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Hasan, Mehedi

School of Business and Entrepreneurship, Independent University, Bangladesh (IUB)

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Tech YouTubers as Digital Influencers: An Analysis of Influencer Attributes and Content Features

Mehedi Hasan[1], Imranul Hoque[2], Md. Al Amin[3]
Department of Marketing, Jagannath University
[1]*mehedi68rafi@gmail.com*, [2]*Imran_du6@yahoo.com*, [3]*alaminmkt62jnu@gmail.com*

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Abstract - **The rise of YouTube as a dominant platform in the digital age has popularized influencer marketing, especially for promoting electronic gadgets such as smartphones, laptops, smartwatches, and headphones among young digital natives in Dhaka, a rapidly growing urban center. This trend has led to the emergence of a distinct category of influencers known as 'Tech YouTubers.' Applying the Source Credibility Theory (SCT) and the Elaboration Likelihood Model (ELM) of persuasion, this study examines how Tech YouTubers' credible attributes (trustworthiness, attractiveness, expertise) and content features (visual attractiveness, originality, and engagement metrics) affect consumers' purchase intentions for electronic gadgets in Dhaka. Results reveal that all content features have significant positive effects on purchase intentions, with engagement metrics (e.g., views, comments, shares, likes) being the strongest predictor, particularly among younger consumers. However, influencer attributes did not show a significant direct effect on purchase intention. The survey findings indicate that within Dhaka's digital consumer landscape, content-driven persuasion is emerging as a more significant factor than personality-driven endorsement in influencing purchase intentions for tech-related gadgets. This study contributes theoretically by applying SCT and ELM in a South Asian digital marketing context and offers practical insights for influencers and brands to boost purchase intentions through visually appealing, original, and engaging content. Limitations include the non-random, geographically limited sample, suggesting future research with larger, more diverse populations.**

Keywords: **Influencer Marketing, Tech YouTubers, Purchase Intention, Gadgets, Dhaka**

I. INTRODUCTION

Over the past decade, social media has fundamentally transformed marketing strategies and consumer buying behavior due to the rapid expansion of digitalization and internet penetration. Considering this, a new group of opinion leaders has emerged, collectively referred to as Social Media Influencers (SMI). They help influence what to buy, and hence, change or reinforce buying behavior [1]. Emerging social media platforms, such as YouTube, Facebook, Instagram, TikTok, and Twitter, have become pivotal channels for product discovery, evaluation, and purchase decisions, and influencers play a significant role as trusted intermediaries between brands and consumers [2]. As a video-sharing platform, YouTube is immensely popular, especially among Generation Z, who were born between 1997 and 2012 [3]. YouTube has 34.50 million active users in Bangladesh as of 2022, and about 28 percent of them lies in the age category of Gen Z [4]. These young people mostly watch entertaining contents like movies, songs, and vlogs on YouTube. It has recently become a trend for these youth watching unboxing and reviewing product videos on YouTube and it includes product review videos of luxury and fashion items, such as Smartphone, computers, electronic accessories, kid's toys, cosmetics, and mystery boxes [5]. So, YouTubers as a SMIs play pivotal role to influence consumers' purchasing decisions. Among different content creators of YouTube, tech YouTubers, creators specializing in gadgets, software, and emerging technologies, have gained attention because of increasing popularity of electronic gadgets products and tech influencers' ability to simplify complex technical information and provide relatable reviews of electronic gadgets.

Extant study on influencer marketing has suggested a range of influencer and content features and specified message and source features as important communication stimuli that audiences process to form their attitudes and intention [6] & [7]. Both the characteristics of the influencer and the content features are crucial in shaping audiences' purchase decisions in the influencer marketing context [8] & [9]. However, these attributes have been rarely examined, and therefore, their effects in influencer communication remain unclear. Moreover, there is a lack of empirical research about the effects of YouTube influencers and their content features on consumer purchase behavior, particularly in the relation of electronic gadgets despite the growing popularity of tech YouTube influencers and the increasing number of tech-savvy young people in Dhaka, Bangladesh.

