

Effect of Vloggers' Attractiveness on Viewers' Purchase Intention with Mediating Role of Relationship Commitment: With Special Reference to Generation Z Users

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Abstract

The rise of social media platforms such as YouTube, Instagram, and TikTok has established vloggers as powerful opinion influencers, particularly in the cosmetic industry. This study investigated vloggers' physical attractiveness, social attractiveness, and attitude homophily on purchase intentions of viewers, and the mediating role played by relationship commitment among Generation Z consumers in the North Central Province of Sri Lanka. The research problem addressed a significant gap in current literature, where dimensions of attractiveness have been explored independently without considering the functions of psychological trust and emotional bonding (relationship commitment) in consumer behaviour. Guided by Interpersonal Attraction, Social Influence Theory, and Commitment-Trust Theory, the study adopted a positivist approach with a quantitative cross-sectional survey design. The sample of 384 Generation Z consumers was given a standard online questionnaire, selected through convenience sampling. The data was tested with reliability and validity tests, correlation analysis, multiple regression, and mediation analysis (SPSS & SEM) used to test the hypothesized hypotheses. Findings confirmed that the three dimensions of vlogger's attractiveness positively influence purchase intention. Furthermore, commitment to the relationship also mediates these relationships partially by focusing on psychological trust and emotional bonds in the development of consumer behaviours. The findings established that while attractiveness is the short-term reason for engagement, purchase intention is anchored in the long run through relational commitment. Practically, the study offers practitioner implications for cosmetic brands and marketers in developing influencer partnerships beyond visual attraction to foster genuine, trustful, and emotionally engaged consumer relationships.

Keywords: cosmetic industry, Generation Z, purchase intention, relationship commitment, vloggers' attractiveness