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Research Paper

Influencer-Driven Interactivity: Shaping Followers' Lifestyles and Purchase Preferences with Perceived Usefulness as a Moderator.

Saba Ishtiaq *

Mirza Ashfaq Ahmed **

Muhammad Anwar Ul Haq ***

ABSTRACT

The primary objective of this study is to investigate the relationship between influencer interactivity and followers' lifestyles, and how these factors collectively influence purchase preferences. The study further examines the moderating role of perceived usefulness in this dynamic. Using a quantitative approach, data were collected via an online survey using a nonprobability convenience sampling technique. The sample comprised 320 respondents. Data analysis was conducted using Structural Equation Modeling (SEM) in SMART PLS 4 and SPSS, leveraging variance-based PLS-SEM to rigorously evaluate the proposed relationships. The analysis demonstrated strong evidence that influencer interactivity significantly shapes followers' lifestyles. Furthermore, followers' lifestyles significantly influence their purchase preferences, and this mediation strengthens the relationship between influencer interactivity and purchase preferences. Finally, perceived usefulness was found to be a significant moderator of the relationship between followers' lifestyles and their purchase preferences. For marketers and influencers, these findings underscore the importance of crafting content that aligns with consumers' trust and preferences. Enhancing engagement strategies can amplify the perceived usefulness of influencer-generated content and improve its effectiveness in driving purchase preferences. Additionally, targeted follow-up tactics can be employed to reinforce follower purchase intention. Influencers' direct interactions with consumers play a pivotal role in shaping consumers' perceptions, making content more persuasive and actionable. In today's digitally driven landscape, influencer marketing has emerged as a powerful force in shaping consumer behavior. While prior research has explained the broad effects of influencer marketing, this study delves into the underlying mechanisms by exploring how influencer interactivity shapes followers' lifestyles and purchase preferences. Notably, it introduces perceived usefulness as a moderator, a dimension previously underexplored in the literature. Unlike earlier studies that primarily focused on influencers' general impact, this research provides a nuanced understanding of how direct engagement between influencers and followers molds lifestyle choices and, consequently, purchase decisions.

Keywords: Influencer interactivity, followers' lifestyle, perceived usefulness, purchase preferences

* University of Gujrat, Pakistan. Email: 22011720-007@uog.edu.pk

** University of Gujrat, Pakistan. Email: ashfaq.ahmed@uog.edu.pk

*** University of Gujrat, Pakistan. Email: anwar.haq@uog.edu.pk

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1. INTRODUCTION

The rise of digital influencers has fundamentally transformed how businesses engage with their target audiences (Uzunoğlu & Misci Kip, 2014). These influencers, are often characterized by compelling and relatable persons-leveraging social media and digital platforms to cultivate authentic, direct connections with their followers (Delbaere et al., 2020). Through interactive content, fosters a trust and sense of community, strengthening audience relationships (Belanche et al., 2021). Indeed, by engaging in real-time interactions, influencers establish credibility, making their endorsements more persuasive (Delbaere et al., 2020). This trust-building process is crucial, as consumers increasingly rely on influencer-generated content to inform purchase decisions (Belanche et al., 2021).

The follower's lifestyle acts as a key mediator, bridging influencer engagement and purchase preferences (Verplancke & Gelati, 2022). Belanche et al. (2021) further argued that influencers shape consumer perceptions, beliefs, and purchasing habits by presenting aspirational lifestyles. Consumers often evaluate products based on the influencers' curated online personas, which reflect divers' lifestyle choices (Zak & Hasprova, 2020). As the results of the study of Hudders et al. (2021), followers frequently emulate these lifestyles, adopting purchasing behaviors endorsed by their preferred influencers.

Influencers showcase their lifestyle in an aspirational manner, encouraging followers to align their own consumption patterns with these ideas (Branchik & Chowdhury, 2017). Moreover, consumers place greater trust in peer reviews and user-generated content, perceiving them as more authentic than traditional advertising (Djafarova & Rushworth, 2017). The proliferation of digital media has further amplified influencers' reach, allowing them to refine their presentation style across multiple platforms (Ki et al., 2020).

