

EXAMINING PERCEIVED CREDIBILITY OF TWITTER BEAUTY THREADS AND ITS ROLE IN CONSUMER PURCHASE INTENTION

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ABSTRACT

This study examines the effect of perceived credibility on consumers' purchase intention in beauty product recommendation threads on Twitter/X. A quantitative survey was conducted with 112 members of the ID Beauty & Fashion community using convenience sampling. Perceived credibility was assessed through indicators of expertise, trustworthiness, and attractiveness, while purchase intention was measured across transactional, referential, preferential, and explorative dimensions. Data were analyzed using descriptive statistics and simple linear regression. The findings indicate that perceived credibility has a significant and positive influence on consumers' purchase intention, demonstrating that credible and authentic narratives in text-based environments can effectively encourage purchasing decisions even without visual persuasion. The study contributes to the extension of digital marketing theory by highlighting the role of narrative credibility in user-generated content platforms. Practically, the results provide insights for brands to foster authentic and community-driven engagement strategies in digital beauty markets. Future research is recommended to explore mediating and moderating factors using longitudinal approaches.

Key words: perceived credibility; purchase intention; digital marketing; Twitter/X; beauty products

INTRODUCTION

Purchase intention has emerged as a critical construct in marketing research, reflecting consumers' likelihood to engage in purchasing activities. Kotler & Armstrong (2018) define purchase intention as the probability of a consumer choosing a product, influenced by internal motivations, external stimuli, and perceived value. In the beauty industry, purchase intention holds particular relevance due to the high involvement nature of cosmetics and skincare products, where consumers often evaluate quality, safety, and credibility before making decisions. The Indonesian cosmetics market exemplifies this phenomenon, with consistent annual growth of 5.35% driven by digital adoption and the expanding e-commerce sector (Ferdinand & Ciptono, 2022). As consumers increasingly rely on online platforms for evaluating and exploring beauty products, understanding the dynamics behind purchase intention becomes indispensable for marketers navigating this competitive industry.

Empirical evidence highlights the growing role of digital platforms in shaping consumer behavior. DataReportal (2025) reports that Twitter/X reached more than 25 million active users in Indonesia, illustrating its significance as a communication hub. Within this platform, beauty consumers actively exchange experiences, reviews, and recommendations, reflecting a shift from traditional advertising toward community-driven decision-making. Lyu (2023) demonstrated that online reviews are highly influential in non-face-to-face shopping environments, where trust and credibility substitute for direct product experience. This reliance on peer-driven information is particularly pronounced in the beauty sector, where consumers are more likely to explore, prefer, recommend, and eventually purchase products after exposure to credible online content. However, while the trend of digital reliance is clear, identifying which factors translate this engagement into tangible purchase intention remains an open question.

Among the various factors influencing purchase intention, perceived credibility has emerged as one of the most critical determinants in digital consumer behavior. Chaffey & Chadwick (2022), highlights that credibility serves as the foundation of consumer trust and decision-making in online environments, shaping how audiences respond to marketing content. Empirical evidence across different contexts supports this view. Syed et al. (2025), found that credibility significantly strengthens purchase intentions for beauty products in Indonesia, while Aini et al. (2025), revealed that the trust built through credible communication and electronic word-of-mouth (e-WOM) has a direct impact on skincare purchase behavior. Similarly, An et al. (2024) in Vietnam and Nazer Mohamed & Gadiman (2024) in Malaysia demonstrated that credible influencers tend to generate stronger consumer engagement and purchasing actions, underscoring the universal relevance of credibility in digital marketing. Collectively, these studies affirm perceived credibility as a powerful explanatory factor, although most of the existing research still focuses on visually oriented platforms such as Instagram and TikTok, leaving text-based discussions largely unexplored.

Despite the contributions of previous studies, notable gaps remain. Empirically, most studies between 2022 and 2025 have concentrated on image-driven platforms such as Instagram, TikTok, and YouTube, where influencers dominate with curated visual content. By contrast, Twitter/X's text-based, user-driven threads where narratives, reviews, and peer discussions take precedence have received far less attention, even though beauty communities actively engage in them. Theoretically, Kotler & Armstrong (2018) conceptualize purchase

intention as a probability of buying, while Chaffey & Chadwick (2022) highlights credibility as central in digital marketing, yet few studies integrate these perspectives in a narrative-based context. Research gaps also appear in findings: some works (Aini et al., 2025; Syed et al., 2025) strongly support the positive link between credibility and purchase intention, while others like Lyu (2023) present more nuanced results, suggesting variability depending on context and platform. This inconsistency reveals the need for further exploration of credibility's role in shaping purchase intention in user-generated, text-based environments such as Twitter/X beauty threads.

