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Impact of Beauty Influencer Credibility and Emotional Attachment on Beauty Product Purchase Intention on Tiktok: The Moderating Role of Information Overload (A Case Study of Tiktok Users in Denpasar, Bali)

Zia Beti Januba¹, Ni Luh Putu Indiani², Ni Made Wahyuni³

¹Universitas Warmadewa, Denpasar, Indonesia, email. ziabeti0729@gmail.com

²Universitas Warmadewa, Denpasar, Indonesia, email. indi.arca@gmail.com

³Universitas Warmadewa, Denpasar, Indonesia, email. mdwahyuni17@gmail.com

Corresponding author: ziabeti0729@gmail.com¹

Abstract: The digital marketing landscape in the beauty industry increasingly relies on the role of beauty influencers along with the rapid growth of the TikTok platform. This study aims to analyze the effect of beauty influencer credibility and emotional attachment on purchase intention for beauty products by examining the moderating role of information overload. This research employed a quantitative approach with active TikTok users in Denpasar City, Bali, as the research object. Data were collected through an online questionnaire distributed to 200 respondents selected using an accidental sampling technique. Data analysis was conducted using a variance-based structural equation modeling method. The results indicate that beauty influencer credibility and emotional attachment have a positive and significant effect on purchase intention. Furthermore, information overload was found to strengthen the influence of beauty influencer credibility and emotional attachment on purchase intention. These findings suggest that excessive information conditions encourage consumers to rely on trusted influencers when making purchasing decisions. Practically, this study recommends that the beauty industry position influencers as information guides who are able to deliver simplified, personalized, and authentic marketing messages.

Keyword: Beauty Influencer Credibility, Emotional Attachment, Purchase Intention, Information Overload, TikTok.

INTRODUCTION

In the contemporary digital era, social media has evolved beyond a communication and entertainment tool into a strategic platform that shapes public opinion, lifestyle, and consumer behavior. Among various platforms, TikTok has experienced the fastest global growth due to its short-video format and highly personalized algorithm, attracting a predominantly young audience worldwide.

Global data show that TikTok's monthly active users increased significantly between 2022 and 2024, indicating its growing influence as a digital marketing channel (Business of

Apps, 2024). This rapid expansion has encouraged brands, particularly in the beauty industry, to leverage TikTok as a key promotional medium.

The beauty industry has emerged as one of the dominant sectors on TikTok, driven by interactive video content, live shopping features, and influencer-based promotion. Influencer-generated content enables brands to communicate product information in a more personal and relatable manner, fostering trust and engagement among consumers (Wahab et al., 2024). Prior studies indicate that influencer marketing is especially effective for beauty products, as such products are closely related to self-identity and emotional expression (Rahayu & Widagda, 2025). Influencer credibility, defined as consumers' perceptions of an influencer's expertise, trustworthiness, and attractiveness, has been widely recognized as a key determinant of persuasive effectiveness (Ohanian, 1990; Wahab et al., 2024). However, empirical findings remain mixed, suggesting that the influence of credibility may depend on contextual factors (Ge, 2025).

Beyond credibility, emotional attachment represents an affective bond between consumers and influencers that can strengthen trust, loyalty, and purchase intention (Rajput & Gandhi, 2024). Emotional attachment reflects consumers' feelings of closeness, familiarity, and identification with influencers, which can significantly shape decision-making processes. Nevertheless, the effectiveness of both credibility and emotional attachment may be challenged by the phenomenon of information overload. Information overload occurs when individuals are exposed to excessive information that exceeds their cognitive processing capacity, leading to confusion and decision fatigue (Edmund & Morris, 2000). On highly dynamic platforms such as TikTok, continuous exposure to promotional content may intensify this condition.

Previous studies report that information overload can negatively affect consumer satisfaction and decision quality, while in some contexts it alters the way consumers rely on heuristic cues such as trusted influencers (Ge, 2025). Despite its growing relevance, the moderating role of information overload in the relationship between influencer credibility, emotional attachment, and purchase intention remains underexplored, particularly in the context of beauty products on TikTok. This research addresses this gap by examining TikTok users in Denpasar, Bali, where recent evidence indicates increasing competition among beauty brands and signs of declining sales performance at the local level (Rahayu & Widagda, 2025).

