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The Impact of TikTok Influencers on Consumers' Purchase Intention in the Fashion Industry of Western Province.

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Background: Social media platforms, especially TikTok, have become powerful marketing channels influencing consumer behavior worldwide. TikTok influencers are rapidly shaping purchase intentions in various industries, including fashion. However, limited research focuses on how specific influencer attributes impact Western Province consumers' purchase intentions in the fashion sector.

Objective: This study examines the impact of five key TikTok influencer attributes celebrity endorsement, source credibility, attractiveness, product celebrity match-up, and meaning transfer on consumers' purchase intention in the Western Province's fashion market.

Methods: A quantitative, cross-sectional survey was conducted using a structured questionnaire comprising 27 Likert-scale items. A sample of 320 TikTok users aged 18-60 from the Colombo district was selected through judgmental sampling. Data from 286 valid responses were analyzed using descriptive statistics, correlation analysis, and simple and multiple linear regression via SPSS software to test the hypothesized relationships.

Results: All five influencer attributes showed significant positive effects on purchase intention when tested individually. Celebrity endorsement ($\beta=0.880$, $p<0.001$), source credibility ($\beta=0.705$, $p<0.001$), attractiveness ($\beta=0.720$, $p<0.001$), product celebrity match-up ($\beta=0.780$, $p<0.001$), and meaning transfer ($\beta=0.750$, $p<0.001$) each contributed substantially to consumers' purchase intention. When assessed collectively, source credibility and attractiveness showed a diminished effect, suggesting differential importance of attributes in joint influence. The model explains a significant portion of variance in purchase intention, affirming TikTok influencers' relevance in marketing strategies for the fashion industry in Sri Lanka.

Conclusion: This study contributes theoretically by contextualizing influencer marketing attributes within Western Province's fashion market and offers practical implications for fashion brands to leverage specific influencer qualities for enhanced consumer engagement. Future research should expand geographically and incorporate moderating variables for deeper insights.

Keywords: Attractiveness, Celebrity Endorsement, Purchase Intention, Source Credibility, TikTok Influencers