



## The Effect of Homophily and Expertise on Purchase Intention Luxury Cars on Youtube Platform Users

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### Abstract

Social Media influencer is one of the primary keys in the advertising industry, which provides more impetus to increase consumers' sense of homophily towards brands. This is assisted by the level of expertise possessed by SMI, which is in accordance with the brand identity and elements owned by the brand. The level of homophily and expertise can increase image satisfaction and advertising trust in building a sense of emotional connection and shared values between consumers and brands. This interpersonal feeling can be interpreted as a self-brand connection where consumers with a high sense of connection will increase the consumer's desire to buy and feel the benefits provided by product consumption emotionally or practically. This research focuses on the luxury car industry, which is often promoted through social media influencers on the YouTube platform. The use of the YouTube platform has the right features to provide information through audio, visuals, and also the right duration in promoting luxury cars. Respondents who were targeted using non-probability sampling also had specific criteria where Respondents were Youtube users who had watched automotive YouTuber content and recognized SMI luxury cars on Youtube.

**Keywords** *Marketing, Luxury Cars, Purchase Intentions, Homophily, Expertise*

### INTRODUCTION

The rapid development of the digital world introduces a new environment for opportunities to market products, which encourages marketers to rely less on traditional marketing tools and to engage more in the latest digital media technologies. In that case, companies will prioritize using social media to introduce their products on various platforms such as Facebook, Twitter, Instagram, and YouTube, considered "internet-based sources of information". Based on the platform mentioned, it highly influences consumer determination to use internet-based sites to purchase products and services.

Customers who rely on digital platforms are particularly susceptible to feedback from other customers. Social media's rising popularity has amplified the peer endorsement effect since it allows users to express their thoughts and experiences freely. Online platforms and social networks have a direct impact on interactions between consumers and brands, according to research from Rybaczewska, Sparks, and Sukowski (2020). This is the influence of word of mouth in the digital age. Consumer engagement is made possible through social media, which fosters relationships and facilitates community conversation (Booth & Matic, 2011). The impact of a Youtuber on influencing consumer purchase intention will be the main topic of this study. The research objectives of this paper are as follows:

1. Analyzing the Influence of Homophily on Image Satisfaction and Advertising Trust in the Context of Youtube Social Media application users
2. Analyzing the effect of Expertise on Image Satisfaction and Advertising Trust in the context of users of the Youtube social media application
3. Analyzing Image Satisfaction to Self-Brand Connection and Purchase Intentions in the

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context of Youtube social media application users

4. Analyzing Advertising Trusts to Self-Brand Connection and Purchase Intentions in the Context of Users of the Youtube social media application
5. Analyze the effect of influencing Self-Brand Connection to Purchase Intention in the context of Youtube social media application users.

## **LITERATURE REVIEW**

The majority of this research paper is based on Hovland et al. (1953) Source credibility theory, which refers to the extent to which recipients believe that the source has relevant knowledge and expertise with the information offered by the source, which can increase trust. Source credibility theory is an important factor that SMI must possess in influencing attitudes and purchase intentions.

One's perception of the veracity of information is referred to as credibility. The level of veracity with which sources deliver information can be evaluated by information consumers using this multifaceted term. The degree to which the recipient is inclined to accept the veracity and substance of the information will strongly influence this (Hovland et al., 1953). Credibility is the propensity to believe something or someone without fear of being deceived or manipulated.

Influencers on social media utilized the Source Credibility Theory's numerous aspects to hone their communication and persuasive abilities. These individuals have succeeded in their chosen fields, leading to increased public notice, acceptance, and approval. These people have established a reputation for being knowledgeable and skilled in particular fields. They frequently post on that subject on their preferred social media platforms, which attracts a sizable following of ardent and attentive followers who pay heed to their opinions. Brands adore social media influencers because they may start trends and motivate followers to purchase the goods they advertise.

These influencers are frequently in front of the camera, keeping them constantly in the spotlight. This fact is exploited by marketers who want to advertise their goods and services. To put it another way, they serve as spokespersons for products and services in advertising.

SMI can be simple to use because many fans easily identify with these celebrities and frequently view them as role models due to their accomplishments, personalities, and physical attractiveness. SMI are popular among brands because of their well-known qualities, such as bravery, talent, athleticism, grace, strength, and sex appeal. They frequently serve as an appealing appeal for the brands they support. By association, customers frequently favour the brand due to the perception that it aids in defining the figure's personality and style.