This study aims to fill the identified research gaps by examining the influence of perceived credibility on consumer purchase intention within beauty product recommendation threads on Twitter/X. By situating the discussion in a text-driven, user-generated environment, the research expands the understanding of how consumers evaluate information credibility in online interactions. Empirically, this study contributes new insights into how discussions and recommendations on Twitter/X shape purchasing decisions in the beauty market. Theoretically, it extends the scope of credibility research beyond visual-based influencer platforms to include written, community-driven spaces. Ultimately, this research is expected to provide both academic and practical contributions enhancing scholarly perspectives on digital marketing credibility and offering actionable implications for brands, marketers, and online communities within Indonesia's rapidly growing beauty industry.

METHOD

This study is a mini research project that employs a quantitative approach using a survey method. The quantitative design enables systematic and objective analysis of causal relationships between variables (Creswell & Creswell, 2018). The main objective is to examine how perceived credibility in beauty product recommendation threads on Twitter/X influences consumers' purchase intention. Twitter/X was selected as the research setting due to its significant role in shaping online consumer behavior, with over 25 million active users in Indonesia as of 2025 (DataReportal, 2025).

The population of this study consists of approximately 12,500 active members of the ID Beauty & Fashion community on Twitter/X. Since surveying the entire population is impractical, the sample size was determined using Slovin's formula, which provides an appropriate estimation of sample requirements when the population size is known (Etikan, 2017):

$$n = \frac{N}{1+N(e)^2}$$

where n represents the sample size, N is the total population, and e is the margin of error. Using $N = 12,500$ and $e = 0.10$, the minimum required sample size was 99 respondents.

However, due to the nature of online communities, this study employed a non-probability convenience sampling technique, in which participants voluntarily filled out the online questionnaire distributed via comment sections and direct messages within the ID Beauty & Fashion Twitter/X community. A total of 112 valid responses were collected, exceeding the minimum requirement. Since participants were self-selected, generalization of findings should be made cautiously, as the results represent a specific subset of active Twitter/X users interested in beauty product discussions.

This study involves two main variables: Perceived Credibility (X) and Purchase Intention (Y). Perceived Credibility was measured using indicators adapted from Ohanian (1990) and validated in more recent digital marketing studies (Cheng, Li, He, & Liao, 2024; Lee, Walter, Hayes, & Golan, 2024). Purchase Intention was measured through four behavioral indicators transactional, referential, preferential, and explorative adapted from Ferdinand (2002, as cited in Salina & Sudaryanto, 2023). Data were gathered through a structured online questionnaire distributed via Google Forms, containing 14 statements related to the two variables and several demographic questions (age and gender). All items were rated on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), which is widely recognized as effective for assessing attitudes and perceptions (Joshi, Kale, Chandel, & Pal, 2015). A pilot test was conducted prior to full distribution to ensure the clarity and reliability of the instrument.

Before hypothesis testing, the instrument was tested for validity and reliability. The Corrected Item Total Correlation was used to assess validity, with 0.30 as the minimum acceptable threshold (Hair, Hult, Ringle, & Saarstedt, 2021). Reliability was tested using Cronbach's Alpha, where values greater than 0.70 indicate acceptable internal consistency (Sekaran & Bougie, 2016). After meeting both criteria, the data were processed using IBM SPSS Statistics 31, involving descriptive statistics, classical assumption tests (normality, linearity, heteroscedasticity, and autocorrelation), and simple linear regression analysis to determine the direct influence of perceived credibility on purchase intention. The Shapiro Wilk test was applied to assess normality, appropriate for small to medium sample sizes (Mohd Razali & Bee Wah, 2011).