Purchase intention in this study refers to consumers' willingness to buy, recommend, prefer, and further explore beauty products, reflecting the psychological processes preceding actual purchase behavior (Ferdinand, 2014). Accordingly, this study aims to analyze the influence of beauty influencer credibility and emotional attachment on purchase intention, while testing information overload as a moderating variable that may strengthen or weaken these relationships. The findings are expected to contribute to digital consumer behavior literature and provide practical insights for beauty brands in designing effective influencer-based marketing strategies under conditions of high information intensity.

Based on the above discussion, the research questions formulated in this study are as follows: (1) how does beauty influencer credibility influence purchase intention of beauty products on TikTok; (2) how does emotional attachment influence purchase intention of beauty products on TikTok; (3) how does information overload moderate the relationship between beauty influencer credibility and purchase intention; and (4) how does information overload moderate the relationship between emotional attachment and purchase intention.

METHOD

This study employed a quantitative research approach with a causal explanatory design to examine the relationships among beauty influencer credibility, emotional attachment, information overload, and purchase intention in the context of TikTok marketing. The research was grounded in a positivist paradigm, aiming to empirically test hypotheses derived from

established behavioral and persuasion theories, particularly the Theory of Planned Behavior and the Elaboration Likelihood Model.

The population consisted of active TikTok users in Denpasar, Bali, who had been exposed to or interacted with beauty product promotional content delivered by beauty influencers. Given the open and dynamic nature of social media users, a non-probability sampling technique was applied using accidental sampling, which is commonly employed in digital consumer behavior research (Sugiyono, 2019). A total of 200 respondents participated in this study, satisfying the minimum sample size requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis (Hair et al., 2022). Data were collected through an online survey using a structured questionnaire distributed via Google Forms between January and March 2025.

The research instrument consisted of a closed-ended questionnaire developed based on validated measurement scales from prior studies. All items were measured using a seven-point Likert scale ranging from strongly disagree (1) to strongly agree (7), which is appropriate for capturing perceptual and attitudinal constructs in behavioral research. Beauty influencer credibility was measured through indicators of expertise, trustworthiness, relatability, attractiveness, and reputation, adapted from credibility and influencer marketing literature (Custinho et al., 2023). Emotional attachment was measured using indicators reflecting admiration, enthusiasm, emotional connection, perceived specialness, and longing, drawing on attachment theory and prior influencer studies (Ki et al., 2020). Information overload was measured using indicators related to information fatigue, decision confusion, limited processing time, reduced concentration, and difficulty remembering information, as suggested in information overload literature (Al-Kumaim et al., 2021). Purchase intention was measured through transactional intention, purchase probability, exploratory intention, replacement intention, and recommendation intention, consistent with prior consumer behavior research (Lim et al., 2020).

Prior to hypothesis testing, the measurement model was evaluated for validity and reliability. Convergent validity and discriminant validity were assessed to ensure construct accuracy, while internal consistency reliability was examined using composite reliability and Cronbach's alpha coefficients (Hair et al., 2022; Sarstedt et al., 2024). Data analysis was conducted using variance-based structural equation modeling with the Partial Least Squares (PLS) approach, supported by SmartPLS software. PLS-SEM was selected due to its suitability for complex models involving moderating variables and its robustness in handling non-normal data distributions and predictive-oriented research objectives (Ghozali, 2016; Hair et al., 2022).

The analysis procedure involved assessment of the measurement model followed by evaluation of the structural model to test both direct and moderating effects. The moderating role of information overload was examined through interaction terms between the independent variables and the moderator, following established moderation testing procedures in PLS-SEM (Rimpler et al., 2025). Hypotheses were evaluated using bootstrapping with a significance threshold of 0.05. The results of this analysis were used to determine the strength, direction, and significance of the relationships among the research variables.

RESULTS AND DISCUSSION

Result

This section presents the empirical results and discusses the findings in relation to the proposed hypotheses and relevant theoretical and empirical literature. The analysis is based on data collected from 200 active TikTok users in Denpasar, Bali, who have been exposed to beauty influencer marketing content.