To address this gap, the purpose of this study is to investigates the impact of tech YouTube influencers and content features on audiences' purchase intention in electronic gadget products in Dhaka. In so doing, source credibility theory (SCT) and elaboration likelihood model (ELM) of persuasion are comprehensively integrated as the theoretical framework of this study. SCT argues that a communicator's perceived trustworthiness, expertise, and attractiveness critically determine the persuasiveness and acceptance of a message by its audience [10]. On the other hand, the Elaboration Likelihood Model (ELM) describes two routes of persuasion, central and peripheral, through which individuals process messages based on their motivation and cognitive ability [7]. Central factors are those considered in audiences' evaluation of the true value of contents, including visual attractiveness, originality, and engagement metrics (views, likes, comments, replies). Peripheral factors are heuristic cues that audiences use to

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make simple inference of message merits for decision, and in this study, author includes influencers' perceived trustworthiness, attractiveness, and expertise. These peripheral cues are also related with the key factors included in the Source Credibility Theory (SCT). The findings of the study contribute to both theoretical understanding of influencer marketing and offer practical guidance for SMIs, marketers and policymakers in leveraging influencer and content features in influencer marketing as marketing stimuli in persuasive communication. This paper aims to answer two research questions:

RQ1: To what extent do tech YouTubers' attributes (trustworthiness, attractiveness, expertise) influence consumers' purchase intentions for electronic gadgets?

RQ2: What impact do content features (visual attractiveness, originality, engagement metrics) have on consumers' purchase intentions for electronic gadgets?

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Tech YouTuber as Digital Influencer

An influencer is someone who has large followers on his social media accounts and possesses the professional capabilities to influence the followers to shop and buy products/services that they promote on their social media accounts [11]. The influencers hold a unique combination of power, information, professional status, or relationship with their followers which they leverage to shape consumer behavior [12]. Currently, influencers are widely used as a marketing tool, commonly referred to as influencer marketing. This strategy has gained popularity because it is considered more effective and efficient than many traditional marketing methods [13]. Followers often trust influencers, believing that the products and services they endorse are of guaranteed quality. Influencers who have a strong online presence are referred to as digital influencers, as they have the ability to shape their followers' purchasing patterns and behaviors [14].

As a video-sharing platform, YouTube has become especially popular among Generation Z. Users enjoy a wide variety of content, but a growing trend shows that people increasingly watch product reviews before making a purchase decision. The younger generation, in particular, is becoming more tech-savvy and frequently explores different types of products, especially electronic gadgets [15]. In this context, tech influencers play a crucial role by providing unboxing and review videos for their followers, thereby shaping consumer purchase behavior.

Tech YouTubers, a subset of digital influencers, offer diverse unboxing and review content on electronic gadgets, attracting dedicated audiences who follow their channels [16]. Through their perceived expertise, trustworthiness, and engaging content, these influencers have the capability to significantly affect their followers' buying decisions.

2.2 Influencer Attributes

There are different types of attributes of influencers, followers and content suggested as the central constructs being studied. The "Source Credibility Theory" was proposed by Hovland, Janis and Kelly in 1963 [17]. The theory suggests that favorable attributes of communicators impacts the receiver attitudes, perception and the level of message acceptance. Trustworthiness, attractiveness, and expertise are key influencer attributes associated with consumer purchase intention. The concept of "trustworthiness" implies the level of acceptance and assurance that followers place in the message the speaker conveys. Moreover, an endorser with high trustworthiness and strong opinion is more effective in influencing consumer attitudes and behavior than an untrustworthy endorser [18]. Source attractiveness may be examined through both physical and social attractiveness dimensions [19]. Here, social attractiveness refers to the familiarity, likeability, and similarity between the endorsers and their respective audiences, whereas physical attractiveness primarily associates with the physical structure, facial characteristics, and overall personality of the endorsers [20]. When a celebrity endorser appears to be attractive, it enhances the consumer's attitude toward the endorsed message, making the overall communication more compelling and believable. Hovland et al. (1953) describe expertise as the degree to which the endorser is perceived as a credible source of information, and consumers may rely on the information presented by them to make their purchasing decisions. It refers to a person's level of experience, knowledge, qualification, or competence regarding the product they endorse [10]. When a consumer believes that a celebrity endorser possesses a high level of expertise, the message in the commercial is more likely to be persuasive. These lead to the following hypothesis:

H1: Perceived trustworthiness of the influencer positively influences consumers' purchase intention toward electronic gadgets.

H2: *Perceived attractiveness of the influencer positively influences consumers' purchase intention toward electronic gadgets.*

H3: *Perceived expertise of the influencer positively influences consumers' purchase intention toward electronic gadgets.*

2.3 Content Features

The ELM, developed by Richard E. Petty and John T. Cacioppo, is a general theory of persuasion that posits persuasion primarily as a cognitive event where success of persuasion depends on the way the audiences receive the persuasive message [7]. Under this theory, there are two possible routes or methods of influence to the audiences: centrally routed messages and peripherally routed messages. The central route is also known as the elaborated route where the message is processed by high level of cognitive effort with rational arguments and draw conclusion with the supporting evidence [21]. On the other hand, peripherally route is also called as shortcut route to persuade the audience where message is processed

