer marketing, particularly in the context of health professionals' involvement. This development can be attributed to a combination of factors, including heightened health awareness due to the COVID-19 pandemic and the growing influence of medical professionals in the public domain. Dr. Reisa Broto Asmoro, known for her role as a public health communicator and involvement in Indonesia's COVID-19 response, has become a trusted figure in health and wellness. Her transition to endorsing a product such as Le Minerale aligns with the increased public interest in health-conscious choices. During the pandemic, people have become more vigilant about their health and have sought products that contribute to their well-being. In this scenario, mineral water, known for its health benefits, became the focus, and Dr. Reisa's endorsement added a layer of credibility and trust to the brand. This phenomenon also reflects a broader trend in marketing where authenticity and expertise are highly valued. Indonesian consumers now seek genuine advice from qualified professionals. A medical expert such as Dr. Reisa, who endorses a health-related product, resonates with the audience, providing assurance of quality and health benefits. Moreover, the digital transformation accelerated by the pandemic has significantly influenced consumer behavior. With the substantial increase in online content consumption,

influencers with a strong digital presence, such as Dr. Reisa, can effectively reach and engage with a wide audience. Her endorsement of Le Minerale is not just a marketing strategy, but also a testament to the evolving landscape of influencer marketing in Indonesia, where expert opinion is highly sought after, especially in matters related to health and wellness.

The findings offer substantial contributions to both the practical field of influencer marketing and the underlying theoretical framework. Practically, this study provides actionable insights for marketers and brand managers in the mineral water industry, highlighting the key attributes of doctor influencers—physical attractiveness, familiarity, expertise, success appeal, and congruency—that are the most effective in shaping consumer attitudes and driving purchase intentions. This knowledge enables more targeted and efficient influencer marketing strategies, particularly in the Indonesian market where health-conscious consumers value credible endorsements from medical professionals.

This study theoretically enriches the understanding of influencer marketing within the realms of social influence and source credibility theories. By examining the specific influence of doctor influencers, this study extends Social Influence Theory, which posits that individuals' attitudes and behaviors are shaped by social interactions, to a nuanced domain where professional credibility plays a central role. Furthermore, the inclusion of variables such as expertise and success appeal contributes to a deeper understanding of the Source Credibility Theory, which focuses on the persuasiveness of a communication source based on expertise, trustworthiness, and attractiveness. The integration of these theories with empirical findings from the Indonesian mineral water market not only validates their applicability in a new context but also opens avenues for future research exploring the dynamics of influencer marketing in different cultural and product-specific settings.

II. LITERATURE REVIEW

1. PHYSICAL ATTRACTIVENESS OF INFLUENCERS

Recent studies have shed light on the significant impact of an influencer's physical attractiveness on consumer engagement. The concept of physical attractiveness is a pervasive and complex topic in society. While traditional beauty standards often emphasize external features such as facial symmetry and body proportions, the definition of beauty is highly subjective and can encompass various qualities, including inner virtues and character. Despite the emphasis on inner beauty, the influence of physical attractiveness in different spheres of life, such as social interactions and professional settings, cannot be overlooked [7, 13, 26, 27]. Study [28] examined this phenomenon to illustrate how physical attractiveness can enhance the effectiveness of marketing messages. Their research asserted that while attractiveness can boost the appeal and credibility of marketing communications, it must be balanced with expertise to avoid superficial influence. This balance is crucial, especially in markets such as Indonesia, where cultural norms and values may influence the perception of physical attractiveness differently. This aspect of physical attractiveness raises questions about consumer psychology and behavior. The dual impact of attractiveness, which enhances attention while potentially detracting from the message substance, presents a complex dynamic. Future research could explore how this balance affects consumer trust and the authenticity of the endorsement, particularly for health-related products such as mineral water.

2. FAMILIARITY WITH INFLUENCERS

The role of familiarity with influencers in building trust and emotional connections with an audience is another area of growing interest. Familiarity with influencers refers to the extent to which consumers recognize and engage with influencers on social media platforms. Influencers are individuals who have built a large, organic following on social media platforms, and are often considered opinion leaders or trusted social media users. They play a significant role in promoting products and services to a large number of followers, and their content is perceived as more authentic and credible than traditional advertising. Influencer marketing has become a popular strategy for businesses to reach new consumers, especially among younger demographics, as it leverages the trust and influence that these individuals have on their audience [12], [29], [30] explore this aspect. They found that influencers more familiar with their audiences tended to have a greater impact on their attitudes and purchase decisions. This finding suggests that familiarity can serve as a bridge to enhance an influencer's ability to connect with the audience at a deeper level.

Building on this concept, this study highlights the importance of long-term engagement between influencers and followers. This sustained interaction fosters a sense of trust and reliability, which is particularly significant in markets with high social media engagement, such as Indonesia. The implications for marketers are clear: Investing in long-term relationships with influencers who resonate with their target audience can lead to more effective marketing outcomes.

3. EXPERTISE OF INFLUENCERS

The expertise of influencers is a critical factor in persuading consumers, particularly in the context of health-related products, such as mineral water. Study [31] demonstrated that consumers are more likely to be influenced by influencers who possess relevant knowledge and expertise. This finding is particularly relevant in contexts where health and wellness are the primary concerns, as in the case of mineral water.

This study elucidates the evolving nature of influencer marketing. As consumers become more discernible, influencers' popularity is no longer sufficient. Instead, expertise and depth of knowledge are the key determinants of influence. This shift calls for a more strategic approach to influencer selection, emphasizing the importance of aligning influencer expertise with a product's core values and attributes [32, 33].