A central focus of this research is influencer interactivity dynamic engagements between influencer and their audiences through their live streams, direct messaging, and other interactive formats (Kreissl et al., 2021). The influencers attract and retain followers by offering tailored

shopping recommendations and personalized content (Ki et al., 2020). Follower's lifestyles, particularly in industries like fashion, travel, and luxury-are heavily influenced by the perceived value influencers attach to products generally related to industries of fashion, travel, or any other industry present in the market. The follower's habits and purchasing patterns are affected by the influencers who create value for a particular product and the consumer desires to have that value by processing the information given by the influencer (Jansom & Pongsakornrungrungsilp, 2021). Influencers understand the needs of followers and develop trends that mold the lifestyle of followers and are desired by the followers to make strong relations between the influencer and the followers.

Despite the exponential growth of influencer marketing, significant gaps remain in academic research as highlighted by Yea et al. (2021). In the prior studies have predominantly examined influencers' broad impact without exploring the mediating role of perceived usefulness in shaping followers' lifestyles and purchase behavior as argued by Tafesse et al., (2023). A critical yet underexplored area is how influencer-follower interaction drives purchase preference, particularly when moderated by perceived usefulness. Additionally, while lifestyle alignment influences purchasing decisions, few studies have investigated this pathway by focusing on the general influencer interaction (Passebois Ducros et al., 2023). This research would help to fill the gaps that have not been discussed before by evaluating the benefits attached to consumers to make purchase preferences. Precisely, the study will address the following gaps; how influencers' interactivity shapes lifestyle, the mediating effect of followers' lifestyle on purchase preferences, and the moderating influencing of perceived usefulness in strengthening the relationship. By examining these dynamics, this research contributes novel insights into the mechanism through which digital influencers drive consumers' behavior, offering actionable strategies for marketers and content creators.

2 LITERATURE REVIEW

2.1. Theory of Stimulus-Organism-Response (S-O-R)

The S-O-R framework posits that external stimuli (influencer content) trigger cognitive and emotional processes (organism), culminating in behavior responses (purchased) (Belanche et al., 2021). Influencers engages with its followers through effective engagement tactics that affects the consumer's behavior as an external stimuli (Belanche et al., 2021).The influencers act as stimuli

that affect the lifestyle of followers maybe through the live session, engagement plans, or the videos that lead the consumer to react and take action on the stimulus. The interaction made up by the influencers affects the consumers to adapt to them and make influence to their lifestyle which triggers an organism that affects the followers to take action. Every individual has their own perspective, opinion, and lifestyle patterns that lift a human being to get influenced by the influencer efforts (Lin & Huang, 2012). Followers, as an organism, internalize these stimuli based on their personal traits, leading to tailored responses such as brand adoption or purchase decisions. The follower's lifestyle is effected by the internal stimulus which is influenced with effective engagement and it impacts the consumer purchase preferences to make decision for a particular product in the market (Hennig-Thurau et al., 2013). This theory underscores the role of influencer interactivity in driving behavioral outcomes through psychological engagement (Lyonski & Durvasula, 2013; Belanche et al., 2021).

2.2 Theory of planned behavior

The framework of TPB asserts that behavior intention-precursor to actions is shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 2002). Influencers alter followers' attitudes by framing products as socially desirable or personally beneficial (Lou & Yuan, 2019). Social norms, amplified through influencer endorsement, pressure followers to conform to showcased lifestyle standards and opinions of followers which leads to a behavioral intention before making purchases (Kashif et al., 2016). An individual who interacts with suggestions and opinions created by the influencers when they consider it beneficial or useful for them are more likely to make choices (Lou & Yuan, 2019). The social circles and the norms set by society lead to adopt the lifestyle presented by the influencers online to make an individual acceptable in society (Chwialkowska, 2019). The control of behavior is a form of expression that makes a person to perform a certain behavior as perceived behavioral control (Ajzen, 2002). The desires are set by individual and the standards determines each individual's behavior on how they perceives it (Zolait, 2011). Influencer has the ability to affect the choices of individuals by making perception useful and realizing the control of behavior in making buying effective. The TBP also evaluates the consumer's behavior and attitudes that influences the intention of followers in making a valuable decision regarding the usefulness of a particular product (Cheung & Thadani, 2012). The TPB gives a comprehensive understanding of the behavior that leads to make purchase preferences which is the ultimate objective of a marketer or an effort in making purchases.