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by the audience's emotion and superficial means [21]. The content features such as visual attractiveness, originality, and engagement metrics, are associated with consumer purchase intention. Visual attractiveness is an important attribute in developing consumer attributes and perception, specifically in digital contexts where content aesthetics and visual play a pivotal role in drawing customer's attention [22]. In social media content, visual aesthetics appealing—such as high-resolution images, cohesive layouts, and professional editing—directly enhance user engagement and effect on shaping attitude and behavior [23]. Further research confirms that visually attractive posts on social media platforms like Instagram or YouTube enhance perceived product value and positively effect on the customer behavior and purchase intention [24]. Originality, defined as the creation of novel, unique, and creative content, is a key driver of influencer effectiveness in digital marketing [25]. It helps to distinguish social media influencer's content from repetitive or mainstream posts. Originality of posts capture more attention and perceived as more authentic and credible by followers [26]. In the context of influencer marketing, originality indicates creativity and individuality, contributing significantly to the influencer's perceived opinion leadership and influence in shaping consumer's behavior and intention to purchase [25]. Consumers' perceptions of social media content are shaped by others' interactions. Engagement metrics—including views, likes, comments, shares, and replies—quantify these interactions. Influencer posts with high number of views, likes, comments and replies (NVLCR) act as strong social-proof cues that shape consumer perceptions of product quality and credibility. Online social proof is indicated by "the amount of 'Likes', comments, [and] shares" that a post generates [27]. Different empirical studies confirm that high engagement metrics boost perceived trustworthiness and informativeness of posts. High number of likes, comments, and shares were seen as more credible and useful, which in turn raised viewers' purchase interest [28] and positively influence consumers' buying decisions by providing validation of the product [29]. These lead to the following hypothesis:

H4: *Visual attractiveness of the influencer's post or content positively influences consumers' purchase intention toward electronic gadgets.*

H5: *The perceived originality of an influencer's content positively influences consumers' purchase intention toward electronic gadgets.*

H6: The perceived engagement metrics (views, likes, comments, and replies) of the influencer's posts positively influence consumers' purchase intention toward electronic gadgets.

2.4 Purchase Intention

According to the Theory of Reasoned Action (TRA), purchase intention is defined as the consumer's planned or subjective likelihood of a person to perform the preplanned actions, reflecting their willingness or probability to buy [30]. Similarly, consumer behavior literature defines purchase intention as the consumer's conscious plan or propensity to make a purchase in the future. Purchase intention can be used to predict real purchase behavior; therefore, it has attracted a lot of interest by researchers [31]. There are several empirical studies conducted which examine purchase intention in various online platforms such as websites [23], social network sites [31], and blogs [32]. However, there are very few research which focus specifically on YouTube's influence on purchase intention. Mir and Rehman (2013) is among the few such studies, showing that user-generated YouTube videos can positively influence consumers' purchase intentions [33]. Given this gap, the present study investigates factors related to YouTube influencer videos that affect consumers' purchase intentions toward electronic gadgets

III. RESEARCH METHODOLOGY

3.1 Research Design, Research Instrument, Scale, and Measurement

This study adopts a quantitative research design to collect the numeric data for systematic and statistical analysis. As a quantitative study, a structured survey questionnaire was developed to collect relevant data. The survey (Appendix 1) for the study comprised a total of seventeen questions, divided into three major sections, with a combination of screening questions, demographic information, and scale-based construct measurements, integrating all the necessary information from respondents. The survey incorporated nominal, interval, and ratio methods to assess customer purchase intention. The nominal scale was employed for categorical data, including gender, age, and binary yes/no inquiries. Additionally, an interval and ratio scale was used to assess customers' perceived purchase intention which is influenced by the influencer attributes and content features. The survey employed 5 points Likert measurement scales to assess constructs and items.

3.2 Sampling Frame, Sample Size, Data Collection Method, Data analysis Techniques

In this study, the sampling frame comprised the researcher's personal social media network. The data collection was conducted using convenience sampling and snowball sampling, a nonprobability sampling technique. A survey was carried out, with a total of 220 participants. The data was collected using latest version of Google Forms and published online through social media platforms such as Facebook, WhatsApp, and Messenger, both in groups and individual inboxes. In this study, Partial Least Squares Structural Equation Modeling (PLS-SEM) technique was employed using SmartPLS v.4.1.1.2 software for analyzing and testing the proposed research model and hypotheses [34]. This study employed PLS-SEM because prior studies on influencer marketing frequently utilized this method for data analysis [25] & [35]. In addition, apart from the scale-based items, the

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respondents' demographic characteristics were analyzed using frequency distributions and percentages.