4. SUCCESS APPEAL OF INFLUENCERS

The concept of success appeal in influencer marketing has gained traction in recent studies. According to Wang et al. [34], influencers perceived as successful in their fields, particularly in contexts such as healthcare, tend to have a greater influence on their purchasing decisions. Success appeal reflects competence and reliability, which are crucial in markets where product credibility is paramount. Expanding on this, this study explored the implications of success appeal in different cultural contexts. In markets such as Indonesia, where success is often associated with social status and expertise, the impact of an influencer's success appeal may be particularly pronounced. This suggests a strategic avenue for brands to collaborate with successful influencers to leverage credibility, enhance brand perception, and drive consumer decisions.

5. CONGRUENCY BETWEEN INFLUENCER AND PRODUCT

Lee et al. [35] highlighted the importance of congruency between the influencer and endorsed product. Their research underscores that a clear alignment between the influencer's professional identity and the product, such as a health expert endorsing a mineral water brand, enhances the authenticity and relevance of the marketing message. Congruency is critical for creating persuasive and credible endorsements. Furthermore, this congruency is not limited to professional alignment but also includes value congruence. When an influencer's personal values and lifestyle align with a product's brand image and values, as highlighted in their research, they further strengthen consumer trust and relatability. This aspect is particularly vital in culturally diverse markets where values and lifestyle choices play a significant role in consumer behavior.

6. THE INFLUENCE OF ATTITUDES TOWARD BRANDS ON REPURCHASE INTENTION

Ajzen's Theory of Planned Behavior [36] lays the foundational premise, suggesting that attitudes significantly influence behavioral intentions, including repurchasing. This theory is particularly relevant when considering the impact of doctor endorsements on consumer attitudes toward mineral water brands, implying that positive perceptions shaped by such credible endorsements are likely to lead to increased repurchase intentions.

Supporting this, Oliver [37] underscores the importance of consumer satisfaction in driving repurchase intention. His findings indicated that satisfaction, which can be bolstered by credible endorsements, is a crucial predictor of whether consumers make repeat purchases. In the case of mineral water endorsed by doctors, satisfaction may stem from the perceived health benefits and credibility associated with endorsement. Furthermore, the study by Marcos-García et al. [38] ties these concepts together by demonstrating that positive brand attitudes significantly impact brand equity, which encompasses aspects like loyalty and repurchase behavior. This research suggests that endorsements by trusted healthcare professionals can lead to positive brand perceptions, thereby enhancing brand equity and encouraging repeat purchasing behavior [39]. Finally, Chaudhuri and Holbrook [40] revealed a direct correlation between brand trust, affect, and loyalty. They found that higher levels of trust and emotional attachment toward a brand significantly enhanced brand loyalty, which is a key determinant of repurchase intentions. This is particularly pertinent for mineral water brands endorsed by healthcare professionals, as trust in doctors can be transferred to the brand, thereby fostering consumer loyalty and increasing the likelihood of repurchase. In light of the research discussed above, one might hypothesize the following:

H1. The influence of attitudes toward brands on repurchase intention.

7. PHYSICAL ATTRACTIVENESS HAS A POSITIVE EFFECT ON REPURCHASE INTENTION

Starting with the theoretical groundwork, the Halo Effect, a well-established concept in psychology, suggests that a single positive attribute, such as physical attractiveness, can lead individuals to ascribe multiple positive qualities to a person [41]. This principle is particularly relevant in the realm of influencer marketing, in which an influencer's attractiveness may cast a favorable impression on the endorsed brand. This is further substantiated by Kamins (1990) [42], who demonstrates that consumers tend to develop a positive attitude toward brands endorsed

by physically attractive influencers, as attractiveness elicits positive affective responses that are then transferred to the brand.

Several studies have revealed that physical attractiveness can be associated with specific stereotypes that benefit advertising programs [43, 44]. The initial study revealing this was conducted by Patzer (1983), who stated that socially attractive individuals prefer unattractive individuals. The findings are further supported by two studies that reveal the "what is beautiful is good" phenomenon to conclude physical attractiveness stereotypes [46]. Furthermore, a study conducted by [47] demonstrated that individuals possess physical attractiveness that radiates sensuality, thereby enhancing arousal, which can influence information processing. Therefore, communicators who are good-looking are preferred to those who have an average or less attractive appearance. Based on these studies, it can be concluded that individuals with attractive facial features are more likely to be chosen as ideal endorsers than those who are less attractive. Considering the findings of these studies, we propose the following hypotheses:

H2. Physical attractiveness has a positive effect on repurchase intention

8. FAMILIARITY HAS A POSITIVE EFFECT ON REPURCHASE INTENTION

Rooted in the theoretical framework of the mere-exposure effect, which posits that increased exposure to a stimulus enhances an individual's preference for it, this hypothesis gains empirical support [48]. Their research revealed that consumers exhibit greater trust and positive attitudes toward brands endorsed by influencers with whom they are familiar, a phenomenon attributed to the development of parasocial relationships, in which consumers feel a personal connection similar to the influencer.

Further reinforcing this concept, Mollaei et al. [49] examined the influence of social media platforms on fostering familiarity. They concluded that platforms that enable frequent and intimate interactions between influencers and followers significantly boost the impact of familiarity on brand attitude. Adding the Z-generation dimension, Putri et al. [50] found that familiarity assumes an even more critical role in Asian markets, where high-context communication is prevalent. In these settings, familiarity not only enhances brand attitudes but also fosters deeper brand loyalty due to the cultural emphasis on relational bonds. [30] explored how the effect of familiarity varies across product types. Their findings indicated that for everyday products, such as mineral water, familiarity with the influencer significantly amplifies the positive impact on brand attitude.

Collectively, these studies provide comprehensive justification for the hypothesis that familiarity with an influencer positively influences brand attitude, moderated by factors such as social media platforms, cultural context, and product type. Based on this justification, the following hypothesis is proposed:

H3. Familiarity has a positive effect on repurchase intention.