The simple linear regression model used in this study is formulated as follows:

$$Y = a + bX$$

where Y represents purchase intention, X represents perceived credibility, a denotes the constant, and b the regression coefficient. The hypotheses are formulated as:

$$H_0 : \beta = 0 \text{ (Perceived Credibility has no significant effect on purchase intention)}$$

$$H_1 : \beta \neq 0 \text{ (Perceived Credibility has a significant effect on purchase intention)}$$

All analyses were conducted at a 95% confidence level ($\alpha = 0.05$). This methodological framework ensures that the research maintains rigor, reliability, and validity in examining how perceived credibility influences consumers' purchase intention within digital beauty product discussions on Twitter/X.

RESULTS AND DISCUSSION

A total of 112 respondents participated in this study, exceeding the minimum required sample of 99. Most participants were young adults aged 18–21 years (46.4%) and 22–25 years (40.2%), with 92.9% female and 7.1% male. This demographic profile confirms that Indonesia's beauty market remains predominantly female-driven, consistent with Ferdinand & Ciptono (2022), and reflects the characteristics of active Twitter/X beauty community members who are typically young, digitally literate consumers.

Table 1. Validity and Reliability Test Results

Variable	No. of Items	Range of Corrected Item-Total Correlation	Cronbach's Alpha	Criteria
Perceived Credibility (X)	6	0.346 – 0.724	0.809	Reliable
Purchase Intention (Y)	8	0.332 – 0.790	0.882	Reliable

All items met psychometric standards with corrected item-total correlations >0.30 (Hair et al., 2021) and Cronbach's Alpha values >0.70 (Sekaran & Bougie, 2016). The Perceived Credibility scale demonstrated good reliability ($\alpha = 0.809$), while Purchase Intention showed excellent reliability ($\alpha = 0.882$), confirming that the measurement instruments accurately and consistently captured the intended constructs.

Table 2. Descriptive Statistics of Research Variables

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Credibility (X)	112	11.00	30.00	23.03	3.86
Purchase Intention (Y)	112	14.00	40.00	30.99	5.22

Perceived Credibility ($M = 23.03$, $SD = 3.86$) was rated positively at 76.8% of maximum score, suggesting users generally perceive Twitter/X thread authors as trustworthy and knowledgeable. Purchase Intention ($M = 30.99$, $SD = 5.22$) was also favorably rated at 77.5% of maximum, indicating strong willingness to purchase products discussed in credible threads. The higher standard deviation for purchase intention reflects greater variability in behavioral intentions, as purchase decisions are influenced by multiple factors beyond credibility alone.

Table 3. Summary of Classical Assumption Tests and Simple Linear Regression

Test Type	Result	Interpretation
Normality (Kolmogorov-Smirnov)	Stat = 0.241, Sig. $< .001$	Significant deviation detected
Normality (Shapiro-Wilk)	Sig. $< .001$	Residuals not normally distributed
Linearity (ANOVA Table)	F = 519.722, Sig. $< .00$	Strong linear relationship
Homoscedasticity	Visual inspection	No heteroscedasticity pattern
Autocorrelation (DW)	1.967	No autocorrelation detected
Regression Coefficient (Constant)	4.331	-
Regression Coefficient (X)	1.158	Positive effect
R	0.857	Strong correlation
R ²	0.735	73.5% of variation in Y explained by X
F-statistic	304.769, p $< .001$	Highly significant model

Both Kolmogorov-Smirnov and Shapiro-Wilk tests indicated deviations from normality ($p < .001$). However, with $n=112$, the Central Limit Theorem ensures robust parameter estimates, and normality tests become hypersensitive in larger samples, often rejecting normality for minor deviations. Visual inspection showed symmetric residual distribution without severe outliers, and the extremely high F-statistic (304.769) indicates a stable relationship. To address normality concerns, non-parametric robustness checks were conducted: Spearman's $\rho = 0.474$ ($p < .001$) and Kendall's $\tau = 0.396$ ($p < .001$) both confirmed significant positive relationships independent of distributional assumptions. The consistency across parametric and non-parametric methods provides convergent validity, strengthening confidence in the findings. Linearity ($F = 519.722$, $p < .001$), homoscedasticity (no systematic patterns), and no autocorrelation ($DW = 1.967$) were all satisfied.