3.3 Measurement of Validity and Reliability

Ensuring validity and reliability is essential for keeping the research on track and accurately capturing the constructs and observable items under investigation. In research, reliability refers to the consistency -whether the research methods can reproduce the same result multiple times [36]. On the other hand, the validity in research refers to the accuracy and truthfulness - whether research measures what it intended to measure [37]. In this research project, internal consistency was measured using Cronbach's alpha and composite reliability where a value more than or equal to 0.70 indicates a satisfactory level of internal consistency among the items within a construct [38] & [39]. Observable items with factor loadings below 0.633 were excluded, as they did not reflect adequate alignment with the underlying construct [39]. In this study, two types of construct validity were further evaluated through correlation analysis to assess the degree to which the scale accurately represents the theoretical concepts being measured. Convergent validity was assessed using the Average Variance Extracted (AVE), which is considered satisfactory when the AVE value exceeds 0.500 [39]. Discriminant validity was evaluated using both the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. According to the Fornell-Larcker criterion, discriminant validity is established when the square root of the AVE of each construct is greater than its correlations with any other construct. Additionally, the HTMT ratio should be less than 0.900 to confirm discriminant validity [39]. Furthermore, multi-collinearity assessment was conducted to determine potential interdependencies among the independent variables and to ensure the reliability of subsequent analyses. In this study, researcher examined multi-collinearity using Variance Inflation Factor (VIF) where this VIF value for all variables ranged between 1 and 5; indicating moderate correlations among the independent variables [40] & [39]. The relatively low VIF values confirm that there is no problem of collinearity.

IV. DATA ANALYSIS AND DISCUSSION

4.1 Result:

4.1.1 Demographic Profile of Respondents

Table 1. Statistics of Respondents' Demographic Characteristics (Sample size, N=220)

Participants		Frequency	Percentage (%)
Gender	Male	153	69.5
	Female	67	30.5
Age	Below 18	10	4.5
	18–24	110	50
	25–30	77	35
	31–40	16	7.5
	40+	7	3.2
Educational qualification	HSC or below	16	7.3
	Undergraduate (Ongoing)	108	49.1
	Undergraduate (Completed)	66	30
	Postgraduate or above	30	13.6
Occupation	Student	156	70.9
	Employed (Full-time)	26	11.8
	Employed (Part-time)	11	5
	Self-employed	14	6.4
	Unemployed	8	3.6
	Retied	2	0.9
	Homemaker	3	1.4
	Others	0	0

Source: Self-compiled by the author using Microsoft Excel

4.1.2 Measurement Model Assessment

The current study establishes a measurement model to assess the internal consistency of construct items and to evaluate the accuracy of the data for subsequent analysis. As part of the Confirmatory Factor Analysis(CFA), factor loadings were assessed in this study, and items with loadings between 0.673 and 0.879 were retained, while those below 0.673 were excluded [41], [42] & [43]. Furthermore, in the context of influencer marketing, factor loadings slightly below the preferred cut-off of 0.700 are considered acceptable [44]. Here, four such items of constructs were retained because removing them would have lowered α, rho-a, and AVE, which could undermine the construct reliability and validity [39], [45] & [46]. The items (IPT2, IPT4, IPPA1, CPVA5, CPO5, CPEM5, and PPI2) were excluded, and the remaining items are presented in Table 2 for further analysis. Table 2 also presents the descriptive statistics the means, average response of the observable items, ranged from 2.782 to 3.577, suggesting moderately favorable responses on the measured constructs. On the contrary, standard deviations, response variability or dispersion, ranged from 1.027 to 1.401, indicating a reasonable level of variability in participant responses. The recommended minimum value for α and rho-a, is 0.700 or higher [47] & [39]. Table 3 shows that the values of α and rho-a exceeded the recommended threshold of 0.70, indicating strong internal consistency. Additionally, the factor loadings ranged from 0.673 to 0.879, further supporting the reliability of the constructs as all loadings exceeded the acceptable cutoff value (>0.633). Thus, construct reliability was established for each construct in the study. In addition, the AVE is used

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to assess convergent validity and should be greater than 0.500, meaning that the latent construct explains more than 50% of the indicator variance [48]. In this study, Table 3 shows that the AVE values for all of the constructs exceed the recommended threshold of 0.50, thereby indicating that convergent validity was achieved for all constructs.