9. EXPERTNESS HAS A POSITIVE EFFECT ON REPURCHASE INTENTION

The hypothesis that an influencer's expertise positively affects brand attitude is substantiated by a cohesive body of research from the past five years, as indicated by Scopus-indexed studies, which underscore the pivotal role of expertise in influencer marketing. Central to this hypothesis is Source Credibility Theory [51], which posits that communication effectiveness depends significantly on the perceived expertise of the source. This theory is the bedrock of the argument that influencer expertise can enhance brand attitude, as explored in a study by Trivedi & Sama [52], who demonstrated outcomes that indicate a clear benefit of preferring an expert influencer over an attractive celebrity influencer when strategizing marketing communications for consumer electronics products.

Batra et al. [53] examined the relationship between influencer expertise and brand trust. They find that expert influencers, particularly in niches such as health and wellness, significantly bolster consumers' trust in a brand, leading to more favorable brand attitudes. This finding is particularly relevant in contexts where product efficacy and authenticity are paramount, such as health-oriented sectors. The relevance of influencer expertise was highlighted by Al Farraj et al. (2021) [6], which investigated the dynamic digital landscape. In an era of information overload, they argue that consumers are increasingly reliant on expert influencers to navigate their choices, thereby placing higher value on expert endorsements when forming brand attitudes.

Collectively, these studies form a robust foundation for the hypothesis that influencer expertise positively affects brand attitude. They underscore the importance of influencer credibility and knowledge in shaping consumer perceptions in an era in which expertise is a valuable currency in digital marketing and consumer decision making. Based on this justification, the following hypothesis is proposed:

H4. Expertness has a positive effect on repurchase intention

10. SUCCESS APPEAL HAS A POSITIVE EFFECT ON REPURCHASE INTENTION

A person's success appeal evokes inspiration for future achievements and the expectation of improving one's own status by associating oneself with the person [54]. The core of this hypothesis is the notion that an influencer's

perceived success can create aspirational value for the brand endorsed. This concept aligns with Social Learning Theory [55], which suggests that individuals tend to emulate behaviors and attitudes modeled by successful figures. A pivotal study by Tayaa and Bouzaabia (2022) [56], in Emerging Economies demonstrated that influencers perceived as successful, particularly in their professional domains, tend to have a greater impact on an audience's brand attitude. Their success not only adds credibility to the endorsement but also imbues the brand with aspirational qualities.

Building on this foundation, Wiedmann and von Mettenheim [32] explored how success appeal influences consumer perceptions in different cultural contexts. This study highlights that, in cultures where success and achievement are highly valued, such as in many Asian societies, the impact of influencer success on brand attitude is even more pronounced.

Expanded on the role of success appeal in influencer marketing was expanded upon by [57]. They find that the success appeal of influencers is particularly effective in sectors where expertise and accomplishments are directly linked to product credibility, such as the health and wellness industry. This suggests that in markets for products such as health-oriented mineral water, the success of the endorsing influencer can be a significant determinant of consumer brand attitude. This finding highlights the pivotal role of influencer success appeal in shaping consumer brand attitudes, suggesting that the aspirational value associated with successful influencers can be a powerful tool in influencer marketing strategies. Based on this justification, the following hypothesis is proposed:

H5. Success appeal has a positive effect on repurchase intention

11. CONGRUENCY HAS A POSITIVE EFFECT ON REPURCHASE INTENTION

The Match-Up Hypothesis posits that the effectiveness of a marketing message is enhanced when there is a perceived fit between the endorser and product [42]. Previously, a significant study by Friedman & Friedman (1979) revealed that brand and endorser pairings will be more easily accepted and powerful when there is a perception of congruence with each other. This is further supported by the Associative Learning Perspective, which concludes that endorsement programs succeed when brands and endorsers are paired [58]. Thus, when consumers see an endorser's figure, they automatically remember the product brand advertised by the endorser, or vice versa. Furthermore, Lee et al. [35] investigated how congruency influences consumer trust and brand perception. Their findings suggest that congruency not only enhances brand attitudes but also plays a pivotal role in establishing brand trust, especially in markets sensitive to authenticity and brand image, such as luxury goods and health-related products.

Further explored the dynamics of congruency in influencer marketing were further explored by [31], focusing on the psychological mechanisms underlying the congruency effect and illustrating how it aligns with consumers' self-concepts and lifestyle preferences, thereby affecting their brand attitudes. This underscores the importance of the congruency between influencers and the brands they endorse in shaping positive consumer attitudes. This alignment between endorser attributes and brand values is not just a matter of surface-level compatibility, but also a strategic element that can significantly influence the effectiveness of marketing communications in various consumer segments. Based on this justification, the following hypothesis is proposed:

H6. Congruency has a positive effect on repurchase intention

12. MODERATION

The role of gender as a moderating variable in shaping attitudes toward a mineral water brand, influenced by factors such as physical attractiveness, familiarity, expertise, success appeal, and congruency, is a multifaceted and nuanced aspect of consumer behavior. Research in consumer psychology and marketing provides insights into how these variables interact differently with gender and influence brand perceptions and attitudes.

Hawes and Thanopoulos [59] offered a broader understanding of how gender can moderate the impact of familiarity and congruency on brand attitude, further emphasizing the nuanced ways in which gender differences can influence consumer responses to marketing strategies. Collectively, these studies provide a comprehensive view of the complex role that gender plays in moderating the influence of key marketing variables on brand attitude. They highlighted the necessity for marketers to consider gender as a significant factor in developing effective marketing strategies and understanding consumer behavior in relation to various brand attributes. [60] used an eye-tracking approach to reveal significant gender differences in visual attention in online shopping environments. It was found that male participants' attitudes were more significantly influenced by specific visual elements, such as product information and consumer opinions, than their female counterparts. This suggests that male consumers may be more responsive to visual cues, such as physical attractiveness, in marketing contexts, highlighting a gender-specific visual processing style. The findings are crucial to understanding how visual elements, including influencer attractiveness, can differentially impact male consumer attitudes.