Table 1. Respondent Profile

Characteristic	Category	Frequency (Persons)	Percentage (%)
Gender	Male	24	12
	Female	176	88
	Total	200	100
Age	18–25 years	148	74
	26–30 years	46	23
	> 30 years	6	3
	Total	200	100
Daily TikTok Usage Duration	< 1 hour	12	6
	1–2 hours	44	22
	3–4 hours	82	41
	> 4 hours	62	31
	Total	200	100
Purchased Products	Skincare	76	38
	Makeup	26	13
	Skincare and Makeup	98	49
	Total	200	100

Source: Research data, 2025

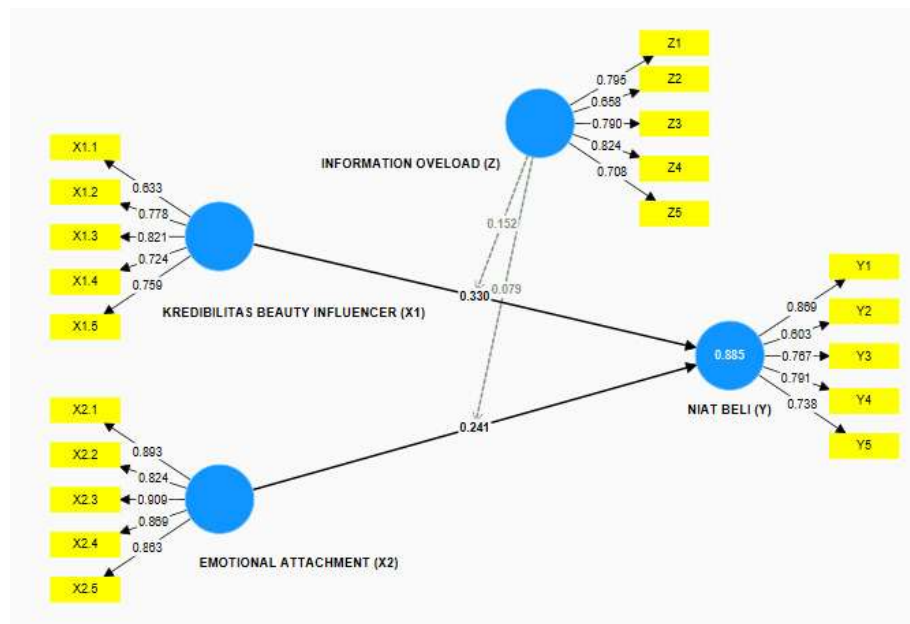
The respondent profile indicates that TikTok-based beauty marketing predominantly reaches female consumers, with women accounting for 88 percent of the sample. This finding is consistent with prior studies showing that female users are more actively engaged with beauty-related content on TikTok and social commerce platforms (Barry, 2024; Grabowska et al., 2025). Most respondents were aged between 18 and 25 years (74 percent), representing a digitally native segment characterized by high social media intensity and strong susceptibility to influencer-driven persuasion (Ki et al., 2020; Wahab et al., 2024).

More than 70 percent of respondents reported using TikTok for over three hours per day, indicating extensive exposure to promotional and review-based content. Such high exposure levels increase the likelihood of experiencing information overload, particularly in visually dense and fast-paced platforms such as TikTok (Dong et al., 2024; Al-Kumaim et al., 2021). Nearly half of the respondents (49 percent) purchased both skincare and makeup products, reflecting high involvement in the beauty category and reinforcing the relevance of influencer credibility and emotional attachment in shaping purchase intention (Kotler & Keller, 2016; Hossain et al., 2025).

The descriptive results reveal that beauty influencer credibility was perceived at a moderate-to-high level, with an overall mean score of 5.13. Among the credibility dimensions, attractiveness and reputation received the highest evaluations, aligning with prior research suggesting that visual appeal and public reputation serve as salient peripheral cues in short-video platforms (Barta et al., 2023). Perceived expertise received the lowest score, which may reflect growing consumer skepticism toward overly generic or repetitive product claims (Agnihotri et al., 2024).

Emotional attachment toward beauty influencers was rated high overall (mean = 5.34), particularly in terms of emotional closeness and admiration. This finding supports attachment-based perspectives suggesting that repeated exposure and perceived similarity foster parasocial bonds between influencers and followers (Thomson et al., 2005; Ki et al., 2020). Purchase intention was assessed at a moderately high level (mean = 4.89), with exploratory intention scoring the highest, indicating that TikTok primarily functions as an information-seeking and evaluation platform prior to purchase (Zhang et al., 2023; Fernández et al., 2024).

Information overload was also perceived at a moderately high level (mean = 5.15), especially in terms of difficulty remembering information and reduced concentration. This finding aligns with prior studies highlighting cognitive fatigue and reduced processing capacity in environments characterized by excessive and fragmented digital content (Dong et al., 2024).