However, the attractiveness of the source also has an impact on its credibility in advertising. Customers are more likely to purchase SMI's products, the more attractive it appears. In other words, the impact on purchasing behaviour, brand preferences, and attitude changes depends on the degree of eye attractiveness.

According to research by Shimp (2000), appearance factors such as clothing skills, message-conveying methods, lifestyle traits, athletic skills, and other factors outweigh physical attractiveness. When compared to less attractive endorsers, SMIs who are attractive in all respects tend to produce better evaluations of advertisements and the products they promote.

Values or similarities and relationships to personal values highlighted by SMI toward the audience are another factor that either positively or negatively affects the credibility of sources in relation to advertisements and endorsements by SMI (Shimp, 2000)., It is insufficient for SMI and the audience to share the same values. The endorser, the audience, and the product need to have some connection for the source to be believed.

In other words, the relationship between the model and the product must match and be

consistent with the values promoted by the product/brand and the source's own personal values. Expertise and values also play a role in credibility. The mere fact that an SMI is well-known and has a sizable following is insufficient to impact consumer behaviour. Shimp (2000) asserts that endorsers' credibility relies heavily on knowledge and advertising trust factors. The knowledge, experience, or abilities an endorser possesses in relation to communication-related topics are referred to as expertise.

On the other hand, advertising trust refers to a source's sincerity and reliability in offering views and details about the product being promoted. The audience's perception of the endorser's reasons for endorsing something determines how trustworthy they find him. A product endorser will be less persuasive than one who believes the audience gains nothing by endorsing the product or is entirely objective if the audience believes the endorser is solely motivated by self-interest. It all comes down to portraying yourself as sincere, dependable, and trustworthy before, during, and after the campaign.

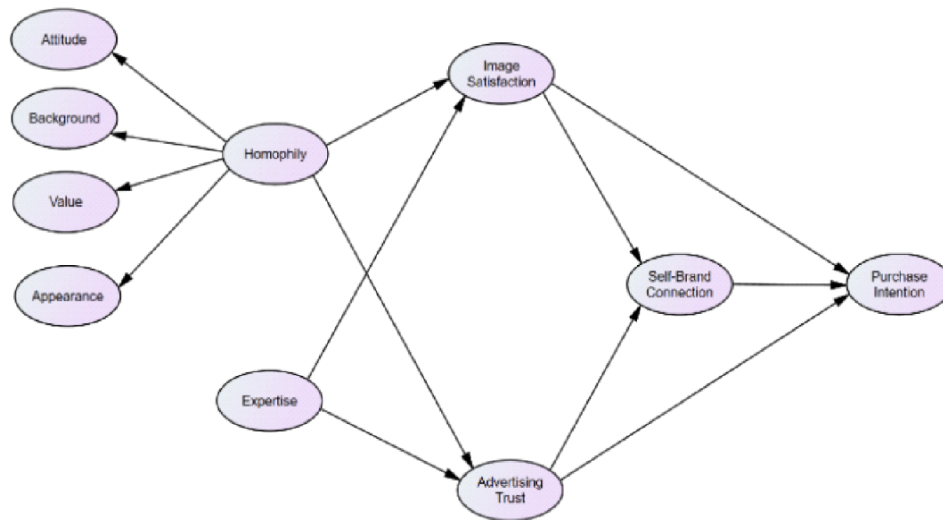
The original model of Li and Peng (2020) demonstrates that attractiveness, background, values, and appearance have different concepts from homophily, whereas research by Ladhari et al. (2020) explains that the concept is integrated into the multidimensional perspective of homophily proposed by McCroskey et al. (1975). This makes the use of a multidimensional perspective in conceptualizing homophily more valuable.

## **RESEARCH METHOD**

Based on the results of the two previous studies by Ladhari et al. (2020), this study tries to modify these two models. The modifications made by researchers are combining attitude, background, value, and appearance into homophily and adding expertise on image satisfaction and advertising trust, which influence self-brand connection and purchase intention (Figure 3.3). Besides that, the reason researchers combine attitude, background, value, and appearance into homophily is that these four variables have proven to be a trigger for consumers to be influenced by SMI, besides that the phenomenon that occurs in Indonesia shows that the automotive market share only focuses on certain luxury car brands. Hence, it is interesting to find out how these two variables influence in the context of SMI's influence on luxury car purchase intention.