Conducted a content analysis of self-objectification among influencers in Spain and found a higher prevalence of self-objectification among female influencers [61]. This prevalence may reinforce gender stereotypes and influence male consumer attitudes, particularly in contexts where physical attractiveness is emphasized. This study sheds light on how societal norms and cultural depictions, especially those around physical attractiveness, play a significant role in shaping male consumer responses. However, the impact of expertise and success appeal on branding seems to vary significantly between genders. According to [62], men are often persuaded more by an endorser's expertise, focusing on the credibility and knowledge presented. This indicates that portraying a mineral water brand backed by expert knowledge and endorsements may be more influential in shaping men's attitudes toward the brand. By contrast, success appeal, as explored in the *Journal of Consumer Research*, tends to resonate more with male consumers, who are generally more responsive to success-themed messages in advertising [63]. Therefore, incorporating the elements of success and achievement into the branding of mineral water could be a strategic approach to appeal to male consumers.

Furthermore, the concept of congruency, or the alignment between the endorser and the product, is another critical factor influenced by gender. Research in the *Journal of Marketing* highlights that women tend to process advertisements more comprehensively, making congruency a critical factor for this demographic (Misra & Beatty, 1990). This insight suggests that, for mineral water brands, ensuring a strong fit between brand image and the values or characteristics of endorsers could be particularly effective in appealing to female consumers.

In summary, these sex-based differences underscore the importance of a tailored approach for mineral water branding. Understanding these nuances can enable marketers to develop more effective and targeted strategies for mineral water brands, catering to the specific preferences and perceptions of different gender demographics. Given the justification provided, the following hypotheses are formulated:

H7. Gender moderates the relationship between physical attractiveness and attitude toward brands

H8. Gender moderates the relationship between expertness and attitude toward brands

H9. Gender moderates the relationship between familiarity and attitude toward brands

H10. Gender moderates the relationship between success appeal and attitude toward brands

H11. Gender moderates the relationship between congruency and attitude toward brands

III. MATERIAL AND METHOD

1. DATA SOURCE

This study focuses on the positivism paradigm using a quantitative approach to analyze specific populations and data collection. This study adopts a purposive sampling method to specifically target and include respondents who are aware of the Le Minerale advertisements by Dr. Reisa and who have bought Le Minerale mineral water.

The scales used in the questionnaire, which were previously validated in other studies, were slightly adjusted to better fit the unique aims and objectives. The 5-point Likert scale ranged from 1 to 5 with strongly disagree assigned to 1 and strongly agree 5. Thus far, the measurement of attractiveness has been adopted from [64, 65], familiarity [66], expertise [67], success appeal [68], congruency [69], attitude toward the brand [70], and repurchase intention [71].

The sample size was chosen based on the population parameters and the researcher's estimation precision. [72] recommended a sample size of 150-400 for the Maximum Likelihood Estimation (MLE) for statistical analysis. The rule of thumb for determining the minimum sample size was based on the total number of question items multiplied by five [73]. A total of 221 respondents completed the questionnaire and were valid for statistical analysis.

This study used partial least squares structural equation modeling (PLS-SEM) to analyze the relationships between the latent variables and their indicators. PLS-SEM was used to validate and test the hypothesis models by classifying factors, predicting constructs, and determining direct relationships, moderation, and mediation values. Parameter estimates obtained through PLS can be categorized into weight estimates, path estimates, and the means and locations of parameters. The model consisted of two parts: a measurement model and a structural model.

The profile of the respondents in Table 1 shows that the research respondents were predominantly women, with the age range of 18-22 years being the most dominant. The educational backgrounds of the respondents were largely skewed toward those with bachelor's and master's degrees. Of the 221 respondents, 88 reported an income of less than 1.5 million, whereas 32 indicated an income exceeding 5 million. The average income of the other respondents fell within the range of 1.5 million to 5 million. Furthermore, most respondents were students, indicating prevalence within this demographic group. In terms of advertising exposure, the most significant channel was television, with 166 respondents citing their exposure to this medium. In addition, 46 respondents reported exposure to YouTube, whereas the remaining respondents mentioned other sources.

Table 1. Respondents' profile

Profile	Characteristic	Frequency	Percentage
Gender	Male	66	29.9
	Female	155	70.1
Total		221	100.0
Age	> 45	28	12.7
	18–22	91	41.2
	23–27	24	10.9
	28–34	26	11.8
	35–39	21	9.5
	40–44	27	12.2
	> 59	4	1.8
Total		221	100.0
Education	High school	17	7.7
	Diploma	22	10.0
	Bachelor	78	35.3
	Master	73	33.0
	Doctoral	31	14.0
Total		221	100.0
Income	< IDR 1.500.000	88	39.8
	IDR 1.500.000 – 2.300.000	23	10.4
	IDR 2.400.000 – 3.200.000	17	7.7
	IDR 3.300.000 – 5.000.000	41	18.6
	> IDR 5.000.000	52	23.5
Total		221	100.0
Occupation	Civil State Officer	21	9.5
	Housewives	1	0.5
	Student	133	60.2
	Private Officer	23	10.4
	Student	1	0.5
	Entrepreneur	7	3.2
	Other	35	15.8
	Total	221	100.0
Advertising exposure	Billboard	1	0.5
	Instagram	6	2.7
	Tiktok	2	0.9
	TV	166	75.1
	Youtube	46	20.8
Total		221	100.0

IV. RESULTS

1. MEASUREMENT MODEL VALIDATION

The measurement model was evaluated for convergence, discrimination, internal consistency, and reliability [73]. Table 1 summarizes the convergent validity and reliability. Convergent validity had a loading factor value greater than the benchmark value of 0.50 (ranging between 0.611 and 0.901). The AVE value was greater than the benchmark value of > 0.5 (ranging between 0.509 and 0.784). The composite reliability values were greater than the

benchmark value > 0.6 (between 0.861 and 0.932). The Cronbach's alpha value was greater than the benchmark value > 0.7 (0.820–0.930). Discriminant validity was calculated to ensure that each concept of each latent variable differed from other variables. The Fornell–Larcker test results show that the square root of each construct's AVE is higher than the highest construct's correlation with the other constructs in the model used. Furthermore, the test results show that the ratio is lower than 0.714 and 0.885, and that there is no value between the lower and upper levels of the confidence interval [73]. The test results are listed in Tables 2, 3, and 4.