Source: Research Results
Figure 1. Outer Loading and Path Coefficient

Table 2. Composite Reliability and Internal Consistency

Variable	Cronbach's Alpha	Composite Reliability	Remark
Beauty Influencer Credibility (X1)	0.800	0.800	Meets the criteria
Emotional Attachment (X2)	0.921	0.922	Meets the criteria
Purchase Intention (Y)	0.811	0.825	Meets the criteria
Information Overload (Z)	0.812	0.816	Meets the criteria

Source: Research data, 2025

The measurement model demonstrated satisfactory validity and reliability. All indicators showed significant loadings ($p < 0.05$) with outer loadings exceeding the minimum threshold of 0.50, indicating adequate indicator reliability (Hair et al., 2022). Average Variance Extracted values for all constructs exceeded 0.50, confirming convergent validity. Composite reliability and Cronbach's alpha values were above 0.70, indicating strong internal consistency (Sarstedt et al., 2024).

Although the Fornell–Larcker criterion indicated relatively high correlations among some constructs, cross-loading analysis confirmed that each indicator loaded more strongly on its intended construct. Such results are acceptable in behavioral research where theoretically related constructs coexist within a single explanatory model (Santosa, 2023; Hair et al., 2022).

Table 3. R-Square Results

Variable	R Square	Adjusted R Square
Purchase Intention (Y)	0.885	0.882

Source: Research data, 2025

The structural model exhibited strong explanatory power, with an R^2 value of 0.885 for purchase intention. This result indicates that 88.5 percent of the variance in purchase intention is explained by beauty influencer credibility, emotional attachment, information overload, and their interaction effects. The model also demonstrated strong predictive relevance, as indicated by a Q^2 value of 0.78, which exceeds the recommended threshold for predictive adequacy (Hair et al., 2022; Sarstedt et al., 2024).

Table 4. Path Relationship (Effects) Results

Path Relationship	Original Sample (O)	T-Statistic	P-Value	Conclusion
Beauty Influencer Credibility (X1) → Purchase Intention (Y)	0.330	7.238	0.000	Significant
Emotional Attachment (X2) → Purchase Intention (Y)	0.241	3.964	0.000	Significant
Beauty Influencer Credibility (X1) → Information Overload (Z) → Purchase Intention (Y)	0.152	5.234	0.000	Significant
Emotional Attachment (X2) → Information Overload (Z) → Purchase Intention (Y)	0.079	2.562	0.010	Significant

Source: Research data, 2025

The findings show that beauty influencer credibility has a positive and significant effect on purchase intention ($\beta = 0.330, p < 0.05$), supporting H1. This result corroborates previous empirical evidence suggesting that credible influencers enhance trust and reduce perceived risk in online purchase decisions. Emotional attachment also exhibits a positive and significant effect on purchase intention ($\beta = 0.241, p < 0.05$), supporting H2. This finding aligns with attachment theory and prior research demonstrating that emotional bonds strengthen consumers' willingness to act on influencer recommendations. The interaction between information overload and beauty influencer credibility significantly strengthens purchase intention ($\beta = 0.152, p < 0.05$), supporting H3. Similarly, the interaction between information overload and emotional attachment also shows a significant positive effect ($\beta = 0.079, p < 0.05$), supporting H4.

These findings suggest that under conditions of excessive information exposure, consumers increasingly rely on heuristic cues such as trusted and emotionally connected influencers. This pattern is consistent with the Elaboration Likelihood Model, which posits that limited cognitive resources shift consumers toward peripheral route processing (Petty & Cacioppo, 1986; Moradi & Zihagh, 2022). When faced with cognitive fatigue, consumers depend more on influencer credibility and emotional familiarity to simplify decision-making (Barta et al., 2023; Zhang et al., 2023).

Discussion

Overall, the findings of this study demonstrate that beauty influencer credibility and emotional attachment are robust determinants of purchase intention in TikTok-based beauty marketing, even under conditions of high information intensity. These results reaffirm that consumer decision-making in social commerce environments is not solely driven by rational information processing but is deeply shaped by affective and heuristic mechanisms.

In line with the Elaboration Likelihood Model, when cognitive resources are constrained, consumers tend to rely on peripheral cues such as source credibility and emotional familiarity to simplify decision-making processes (Petty & Cacioppo, 1986; Moradi & Zihagh, 2022).