Table 2. Descriptive Statistics, Factor Loading, Reliability and Convergent Validity

Constructs	Indicators	Factor Loading	Descriptive Statistics		Reliability		Convergent Validity
			M	SD	α	rho-a	AVE
Influencer Perceived Trustworthiness (IPT)	IPT1	0.879	3.050	1.363	0.813	0.833	0.726
	IPT3	0.835	2.923	1.228			
	IPT5	0.841	3.177	1.243			
Influencer Perceived Physical Attractiveness (IPPA)	IPPA2	0.722	3.409	1.098	0.734	0.733	0.556
	IPPA3	0.738	3.109	1.178			
	IPPA4	0.757	3.345	1.152			
	IPPA5	0.764	3.318	1.239			
Influencer Perceived Expertise (IPE)	IPE1	0.814	3.227	1.360	0.817	0.829	0.577
	IPE2	0.708	3.459	1.133			
	IPE3	0.747	3.191	1.168			
	IPE4	0.731	3.495	1.162			
	IPE5	0.793	3.500	1.295			
Content Perceived Visual Attractiveness (CPVA)	CPVA1	0.800	3.132	1.337	0.729	0.738	0.551
	CPVA2	0.761	3.577	1.128			
	CPVA3	0.726	3.168	1.169			
	CPVA4	0.677	3.486	1.138			
Content Perceived Originality (CPO)	CPO1	0.769	3.191	1.293	0.730	0.735	0.553
	CPO2	0.716	3.350	1.027			
	CPO3	0.796	3.182	1.196			
	CPO4	0.689	3.241	1.206			
Content Perceived Engagement Metrics (CPEM)	CPEM1	0.839	2.923	1.401	0.819	0.839	0.650
	CPEM2	0.683	3.327	1.199			
	CPEM3	0.857	3.123	1.250			
	CPEM4	0.833	3.314	1.271			
Perceived Purchase Intention (PPI)	PPI1	0.811	2.782	1.239	0.789	0.805	0.613
	PPI3	0.844	3.059	1.164			
	PPI4	0.673	3.295	1.128			
	PPI5	0.793	3.205	1.209			

Note: Mean=M, Standard Deviation=SD, Cronbach's Alpha=α, Composite Reliability (CR) =rho-a, Average Variance Extracted=AVE

Source: Self-compiled by the author using SmartPLS-4

In this study, discriminant validity, as presents in Tables 3 and 4, was assessed using both the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. Table 3 presents that as all bold diagonal values exceed the correlations in their respective rows and columns except for certain constructs, particularly between IPE, CPVA, and CPO, where inter-construct correlations slightly exceeded the square roots of AVEs; therefore, the criterion for discriminant validity is largely satisfied [48]. While these constructs are theoretically distinct [49] & [25] and demonstrated adequate reliability and conceptual consistency, this statistical overlap is acknowledged as a limitation. Table 4 presents HTMT ratio where all values were below the required threshold of 0.900 except for five values (0.920, 0.930, 0.975, 0.984, and 1.022), which slightly exceeded the threshold but still indicated strong discriminant validity of the constructs [45] & [50]. These five HTMT values were included here since Hair et al. (2023) indicated that a threshold of 0.90 or even values closer to 1 can be acceptable. Thus, satisfactory levels of discriminant validity were established all the constructs.

Table 3. Fornell and Larcker Criterion-Matrix

Constructs	IPT	IPPA	IPE	CPVA	CPO	CPEM	PPI
IPT	*0.852*						
IPPA	0.602	*0.746*					
IPE	0.704	0.723	*0.759*				
CPVA	0.597	0.683	0.771	*0.742*			
CPO	0.638	0.649	0.757	0.757	*0.744*		
CPEM	0.567	0.573	0.643	0.705	0.674	*0.806*	
PPI	0.552	0.554	0.601	0.658	0.655	0.693	*0.783*

Note: Bold and Italic on the diagonal are the square root of AVE; Non-bold values are the inter-construct correlations

Source: Self-compiled by the author using SmartPLS-4

Table 4. Heterotrait-Monotrait Ratio-List

HTMT Ratio	
IPT <-> CPEM	0.676
IPT <-> CPO	0.810
IPT <-> CPVA	0.758

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IPT <-> IPE	0.847
IPT <-> IPPA	0.775
IPPA <-> CPEM	0.728
IPPA <-> CPO	0.880
IPPA <-> CPVA	0.920
IPPA <-> IPE	0.930
IPE <-> CPEM	0.769
IPE <-> CPO	0.975
IPE <-> CPVA	0.984
CPVA <-> CPEM	0.898
CPVA <-> CPO	1.022
CPO <-> CPEM	0.858
PPI <-> CPEM	0.840
PPI <-> CPO	0.846
PPI <-> CPVA	0.849
PPI <-> IPE	0.731
PPI <-> IPPA	0.721
PPI <-> IPT	0.674
Source: Self-compiled by the author using SmartPLS-4	

4.1.3 Structural Model Assessment

After successfully assessing the measurement model, the next step is to assess the structural model by examining potential multi-collinearity issues and testing the proposed hypotheses. In this study, the structural model assessment includes variance inflation factor (VIF), R^2, path coefficient values (β), and Q^2 predict statistics, which are obtained from PLS-SEM and presented in Table 5, 6, and 7. VIF was used to measure the amount of multi-collinearity where all the values in the inner model were below 5 (Table 5), indicating no multi-collinearity between the constructs [39], [51] & [52].