Table 2. Measurement Model Analysis Summary

Latent Variable	Cross Loading	Convergent Validity	Reliability AVE	Composite Reliability
Attractiveness		0.509	0.861	0.82
1. Dr. Reisa has an attractive physical appearance	0.668			
2. The appearance of Dr. Sympathetic Reisa	0.817			
3. Dr. Reisa displays an interesting facial expression in Le Minerale advertisements	0.651			
4. Dr. Reisa's charismatic appearance in the Le Minerale commercial.	0.797			
5. Dr. Reisa's performance is elegant at every event	0.611			
Familiarity		0.665	0.889	0.874
1. Dr. Reisa is quite popular among the public	0.879			
2. I often see Dr. Reisa on social media	0.834			
3. I often see Dr. Reisa on TV	0.801			
4. I often see Dr. Reisa as a speaker at national health seminars	0.811			
5. DDr. Reisa is a doctor who has many fans	0.745			
Expertness		0.772	0.928	0.926
1. Dr. Reisa is an expert in her field	0.868			
2. Dr. Reisa has a good knowledge of quality mineral water	0.889			
3. Knowledge and skills possessed by Dr. Reisa in advertising Le Minerale caught my attention	0.838			
4. Dr. Reisa is a doctor who has a lot of experience in the field of health	0.896			

5. Dr. Reisa mastered the knowledge of mineral water that is good for health	0.901			
Success Appeal		0.645	0.862	0.862
1. Dr. Reisa has outstanding health achievements	0.783			
2. Dr. Reisa has extraordinary abilities in the field of health	0.755			
3. Dr. Reisa has outstanding achievements at the national level as Princess of Indonesia	0.866			
4. Dr. Reisa has a prominent achievement at the national level as Miss International	0.805			
5. Dr. Reisa has the ability of Secretarial. Protocol. and Public Relations of the Executive Board of the Indonesian Medical Association	0.803			
Congruency		0.724	0.906	0.906
1. Dr. Reisa is reliable	0.886			
2. Dr. Reisa is consistent in delivering advertising messages	0.835			
3. Le Minerale's advertising message by Dr. Reisa is credible	0.836			
4. Dr. Reisa is very suitable for advertising Le Minerale	0.855			
5. Dr. Reisa aroused admiration	0.844			
Attitude toward brand		0.782	0.932	0.93
1. Le Minerale brand can be trusted as a quality mineral water brand	0.852			
2. Le Minerale brand is very interesting	0.900			
3. Le Minerale brand is loved by many people	0.846			
4. Le Minerale brand impressed me	0.885			
5. I am satisfied with Le Minerale brand	0.936			
Repurchase Intention		0.613	0.865	0.836

1. I will buy another Le Minerale mineral water	0.779
2. I will buy Le Minerale regularly	0.618
3. I will buy Le Minerale again in the future	0.892
4. Next time I will buy Le Mineral again	0.901
5. I will buy Le Minerale mineral water back than other mineral water brands	0.684

Table 3. Discriminant Validity Value (Fornell-Larcker)

	A	C	E	F	RI	S	ATB
Attractiveness	0.714						
Congruency	-0.072	0.851					
Expertness	-0.076	0.730	0.879				
Familiarity	-0.051	0.805	0.719	0.815			
Repurchase intention	-0.105	0.600	0.584	0.503	0.783		
Success appeal	-0.047	0.801	0.613	0.580	0.626	0.803	
Attitude toward brand	-0.075	0.767	0.762	0.671	0.800	0.744	0.885

Note: A = attractiveness, C=Congruency, E= Expertness, F= Familiarity, RI= Repurchase Intention, S= Success Appeal, ATB= Attitude Toward Brand

2. HYPOTHESIS TESTING

The Direct Effect: Physical attractiveness. familiarity. expertness. success appeal. congruency. attitude toward brand and repurchase intention

The bootstrapping procedure produced a t-statistic value for each relationship path used to test the hypothesis. The t-statistic values were compared with the t-table values. This study uses a 95% confidence level so that the level of precision or limit of inaccuracy (α) = 5% = 0.05, and the value of the t-table value is 1.96. This hypothesis was not supported if the t-statistic value was less than the t-table value (t-statistic < 1.96). The hypothesis is supported if the t-statistic value is greater than or equal to the t-table (t-statistic \geq 1.96) [72]. Data were processed. The statistical values of the path coefficients are listed in Table 4.

Table 4. Path Coefficient Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1: Attitudes toward brands → repurchase intention.	0.802	0.804	0.018	45.437	0.000
H2: Physical attractiveness → repurchase intention	0.053	0.037	0.039	1.336	0.182
H3: Familiarity → repurchase intention	0.017	0.015	0.055	0.304	0.761
H4: Expertness → repurchase intention	0.323	0.322	0.055	5.887	0.000

H5: Success appeal → repurchase intention	0.192	0.193	0.068	2.813	0.005
H6: Congruency → repurchase intention	0.307	0.310	0.082	3.736	0.000