Li and Peng's research (2021) adds expertise to answer the ambiguity between image satisfaction and advertising trust. Research shows a direct relationship between expertise in image satisfaction and advertising trust. However, other research also shows that there is mediation through self-brand connections to purchase intention relationships. The results of this study indicate that although there are significant results on the direct relationship between image satisfaction and advertising trust on Purchase Intention, the direct relationship between image satisfaction on Purchase Intention and advertising trust mediated by self-brand connection shows stronger results than the direct relationship between image satisfaction and advertising trust with Purchase Intention. So by adding a self-brand connection, researchers can add insight by testing it on the stimulus (attitude, background, value, and appearance) built on the Li & Peng (2021) model.

In this study, the researcher did not include the emotional attachment variable due to an incompatibility with the context of the research being conducted, where the research object, Youtube, has a similar meaning to the attitude variable. Finally, what makes this research different from studies on the reference model is that, in the reference model, the research is carried out in the context of consumers who participate in beauty vlogger activities. However, this research examines the context of SMI, which is engaged in the automotive sector.



**Figure 1.** Modified Research Model Ladhari et al. (2020) and Li & Peng (2021) (Image Processed by Researchers).

### Research Hypothesis

- H1a: Homophily has a positive effect on Image Satisfaction  
 H1b: Homophily has a positive effect on Advertising Trust.  
 H2a: Expertise has a positive effect on Image Satisfaction.  
 H2b: Expertise has a positive effect on Advertising Trust.  
 H3a: Image Satisfaction Has a positive effect on Self-Brand Connection  
 H3b: Image Satisfaction has a positive effect on Purchase Intention  
 H4a: Advertising Trust Has a positive effect on Self-Brand Connection  
 H4b: Advertising Trust has a positive effect on Purchase Intention  
 H5: Self-Brand Connection has a positive effect on Purchase Intentions.

### Questionnaire Design

To ensure that targeted and representative respondents fill in the survey, the researcher will provide screening questions by making arrangements where if later, the respondent answers a question that does not meet the criteria, the respondent will be directed directly to the exit page. The screening questions used in this study include: Respondent subscribed to an automotive YouTuber and respondents have watched automotive YouTuber videos that review luxury cars.

## FINDINGS AND DISCUSSION

### Discussion

This study analyzes six variables, namely homophily, expertise, image satisfaction, advertising trust, self-brand connection and purchase intention of luxury cars on Youtube platform users. Of the six variables, nine hypotheses were formulated, which were analyzed quantitatively using the structural equation model method with Smart-PLS. The results of the analysis show that:

#### *The Effect of Homophily on Image Satisfaction*

The results of the analysis show that homophily affects image satisfaction. These results indicate that increasing homophily among YouTube users can encourage increased image satisfaction. These results are supported by the findings of Van et al. (2018), Jalalzadeh and

Hoseynpur (2023), to Sann and Lai (2020), which also empirically prove the role of homophily in increasing image satisfaction.

**Table 1.** The result of Path Coefficients

	Original Sample	T Statistics	P Values	Information
Homophily -> Image Satisfaction	0.185	1982	0.048	Supported hypothesis
Homophily -> Advertising Trust	0.177	1210	0.227	The hypothesis is not supported
Expertise -> Image Satisfaction	0.562	7,061	0.000	Supported hypothesis
Expertise -> Advertising Trust	0.472	4,342	0.000	Supported hypothesis
Image Satisfaction -> Self-Brand Connection	0.166	1,487	0.138	The hypothesis is not supported
Image Satisfaction -> Purchase Intention	0.282	4,164	0.000	Supported hypothesis
Advertising Trust -> Self-Brand Connection	0.430	3,684	0.000	Supported hypothesis
Advertising Trust -> Purchase Intention	0.104	1,332	0.184	The hypothesis is not supported
Self-Brand Connection -> Purchase Intention	0.138	2.216	0.027	Supported hypothesis

Source: Results of data processing with PLS

#### ***Effect of Homophily on Advertising Trust***

This research results that homophily does not affect advertising trust. These results indicate that increasing homophily does not significantly impact advertising trust. These results differ from some previous findings by Leonhardt et al. (2020) and Wang et al. (2019), which show that there is an effect of homophily on trust. However, the findings by Yeon et al. (2019) are in line with the findings in this study that homophily in the attitude aspect does not significantly impact advertising trust.