2.3 Research model and hypothesis development

2.3.1 Influencer interactivity and followers' lifestyle

The interaction between influencers and audiences across various digital platforms fosters dynamic and evolving engagement (Uzunoğlu & Misci Kip, 2014). This interaction is intensified through the exchange of reactions, opinions, and collaborative dialogue, which collectively strengthen audience engagement. Modern advertising strategies now emphasize two-way communication, utilizing multiple digital channels to achieve real-time interactions (Lou & Yuan, 2019). These include direct messaging, personalized content creation, and live-streaming sections, all designed to foster a deeper connection with the targeted audience. The influencers actively strive to influence the lifestyle choices of followers' interactive experiences that shape consumers' preferences (Casaló et al., 2020). Their creditability and authenticity in content delivery play a pivotal role in nurturing trust, which further enhances audience engagement (Uzunoğlu & Misci Kip, 2014).

The digital presence of individuals is amplified through blogs and social content that not only engages the audience from a broader perspective but also enhances brand visibility and recognition (Coyle et al., 2012). Establishing a meaningful connection with followers requires influences to invest significant time and emotional efforts, often by aligning content with their genuine options and passions (Audrezet et al., 2018; Labrecque, 2014). The influencers interact with consumer by enhancing the interaction quality (Al-Abdallah et al., 2025). The interactive sections are crafted with a deep understanding of individual interests and preferences, fostering strong bonds through consistent interaction and positive reciprocity (Jun & Yi, 2020; Berne-Manero & Marzo-Navarro, 2020). Such kind of dedicated engagement significantly boosts brand equity as well (Sunghee et al., 2020) and creates meaningful brand associations (Muhammad et al., 2021). As engagement intensifies, consumers' loyalty also strengthens (Hudders et al., 2021). Personalized content perceived credibility and provides meaningful value to followers' lifestyles (Lou & Yuan, 2019; Hudders et al., 2021).

2.3.1 Followers lifestyle

The influencers engage in a wide array of activities that reflect and shape the lifestyle of their followers, particularly with individuals interested in recreation, fashion, and health-conscious living health (Everson et al., 2019). An individual's conscious and unconscious routines influence lifestyle preferences that contribute to perceived quality of life (Pyatak et al., 2022). The interactive

content by influencers significantly impacts followers' behavior by redefining traditional lifestyle norms and promoting emerging social trends through dynamic engagement (Ki et al., 2020). Influencers often present curated lifestyles that become aspirational models for followers. This lifestyle representation facilitated through engaging storytelling and real-life experiences, attracts considerable attention and encourages followers to make social comparisons (Hudders et al., 2021; Schouten et al., 2021). As influencers integrate their personal experiences, trends, and narratives into their content, can shape followers' perceptions and motivate them to align their lifestyle accordingly (Hudders et al., 2021).

Moreover, influencer-driven content modernizes consumer behavior analysis by providing relatable consumption patterns that guide followers' decisions (Schouten et al., 2021). Personalized content further enhances emotional bonds between followers and followers foster engagement through lifestyle alignment (Ladhari et al., 2020). The diversity in influencers' domains-ranging from fitness and wellness of photography and travel-caters to varied followers' interests and aligns with their evolving lifestyle (Ki et al., 2020). The use of high-quality visual content, including videos and amination, increases engagement, while active involvement with followers helps influencers analyze their needs and interests (Childers et al., 2019; Ladhari et al., 2020). The followers align its daily lifestyle with their interest and make choices that is effective and valuable in creating engagement (Casalo' et al., 2020). Influencers also provide evaluations and recommendations based on personal use, which build trust and facilitate lifestyle and relevant purchase decisions (Ladhari et al., 2020).

2.3.4. Follower's lifestyle influences on purchase preferences

The lifestyle of the consumer is significantly affected by influencers to make purchases (Maney & Mathews, 2021), and depends upon the interests, social circle, and personal values of the individual to help in making the decision (Frederiks et al., 2015). The distinct lifestyles are presented which alters the choices of individuals to make preferences in the product choices and the brand presented in the different categories (Frederiks et al. 2015). People who are environmentally conscious their lives revolve around those choices and their preferences are also made according to that which leads to the development of sustainability and an ecofriendly environment that fulfills its commitment (Leonidou et al., 2010). Similarly, health-oriented consumers seek products that support their fitness goals and well-being (Szakály et al., 2012).