Table 4 presents comprehensive findings on various factors affecting brand perception and repurchase intentions. Firstly, it highlights a strong positive correlation between attitude toward a brand and repurchase intention. This is evidenced by a coefficient value of 0.802, which is significant at the 5% level (p -value = 0.000), surpassing the critical t -value ($45.437 > 1.96$), thereby supporting hypothesis H1. In contrast, attractiveness seems to have a negligible impact on attitude toward the brand. The data show a parameter coefficient of just 0.053, with a p -value of 0.182, indicating its insignificance as the calculated t -value is 1.336, falling below the threshold of 1.96, thus, not supporting hypothesis H2. Similarly, familiarity with the brand shows an insignificant effect on attitude toward the brand, as reflected by a coefficient value of 0.304 and a p -value of 0.761. The corresponding parameter coefficient is 0.017, with the calculated t -value being 0.304, which is also below the standard 1.96, contradicting hypothesis H3. Conversely, expertness exhibits a significant and positive influence on brand attitude, with a robust coefficient value of 5.887 and a p -value of 0.000. This strongly supports hypothesis H4, as the calculated t -value of 0.323 is well above the benchmark of 1.96. Success appeal also shows a significant positive effect on brand attitude, with a coefficient value of 0.192, which is significant at the 5% level (p -value = 0.005). The calculated t -value of 2.813 exceeds the critical value of 1.96, validating hypothesis H5. Lastly, congruency is demonstrated to impact attitude significantly and positively toward the brand, as indicated by a coefficient value of 0.307 and a p -value of 0.000. This finding, with a calculated t -value of 3.736, is greater than the t -table value of 1.96, strongly supporting hypothesis H6.

A recent study presented a fascinating examination of consumer behavior dynamics, are closely aligned with seminal theories in marketing and psychology. The significant and positive influence of brand attitude on repurchase intention, highlighted in H1, resonates with Fishbein and Ajzen's Theory of Reasoned Action [74]. This finding reinforces the idea that consumers' behavioral intentions, such as repurchasing, are profoundly shaped by their attitudes. This correlation is further bolstered by Jones et al. [75], who identify a direct link between positive brand perceptions and consumer loyalty. Regarding H2, the minimal impact of attractiveness on brand attitude challenges the Mere Exposure Effect [76], suggesting that aesthetic appeal alone may not significantly alter deep-rooted brand perceptions [77]. Interestingly, the finding in H3 that familiarity does not significantly impact brand attitude indicates that familiarity alone may not be adequate for cultivating a positive brand attitude, particularly when more influential factors are present. According to [78], brand names positively influence value judgment, and trust and sensory perception may be more significant in shaping attitudes toward mineral water brands. Moreover, [79] highlight the importance of the physical and chemical properties of mineral water brands, which could overshadow the impact of influencer familiarity.

Conversely, H4's revelation about the significant role of expertise in shaping brand attitude aligns with Source Credibility Theory [80]. This theory stresses the importance of perceived expertise in persuasion, a notion exemplified in Erdogan's [81] work, which highlights expertise as a crucial element of positive brand perception. Similarly, H5's emphasis on the positive impact of success appeal on brand attitude mirrors the principles of Social Identity theory [82], suggesting that a brand's success can significantly enhance a consumer's self-identification with it, a concept echoed by [83]. Finally, H6, in which congruency positively influences brand attitude, was confirmed, is in line with the Self-Congruity Theory [84]. This theory suggests that consumers are drawn to brands that reflect their self-image, a viewpoint substantiated by Kressmann et al. [85] who underscored the importance of self-congruency in fostering positive brand attitudes. Together, These insights not only validate established theories but also offer nuanced perspectives on the intricate factors influencing consumer attitudes and behaviors, thereby enriching our understanding of brand management and marketing strategies.

The Moderating Effect: Gender. Physical attractiveness, familiarity, expertness, success appeal, congruency, and attitude toward brand

The detailed results of our investigation of gender moderation and its role in enhancing the relationship between influencers' physical attractiveness, familiarity, expertise, success appeal, and congruency are comprehensively displayed in Table 5. This table elucidates the intricate dynamics between these variables and highlights how gender differences potentially influence the effectiveness of influencer attributes in various contexts. The presented data offer valuable insights into the nuanced interplay between these factors and provide a clearer understanding of their combined impact.

Table 5. Path Coefficient of Moderation Effect

	OS (O)	SM (M)	Stand Dev	T Statistics	P Values
H7: Physical attractiveness*Gender -> attitude toward brand	-0.142	-0.123	0.073	1.939	0.053
H8: Familiarity*Gender -> attitude toward brand	0.036	0.056	0.123	0.294	0.769
H9: Expertness*Gender -> attitude toward brand	-0.155	-0.152	0.098	1.586	0.113
H10: Success appeal*Gender -> attitude toward brand	-0.073	-0.073	0.110	0.665	0.507
H11: Congruency*Gender -> attitude toward brand	-0.391	-0.391	0.139	2.822	0.005

Based on the results of measuring the moderation effect, as shown in Table 5, gender moderates the effect of attractiveness and congruency on attitude toward a brand based on a respective p-value of 0.053 or less than 0.10, and the t-statistic value > t-table. ($0.939 > 1.96$). Similarly, gender moderates the effect of congruency on attitudes toward a brand. Thus, Hypotheses 7 and 11 are supported.

Furthermore, the hypothesis test was based on moderation. It is also known that gender does not significantly moderate familiarity, expertise, and success appeal to attitude toward a brand, as indicated by the p-values of 0.769, 0.113, and 0.507, respectively, and the t-statistic < t-table. ($0.294 < 1.96$) and ($1.586 < 1.96$) ($0.665 < 1.96$). Thus, Hypotheses 8, 9, and 10 are not supported. Bootstrapping calculations. The acquired values are shown in Figure 1.