Table 5. Variance Inflation Factor (VIF) values

VIF	
IPT -> PPI	2.168
IPPA -> PPI	2.367
IPE -> PPI	3.811
CPVA -> PPI	3.452
CPO -> PPI	3.106
CPEM -> PPI	2.260
Source: Self-compiled by the author using SmartPLS-4	

Consequently, we investigated the coefficient of determination (R^2) which provides the in-sample exploratory power of the model where it explains the variance in the endogenous construct (dependent variable) caused by the exogenous construct (independent variable). In this study, R^2 value of the model was 0.568 as visible Table 6 and Figure 2, indicating that approximately 56.8% of the variance in consumers' purchase intention (dependent variable) was explained by influencer attributes and content features (independent variables), which reflects a moderately substantial explanatory power (R^2 = 0.50 as moderate, 0.75 as substantial, and 0.25 as weak) [39]. Therefore, the model represents a moderate to strong goodness of fit in explaining consumers' purchase intention. In addition, we ran PLS predict to assess the model's predictive relevance where Q^2 value reflects the out-sample predictive power of the model. Table 6 depicts that the Q^2 value of the endogenous construct in this study was 0.529, indicating medium to high predictive relevance of the model [39].

Table 6. R-square & Q-square Value

	R^2	Q^2
Perceived Purchase Intention (PPI)	0.568	0.529
Note: R^2= Coefficient of Determination Q^2= Coefficient of Prediction *Source: Self-compiled by the author using SmartPLS-4*		

For hypothesis testing, it is necessary to check the significance and relevance of path coefficients using bootstrapping at 5000 subsamples in SmartPLS-4 software. The path coefficient value is utilized to assess the strength and direction of the relationships between the constructs examined in this study, as visual Table 7 and Figure 2. The first hypothesis (H1) evaluates whether the perceived trustworthiness of the influencer positively influences consumers' purchase intention toward electronic gadgets. The results revealed that the influencer's perceived trustworthiness had an insignificant effect on consumers' purchase intention toward electronic gadgets (β= 0.103, t= 1.393, p= 0.082); hence, H1 was rejected. In addition, the second hypothesis (H2) examines whether the perceived attractiveness of the influencer significantly affects consumers' purchase intention toward electronic gadgets. The findings indicated that the influencer's perceived attractiveness had no statistically significant influence on consumers' purchase intention toward electronic gadgets (β= 0.059, t= 0.751, p= 0.226); therefore, H2 was not established. Furthermore, the third hypothesis (H3) investigates the relationship between the influencer's perceived expertise and consumers' purchase intention toward electronic gadgets. The statistical analysis

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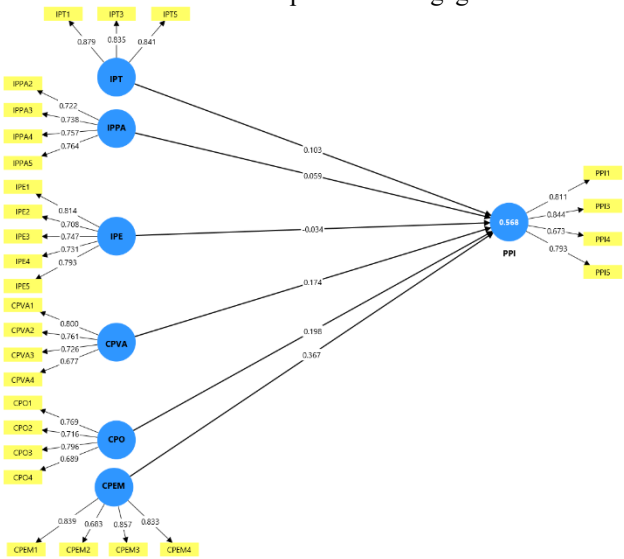
revealed that the influencer's perceived expertise had an insignificant effect on consumers' purchase intention toward electronic gadgets (β=-0.034, t= 0.352, p= 0.362). Thus, H3 was not supported. Collectively, these three hypotheses—focusing on influencer attributes, namely perceived trustworthiness, physical attractiveness, and expertise—were not supported in the present study, indicating that these specific influencer characteristics did not significantly influence consumers' purchase intention toward electronic gadgets in the context of this research. Subsequently, the fourth hypothesis (H4) assessed whether the perceived visual attractiveness of the content had a substantial influence on consumers' purchase intention toward electronic gadgets. The results indicated that perceived visual attractiveness significantly influenced consumers' purchase intention (β= 0.174, t= 1.688, p= 0.046); therefore, H4 was supported. Conversely, the fifth hypothesis (H5) examined whether the perceived originality of the content had a statistically significant influence on consumers' purchase intention toward electronic gadgets (β= 0.198, t= 2.626, p= 0.004). The findings confirmed that perceived originality had a significant impact on consumers' purchase intention. Thus, H5 was supported. Furthermore, the sixth hypothesis (H6) tested the effect of perceived engagement metrics of the content (number of subscribers, views, comments, likes, and replies) on consumers' purchase intention toward electronic gadgets (β=0.367, t= 4.861, p= 0 .000). The results revealed that perceived engagement metrics