The positive effect of beauty influencer credibility on purchase intention confirms that perceived expertise, trustworthiness, and attractiveness function as signals of information reliability in digitally mediated environments. This supports prior research suggesting that credible influencers reduce perceived risk and uncertainty in online purchases, particularly for experiential products such as beauty items (Custinho et al., 2023; Kirana et al., 2025). In the TikTok context, where content is delivered rapidly and repetitively, credibility operates as a cognitive shortcut that enables consumers to evaluate products efficiently without engaging in extensive deliberation. This finding reinforces the role of influencers as surrogate decision agents in social commerce ecosystems.

Similarly, emotional attachment significantly enhances purchase intention, underscoring the importance of affective bonds between consumers and influencers. Consistent with

attachment theory, repeated exposure, perceived similarity, and emotional resonance foster parasocial relationships that translate into stronger behavioral intentions (Thomson et al., 2005; Ki et al., 2020). In beauty marketing, emotional attachment is particularly salient because product consumption is closely tied to self-expression, identity construction, and self-confidence. Thus, influencers who successfully cultivate emotional closeness are more likely to influence consumer choices beyond functional product attributes.

A key contribution of this study lies in its examination of information overload as a moderating variable. Contrary to the common assumption that information overload primarily leads to avoidance or decision paralysis, the findings reveal that information overload strengthens the effects of both influencer credibility and emotional attachment on purchase intention. This suggests that in environments characterized by excessive information, consumers increasingly depend on trusted and emotionally familiar influencers as cognitive anchors. Rather than disengaging, consumers adapt by shifting toward heuristic processing, relying on influencer cues to navigate complex information landscapes (Barta et al., 2023; Zhang et al., 2023).

This pattern aligns with recent evidence indicating that information overload can alter, rather than eliminate, persuasion mechanisms. Under high cognitive load, consumers prioritize relational trust and emotional reassurance over analytical evaluation, thereby amplifying the persuasive power of influencers who are perceived as credible and emotionally relatable (Gary, 2024; Ge, 2025). In this sense, emotional attachment functions as a complexity-reduction mechanism that alleviates cognitive strain and facilitates decision confidence. This finding challenges the predominantly negative framing of information overload in prior studies and highlights its contingent role in shaping consumer behavior.

From a theoretical perspective, this study extends both the Elaboration Likelihood Model and the Theory of Planned Behavior by demonstrating that affective reliance and source credibility can operate as adaptive responses under cognitive constraints. While traditional models emphasize rational intention formation, the present findings suggest that under information-saturated conditions, behavioral intentions are increasingly driven by trust-based heuristics and emotional alignment. This contributes to a more nuanced understanding of consumer decision-making in algorithm-driven social media environments.

Overall, the results suggest that information overload does not uniformly impair marketing effectiveness; rather, it reshapes the pathways through which influence occurs. In the context of TikTok, where users are continuously exposed to dense streams of promotional content, influencers who act as credible and emotionally engaging “information navigators” become central to consumer sense-making. This insight offers an important extension to digital marketing literature by positioning influencer credibility and emotional attachment as stabilizing forces in cognitively demanding consumption environments.

CONCLUSION

This study investigates the impact of beauty influencer credibility and emotional attachment on beauty product purchase intention on TikTok, with information overload as a moderating variable among users in Denpasar, Bali. The findings confirm that both influencer credibility and emotional attachment significantly enhance purchase intention, indicating that consumers rely not only on rational evaluations but also on affective connections when responding to influencer-driven marketing content. Importantly, the results demonstrate that information overload does not weaken these relationships; instead, it strengthens the effects of both credibility and emotional attachment on purchase intention. Under conditions of excessive and complex information, consumers increasingly depend on trusted and emotionally salient influencers as heuristic decision guides to reduce cognitive effort and perceived risk.

From a theoretical perspective, this study extends the Elaboration Likelihood Model and the Theory of Planned Behavior by evidencing that affective reliance and source credibility

function as adaptive mechanisms under high cognitive load conditions. Practically, the findings suggest that in information-dense digital environments such as TikTok, positioning beauty influencers as credible and emotionally relatable “information navigators” can enhance marketing effectiveness. Overall, this research contributes to the advancement of digital marketing and consumer behavior literature by highlighting how cognitive limitations transform trust and emotional attachment into key drivers of purchase intention in social commerce ecosystems.

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