#### ***Effect of Expertise on Image Satisfaction***

Further findings state that expertise affects image satisfaction. These results indicate that if the expertise of a content creator or ad star on YouTube is high, it can increase image satisfaction for consumers. These findings are supported by several previous studies, namely Zhang et al. (2020) and Nunkoo et al. (2020), which also prove the influence of expertise in advertising on consumer satisfaction.

#### ***Effect of Expertise on Advertising Trust***

Subsequent findings in this study indicate that expertise affects advertising trust. These results indicate that if the expertise of a content creator or ad star on YouTube is high, advertising trust can increase. These results are supported by several previous studies, namely Stecula et al. (2020) and Hussain et al. (2020).

***Effect of Image Satisfaction on Self-Brand Connection***

The following analysis shows that image satisfaction does not affect self-brand connections on YouTube. These results indicate that increasing image satisfaction on a YouTube show can increase self-brand connection. This finding contradicts the findings by Yu et al. (2023) and Supriyadi & Prajogo (2020), who found an effect of image satisfaction on self-brand connection.

Martin et al. (2021), who likewise found no influence of pleasure on brand association, complement the conclusions of this study. According to Escalas and Bettman (2003), self-brand connection refers to how much consumers integrate brands into their sense of self. It is also regarded as a person's presumption towards the specific brand of his choosing. The typical way that consumers build their sense of self and identity is by engaging in brand consumption.

***Effect of Image Satisfaction on Purchase Intention***

This study found that image satisfaction affects purchase intention. These results indicate that high image satisfaction can increase the purchase intention of a product or service. These findings are supported by several previous studies by Dash et al. (2021), Tran (2020), and Zarei et al. (2019), which showed the same finding that image satisfaction affects purchase intention.

***The Effect of Advertising Trust on Self-Brand Connection***

Anandya & Oktavia (2020) explain that trust is the primary provision in selling a product. Therefore, an advertised product must instil trust in the public. Advertising trust is a consumer's cognitive belief and aims to evaluate whether advertising content tends to be self-serving or the brand manager's interests (Gefen et al., 2003). From the results of this study, it was concluded that advertising on YouTube must emphasize consumer trust. With trust developed through advertising, self-brand connections can grow.

***Effect of Advertising Trust and Purchase Intention***

Regarding influencer marketing, SMI source features can be used to drive image satisfaction and advertising trust from target customers, which can then affect purchase intention. Additionally, attractive commercials will catch more consumers' attention and spark their curiosity about the offered brand.

***Effect of Self-Brand Connection and Purchase Intention***

According to the study's findings, the self-brand connection is a crucial advertising component, particularly on the YouTube platform. Consumers who identify with a brand become very interested in it and may even develop brand loyalty and brand attachment (Panigyrakis et al., 2020). Customers are more likely to have a strong intention to purchase a brand's items if they think the brand can offer them something of emotional or practical value.

**CONCLUSIONS****Conclusion**

This study analyzes the effect of homophily and expertise on the purchase intention of luxury cars on YouTube platform users. The results of the analysis show that:

1. Homophily affects Image Satisfaction so that H1a is supported
2. Homophily does not affect Advertising Trust, so H1b is not supported
3. Expertise affects Image Satisfaction so that H2a is supported
4. Expertise influences Advertising Trust so that H2 B is supported
5. Image Satisfaction has no effect on Self-Brand Connection, so H3a is not supported
6. Image Satisfaction affects Purchase so that H3b is supported

7. Advertising Trust influences Self-Brand Connection so that H4a is supported
8. Advertising Trust has no effect on Purchase Intention, so H4b is not supported
9. Self-Brand Connection matters in Purchase Intentions, so H5 is supported

### Suggestions

From the results of this study, several suggestions can be submitted to content creators and advertisers on YouTube and further research. The suggestions that researchers recommend in this study are: Content creators and advertisers on YouTube are expected to develop and increase homophily and expertise to increase image satisfaction and advertising trust. Furthermore, it is also expected to increase advertising trust and image satisfaction to increase self-brand connection and purchase intention.

For further research, it is hoped that it will be more specific on the research sample and carry out an analysis of the role of mediation and moderation of other variables so that they can map the variables that apply and impact advertising on the YouTube platform.

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