had a substantial effect on consumers' purchase intention. Hence, H6 was also supported.

Overall, these three hypotheses, which focused on content features such as visual attractiveness, originality, and engagement metrics, were all supported in this study. This suggests that these content-related factors have a significant influence on consumers' purchase intention toward electronic gadgets.

Table 7. Path coefficient statistics

Hypotheses	β	SD	T values	P values	Result
H1: IPT -> PPI	0.103	0.074	1.393	0.082	Not Supported
H2: IPPA -> PPI	0.059	0.079	0.751	0.226	Not Supported
H3: IPE -> PPI	-0.034	0.097	0.352	0.362	Not Supported
H4: CPVA -> PPI	0.174	0.103	1.688	0.046	Supported
H4: CPO -> PPI	0.198	0.076	2.626	0.004	Supported
H5: CPEM -> PPI	0.367	0.075	4.861	0.000	Supported
Note: Path coefficient value= β, Standard Deviation=SD *Source: Self-compiled by the author using SmartPLS-4*					

Table 7 also presents the t-values, p-values, and the results of the hypotheses. H4 (Visual Attractiveness), H5 (Originality), and H6 (Engagement Metrics) were accepted based on the t-values and p-values. The statistical analysis for H4 (t = 2.626, p = 0.004) revealed that the visual attractiveness of the content significantly influences consumers' purchase intention. This result is consistent with prior empirical studies, which also found that the visual attractiveness of content substantially influences consumers' purchase intention [53]. Furthermore, the statistical result for H5 (t = 2.626, p = 0.004) also revealed that the originality of the content greatly affects consumers' purchase intention. Prior empirical evidence similarly suggested that content originality from other content creators significantly influences consumers' purchase intention [35]. In addition, the result of the final hypothesis for H6 (t = 4.861, p = 0.000) demonstrated that engagement metrics significantly affect consumers' purchase intention. Previous research has also revealed that consumers' purchase intention is largely influenced by factors such as the number of subscribers of a particular content creator, as well as the number of views, comments, shares, and replies; indicating the level of engagement between the influencer and consumers, particularly among Bangladeshi social media users [54]. Besides, the findings from the hypothesis testing based on the t-values and p-values indicated that H1, H2, and H3 did not significantly influence consumers' purchase intention, as consumers placed more emphasis on content features rather than influencer attributes [35].

Source: Self-compiled by the author using SmartPLS-4 software

4.2 Discussion on Findings

This study aimed to investigate the extent to which tech YouTubers' attributes and content features affect customers' purchase intentions toward electronic gadgets in Dhaka, Bangladesh. Specifically, it examined the influence of YouTubers' trustworthiness, attractiveness,

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and expertise, along with their content's visual attractiveness, originality, and engagement metrics (NVLCR). The findings from the inferential analysis of the study, can be better understood in light of the descriptive profile of the sample.

Combining descriptive statistical data, the study identified that young males aged between 18–24 years residing in Dhaka city are the predominant users of YouTube and primary consumers of electronic gadgets. The survey results reveal that the largest proportion of these users were students, with the majority being undergraduate recently graduated students. This profile reflects a customer base that is highly active and young, tech-aware, and information-seeking, but also likely to make decisions based on observable and easily interpretable social signals, such as engagement metrics (views, likes, comments, shares), and visually appealing or original and novel content.

