

Brand Awareness as a Mediator in the Relationship between Instagram Influencer's Credibility and Cosmetic Purchase Intention: A Study of Sri Lankan Market

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Abstract

The Sri Lankan cosmetic market has rapidly expanded alongside increased social media use, yet little is known about how influencer credibility shapes consumer decisions. This study addressed this gap by examining the impact of Instagram influencer credibility on purchase intention, with brand awareness as a mediating variable. Specifically, the objectives are to investigate how attractiveness, trustworthiness, and expertise influence purchase intention and to analyse the mediating role of brand awareness in these relationships. A deductive, quantitative design was employed. Data were collected from 384 Instagram users in Western province via a structured questionnaire using convenience sampling. Data were analysed using correlation, multiple regression, and mediation analysis in SPSS. The findings indicated that attractiveness, trustworthiness, and expertise significantly and positively influence purchase intention. Furthermore, brand awareness partially mediated these relationships, reinforcing the link between influencer credibility and consumer buying behaviour. These results suggested that credible influencers can strengthen both brand awareness and purchase intention, underscoring their strategic value in cosmetic marketing campaigns. The study contributes to academic literature by extending source credibility theory within a South Asian context and highlighting the mediating role of brand awareness. From a managerial perspective, the results provide guidance for cosmetic brands to strategically select credible influencers and encourage content that builds strong brand awareness, thereby enhancing consumer engagement and conversion.

Keywords: brand awareness, cosmetics, influencer credibility, Instagram, purchase intention