The regression equation $\hat{Y} = 4.331 + 1.158X$ indicates that every one-unit increase in perceived credibility leads to a 1.158-unit increase in purchase intention. The model explains 73.5% of the variance ($R^2 = 0.735$), demonstrating exceptionally strong predictive power compared to typical social science standards of 0.10–0.40.

Although this high explanatory power confirms that perceived credibility is a highly significant predictor ($F = 304.769$, $p < .001$; $t = 17.458$, $p < .001$; $\beta = 0.857$), it should be interpreted with caution. Because all variables were measured using self-reported Likert-scale items within the same instrument, the relationship may be partly influenced by common method variance or respondents' general response tendencies. The strong predictive power may also reflect some conceptual overlap between perceived credibility and behavioral intention in narrative-based contexts. Nevertheless, the consistency of findings across both parametric and non-parametric analyses provides confidence that the observed relationship is theoretically meaningful rather than purely methodological.

The findings reveal that perceived credibility significantly predicts purchase intention among consumers exposed to beauty product recommendations on Twitter/X. When users perceive online information as credible characterized by trustworthiness, expertise, and authenticity they develop substantially stronger purchase intentions. This aligns with Aini et al. (2025), Syed et al. (2025), An et al. (2024), and Nazer Mohamed & Gadiman (2024), who found credibility strengthens consumer engagement and purchasing across Indonesia, Vietnam, and Malaysia. The exceptionally high R^2 (0.735) compared to prior research (typically 0.40–0.60) may reflect Twitter/X's text-intensive nature, where credibility judgments rely entirely on narrative quality without visual distractions, suggesting textual credibility signals may be particularly powerful when visual cues are absent.

This study extends previous research by demonstrating that credibility operates effectively in text-based, peer-generated discussions, not only in visual, influencer-driven platforms. Unlike Instagram, TikTok, or YouTube where aesthetic presentation dominates, Twitter/X threads rely on narrative coherence, logical argumentation, transparency, and authentic experiences. Consumers evaluate trustworthiness through textual signals: information consistency, specific product details, bias disclosure, and authentic voice. This supports Chaffey & Chadwick's (2022) assertion that credibility underpins digital trust across platforms and extends Kotler & Armstrong's (2018) framework by showing narrative credibility can substitute for visual persuasion in driving purchase intentions.

From a practical standpoint, brands should cultivate organic, credible conversations within user communities rather than relying exclusively on paid influencer partnerships. Four strategic approaches emerge: encourage authentic user-generated content emphasizing substance over aesthetics; engage transparently in community discussions without overt promotional language; identify and support credible micro-influencers who serve as trusted information sources; and prioritize informative, evidence-based content over purely aesthetic appeals. While the model explains 73.5% of variance, the remaining 26.5% suggests other factors pricing, brand loyalty, product availability continue to play complementary roles in purchase decisions.

Despite robust findings, several limitations exist. While non-parametric tests (Spearman's $\rho = 0.474$, Kendall's $\tau = 0.396$, both $p < .001$) confirmed relationships independent of normality assumptions, future studies employing bootstrap methods would further strengthen confidence. Convenience sampling limits generalizability to highly engaged, young, predominantly female Twitter/X users rather than broader consumer populations. The cross-sectional design precludes causal inferences about how credibility evolves over time or whether intentions translate into actual purchases. Finally, examining mediating variables (brand trust, perceived risk) and moderating factors (brand familiarity, product involvement) through structural equation modeling would provide more nuanced understanding of credibility's mechanisms.

CONCLUSION

This study concludes that perceived credibility is a key determinant influencing consumers' purchase intention within beauty product recommendation threads on Twitter/X. The findings confirm that when consumers perceive online information as trustworthy, authentic, and supported by expertise, they tend to develop stronger purchase intentions even without visual persuasion. This emphasizes that narrative credibility functions as an effective persuasive element in text-based, user-generated environments, expanding the understanding of how digital trust shapes purchasing behavior in contemporary social media contexts. These insights contribute to both theory and practice by positioning credibility as a central pillar of digital marketing strategy, encouraging brands to foster genuine and information-driven community interactions rather than relying solely on visual or influencer-based promotion. Future studies are recommended to explore mediating mechanisms such as brand trust and perceived risk and to employ longitudinal or experimental designs for deeper causal validation.

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