The results of the study clearly reflect a difference in the impact on purchase intention between content features and influencer attributes. All the content features, including visual attractiveness, originality, and engagement metrics, have direct and strong effects on customers' purchase intention, with engagement metrics emerging as the most prominent factor. These findings are consistent with previous studies [25], [55] & [56], which show that content features are critical elements influencing consumers' purchase decisions. However, the study also reveals that influencer attributes do not have a direct and strong effect on purchase intention, which contrasts with previous research emphasizing the role of influencers' characteristics in shaping customer buying behavior [57], [56] & [20].

The visual attractiveness of tech influencer content was found to have the positive association with buying intention. The results support prior studies [58], [23], [24] & [59] which consistently demonstrate that visually appealing content captures attention of consumers, which in turn directly influences consumers' intention to purchase, even in the absence of intervening attitudinal variables. The content originality of tech influencers on YouTube also proved significant in relation to buying intention towards electronic gadgets. This result is consistent with the findings of [60], [61], [26], & [25], which show that content originality directly influences purchase intention by offering unique and exclusive insights, thereby immediately enhancing customers confidence and motivation to purchase. The study results reveal that engagement metrics have a favorable association with buying intention toward electronic gadgets. Among all the content features, engagement metrics emerge as the most prominent factor directly influencing customer buying behavior. Ref. [28] studied the impact of engagement metrics on customer purchasing behavior and found that a high level of engagement — indicated by a large number of views, comments, shares, and replies — makes the content appear more credible, which in turn increases purchase interest [62]. Customers consider these engagement metrics as a form of social proof and are more likely to purchase the product [27] & [33].

The study shows that influencer attributes, including trustworthiness, physical attractiveness, and expertise, do not have a positive and direct association with purchase intention toward electronic gadgets. Several empirical studies have also investigated whether influencer attributes directly influence purchase intention. While some research has found a positive association between these attributes and purchase intention, these associations are not direct; rather, other mediating variables such as trust, play a role in shaping purchase decisions [63], [18], [64], [20] & [65].

V. CONCLUSION

The notion that content-centric persuasion, characterized by engagement metrics, visual attractiveness, and originality, has emerged as a more influential determinant of tech-related purchase intentions in the Bangladeshi context than influencer personality attributes. In fast-paced digital environments like YouTube, especially for young users who consume content frequently but may have limited time or cognitive ability to deeply evaluate source credibility (e.g. trustworthiness, physical attractiveness, expertise), peripheral cues like engagement statistics, aesthetic quality, and content novelty serve as shortcuts for assessing value and making purchase decisions. Furthermore, the predominance of students as consumers, who are more experimental, price-sensitive, and influenced by peer behaviors, trends, and word-of-mouth, becomes apparent when content has a high level of engagement (likes, comments, shares, and views). Given their extensive exposure to multiple influencers and emphasis on content quality, it is reasonable to infer that they value content utility, originality, and validation through engagement more than the persona of the influencer delivering the message.

This study offers valuable theoretical insights by integrating Source Credibility Theory (SCT) and the Elaboration Likelihood Model (ELM) of persuasion and examining both influencer attributes and content features to address a critical gap in existing literature that has largely focused on Western audiences. This study not only enriches the theories of consumer behavior and marketing but also provides new insights and approaches for understanding the role of influencers in digital marketing. This study also provides important practical implications for tech influencers to improve their post content by considering the followers' interest in their content. Influencers should focus on creating high-quality visuals, introducing fresh and creative concepts and encouraging interaction through polls, quizzes, giveaway and strong calls-to-action (CTAs) such as "Shop Now" (encouraging a purchase), "Like if you agree" (asking for likes), "Tag a friend" (encouraging shares and engagement), and "Comment your thoughts below" (asking for comments) can boost engagement metrics, leading to more likes, comments, shares, and ultimately, higher purchase intention.

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Although the study provides meaningful theoretical and practical implications, it has several limitations leading to further research avenues. First, the sample consists of individuals from the researcher's social media contacts who reside in Dhaka city, which may introduce regional and sampling biases. Future research could use a larger and more diverse sample to assess the generalizability and robustness of the results. Second, as the study is cross-sectional in nature, study outcomes were limited to a defined point in time. Therefore, future study might adopt a longitudinal study design with different time intervals in data collection. Third, the current study only investigated the direct relationships among variables, while future studies could examine the indirect effects of independent variables on dependent variables or assess consumer demographics (e.g., gender, education) as potential moderators. Fourth, all the variables in this study were selected from prior established research paper [25], [57] & [55]. Future research could expand the perspective and consider the effects of other relevant factors, such as homophiles, familiarity, influencer–product congruence, the average price level of influencers' endorsement and followers' ethnicity.

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