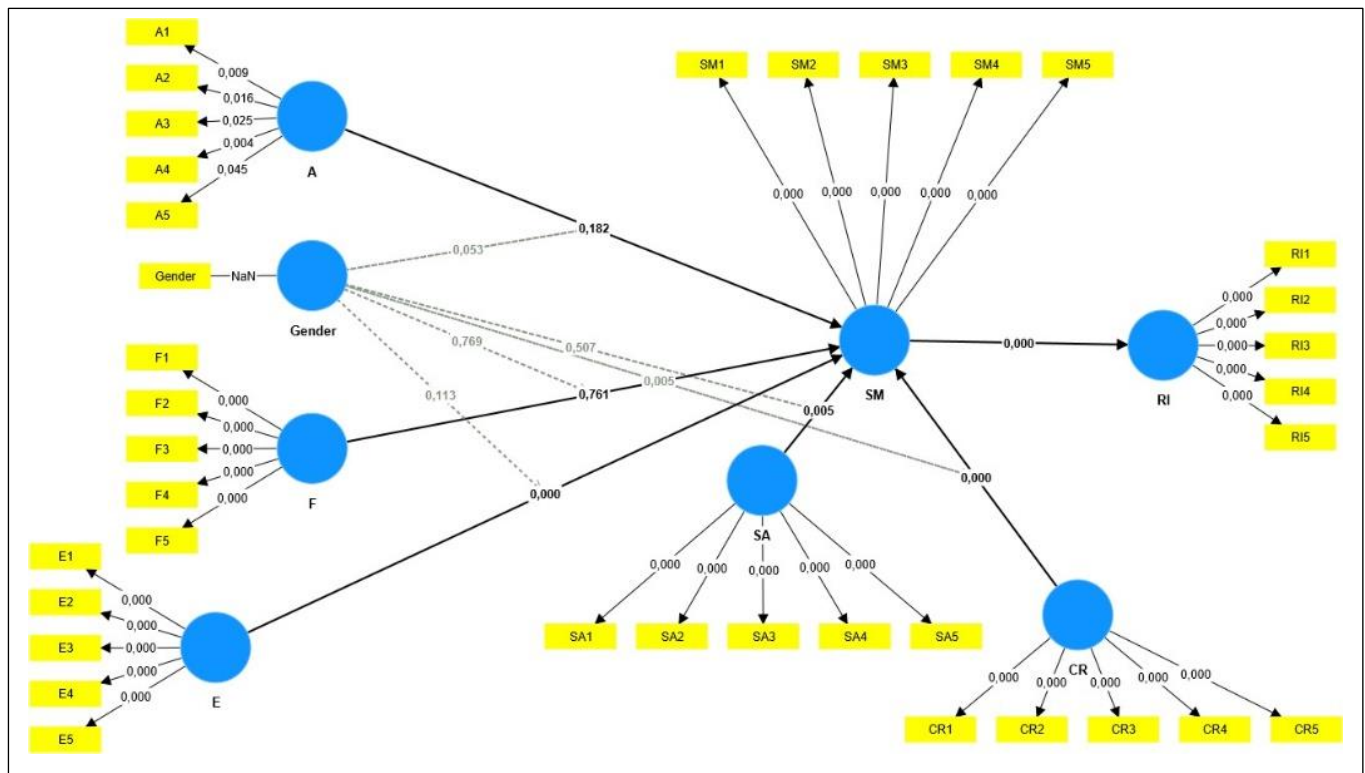


FIGURE 1. Research model

V. DISCUSION

This study focuses on understanding the impact of doctor endorsements on consumers' perceptions of health-related claims made by mineral water brands, the ethical implications of such endorsements, and the effectiveness of marketing strategies in different demographic segments. Realm of influencer marketing. Reisa's endorsement of Le Minerale's branded mineral water in Indonesia offers intriguing insights. particularly in the context of the influencers' physical attractiveness, familiarity, expertise, success appeal, and congruency with brand attitudes and repurchase intentions.

The study's initial finding that the physical attractiveness of physician influencers, such as Dr. Reisa, does not directly impact attitudes toward the brand presents a compelling deviation from traditional marketing paradigms. Marketing strategies rely heavily on the assumption that attractiveness is a key driver of consumer engagement and brand perception. This belief is rooted in the halo effect, in which attractive individuals are often perceived as trustworthy and competent [41]. However, in the context of physicians' influence, This dynamic appears to diverge from norms.

The initial finding that physical attractiveness does not directly affect brand attitudes challenges traditional marketing beliefs, which often emphasize the importance of attractiveness in persuasion. This deviation may be explained by the unique nature of physician influencers, in which credibility and expertise are paramount. In the healthcare and wellness sectors, consumers prioritize authenticity and reliability over physical attractiveness, aligning with the functional theory of attitudes, which suggests that attitudes are based on specific needs [86]. For physician influencers, the need for accurate health information may supersede aesthetic appeal.

However, the moderating effect of sex on the influence of physical attractiveness introduces a layer of complexity. This suggests that gender-specific perceptions and cultural norms play a significant role in evaluating physical attractiveness [60]. This gender-based difference in perception can be attributed to the socialization process, in which men and women are often exposed to different sets of norms and expectations regarding attractiveness and credibility. Furthermore, while the physical attractiveness of physician influencers, such as Dr. Reisa, might not be a primary factor influencing brand attitudes in a general sense, the moderating role of gender highlights the nuanced ways in which different audiences process and prioritize influencer attributes. This complexity underscores the importance of understanding target audiences' specific values and expectations in influencer marketing strategies [11, 20].

The study's observation that familiarity with an influencer such as Dr. Reisa does not significantly affect brand attitudes marks a notable departure from traditional advertising theories. Familiarity is often regarded as the cornerstone of brand perception in conventional marketing. The Mere Exposure Effect, a psychological phenomenon, suggests that people tend to develop a preference for things merely because they are familiar with them [76]. This principle has long been applied in advertising, under the assumption that repeated exposure to a brand or endorser fosters familiarity. Consequently, positive attitudes were observed. However, the digital influencer context challenges this notion. The dynamics of consumer engagement and brand perception in social media and digital marketing are complex and multifaceted. Digital spaces offer a plethora of information and stimuli, making the consumer journey more intricate than traditional linear advertising models. In this environment, mere familiarity may not be sufficient to influence consumer attitudes significantly.

One reason for this could be the nature of digital content consumption. Consumers on digital platforms are often bombarded with a vast array of content, leading to a phenomenon known as content overload [13]. In this scenario, familiarity alone may not be sufficient to capture and retain consumer attention. Instead, other factors such as content relevance, authenticity, and the influencer's alignment with the consumer's values and interests may play a more significant role. Additionally, the interactive nature of digital platforms allows for two-way communication between influencers and their audiences [87]. This interactivity can lead to a more nuanced relationship, in which factors such as trust, perceived expertise, and the influencer's ability to engage and connect with the audience become crucial. In this context, a consumer's decision to follow or engage with an influencer may be based less on familiarity and more on the perceived value the influencer brings to their digital experience. Furthermore, digital audiences are often more segmented and diverse than traditional media audiences. This diversity means that different segments may value different attributes of an influencer. For some, the influencer's expertise and knowledge may be paramount, whereas, for others, their entertainment value or alignment with personal beliefs may be more critical. Although familiarity remains an important aspect of brand perception, its role in the digital influencer context is nuanced, and potentially overshadowed by other factors. This shift highlights the need for brands to adopt a more holistic approach to influencer marketing, focusing not only on exposure, but also on the quality of engagement, content relevance, and alignment of influencer values with those of their target audience.

The significant impact of expertise, success appeal, and congruency on brand attitudes, as observed in Dr. Reisa's endorsement of Le Minerale, resonates strongly with established communication theories, particularly Source Credibility Theory [51] and further developed over the years, posits that the effectiveness of a communication source is heavily influenced by perceived expertise, trustworthiness, and attractiveness [67]. Dr. Reisa's expertise, particularly as a physician, likely enhanced her credibility, making her endorsements more persuasive. This is consistent with the findings of Erdogan [81], who emphasized the effectiveness of celebrity endorsements in generating positive attitudes toward an advertisement and brand, particularly when there is a strong alignment between the endorser's image and the product or brand endorsed.

Congruency or fit between endorser and endorsed product. are crucial in this context. According Match-up Hypothesis [69] suggests that the effectiveness of an endorsement depends on the degree of congruence between

the endorser's image and endorsement of the product. In the case of Dr. Reisa and Le Minerale, this congruency could be rooted in her professional identity as a health expert, which aligns well with a product such as mineral water associated with health and wellness. Furthermore, the role of gender in strengthening the relationship between congruency and attitude toward the brand is a critical finding. This aspect aligns with the research of [88], which highlights the nuanced role played by gender in influencer marketing. Gender can influence consumer perceptions of and responses to marketing messages in various ways. For instance, gender may affect how consumers relate to an influencer, with different genders possibly identifying more strongly with endorsers of their own gender or responding differently to the influencer's emphasized attributes. This gender-based modulation in response could be due to inherent differences in values, interests, and socialization patterns between genders. For example, men and women may have different expectations or interpret the credibility and appeal of an influencer differently based on societal norms and cultural conditioning.

This gender modulation in the context of congruency suggests that the alignment between an influencer's image and an endorsed product may differ between male and female audiences. For instance, a female audience might perceive a female physician influencer such as Dr. Reisa as more relatable or credible, thereby enhancing the persuasiveness of her endorsement of products related to health and wellness. This phenomenon can be linked to Social Identity Theory, which posits that individuals derive part of their identity and self-concept from the social groups to which they belong, including gender groups [82]. Consequently, gender can act as a lens through which congruency between an influencer and a product is evaluated, potentially more profoundly affecting brand attitude. Thus, this study's findings on the impact of expertise, success appeal, and congruency moderated by gender underscore the complex interplay between various factors in influencer marketing. These insights highlight the importance of considering not only the influencer's attributes, but also the demographic and psychographic characteristics of the target audience, particularly gender, in crafting effective influencer marketing strategies.

VI. CONCLUSION

This study contributes significantly to the understanding of influencer marketing effectiveness. It challenges traditional assumptions about the universal appeal of physical attractiveness and familiarity, and highlights the importance of expertise, success appeal, and congruency in influencer endorsements. This study makes several theoretical contributions to the literature. First, the role of gender as a moderator was found to be essential for ensuring the success of physical attractiveness in repurchase intention in various marketing activities. Second, gender emerged as a significant moderating factor of influencer familiarity with repurchase intention. These findings have several managerial implications. First, it underscores the nuanced role of sex in moderating these effects, offering valuable insight into future marketing strategies for digital landscapes.

A notable limitation of this study is the predominant representation of respondents from the undergraduate and master's student demographics. This raises concerns regarding the generalizability of the research findings to a broader population, because the study's outcomes may be more reflective of perspectives and characteristics specific to the academic community. To address this limitation and enhance the robustness of future research, efforts should be made to achieve a more balanced and diversified distribution of respondents across demographic variables. This approach contributes to a more comprehensive understanding of the subject matter, improving the external validity and applicability of the findings to a wider audience. Despite these limitations, our findings offer several avenues for future research. This study considers gender to have a strong presence on different social media platforms. Future studies should consider a comparative analysis of gender with a strong presence in social media marketing activities.

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Author Contribution

Endang Dwi Amperawati: Conceptualization, Methodology, Data Collection, Writing – Original Draft, Project Administration. Rahmawati: Methodology, Data Analysis, Writing – Review & Editing, Visualization. Endang Hariningsih: Literature Review, Data Curation, Writing – Review & Editing. Wing Wahyu Winarno: Supervision, Writing – Review & Editing. Diana Airawaty: Data Collection, Writing – Review & Editing, Validation. Agus Dwianto: Supervision, Writing – Review & Editing, Citation Mendeley.

Conflic Of Interest

Competing Interest StatementThe authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Data Availability Statement

Data are available from the authors upon request.

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