The lifestyle of influencers takes place in many ways that affect the choices of people to make the decision to buy. The decisions of consumers are made with a lifestyle perspective that places a high value on the experience which is digital and technologically advanced to fulfill the consumer choices. The platform which is available on social media enables individuals to make choices and enhance their shopping experiences by availing discounts and making purchases with those preferences (Casaló et al., 2020). The lifestyle choices that are being made by the followers are an impact of the influencer's efforts to fulfill the desires of its followers. An individual make preferences based on the resources that are available and which matches there lifestyle choices (Ocel et al., 2023). Relevant products that fit the needs of followers are promoted to align with their certain lifestyle and they consider it relevant that fulfill their needs (Ilieva et al., 2024).

2.3.5 Followers lifestyle as a mediator

Influencers significantly shape consumer behavior by altering followers who perceive influencers' interactivity in making the purchase decision. The influencer represents its credibility in recognizing the content that is made to uplift the follower's trust in making the decision to make the purchase easy (Chen et al., 2024). The lifestyle of the followers is influenced by the engagement of influencers and followers make decisions regarding the purchase. The follower's lifestyle has a mediation effect on the influencers' interaction among its followers to make up the purchase preferences. The connection that is built emotionally in making personalized content by the influencers is to give direction to adopt a certain lifestyle by its followers (Gonçalves et al., 2024). The lifestyle of followers is enhanced by the driving forces of influencer interaction and that impacts in making purchase preferences (Schouten et al., 2021).

The influencer makes efforts in making the decision to purchase which is mediated with each individual lifestyle. The marketing trends evaluate the influencer campaign in reflecting the lifestyle of followers in making the preferences (Schouten et al., 2021). Mediation followers' lifestyles affect the consumer in making purchase preferences through influencer interactivity through alignment of content generation (Gonçalves et al., 2024). The influencers affect the lifestyle of followers by generating trust and reliability among their followers in making a strong purchase intention (Gonçalves et al., 2024). The personalized content that is generated by the influencers enhances the engagement of consumers in reflecting on the lifestyle of followers and influencing them to make purchase preferences (Ilieva et al., 2024). The credibility of the influencer in making a positive image in reflecting the lifestyle of followers will make the purchase

decision of consumers to make purchase preferences more appropriate and reasonable (Chen et al., 2024). New products are introduced in the market and are well presented to the followers by creating awareness and by creating an effective engagement that tends the consumer to uplift its lifestyle to make decision towards the purchase on a certain product from the wide market (Audrezet et al., 2020). The trustworthiness is enhanced through effective communication of influencers that leads to making preferences with the mediation effect of the follower's lifestyle that molds the lifestyle choice regarding the certain purchases (Breves et al., 2021).

2.3.6 Perceived usefulness as moderator

The integration of perceived usefulness offers a nuanced understanding of how lifestyle-related mutable influences consumers' behavior (Pidada et al., 2025). The followers who adopt distinct lifestyle patterns become more receptive to influencer content that resonates with their preferences and needs (Jiang et al, 2021). Influencers, by strategically showcasing product relevance within specific lifestyle content, strengthen follower alignment with that lifestyle and subsequently shape their purchase preference (Majumder et al., 2022). An influencer's effectiveness is largely driven by their ability to create engaging content that reflects the values and aspirations of their audience (Pidada et al., 2025; Jiang et al, 2021). When such content is perceived as useful, it not only grabs attention but also promotes decision confidence among followers (Majumder et al., 2022).

A positive perception of usefulness reinforces the impact of lifestyle causes by facilitating meaningful interaction between influencers and followers (Joo et al., 2023). As followers align their behavior with lifestyle portrayals offered by influencers, their perceived ultimately of the recommended products increases, thereby strengthening the overall impact on purchase behavior (Jiang et al., 2021; Majumder et al., 2022). Content that is perceived as useful fosters trust and credibility, prompting consumers to rely on influencers' recommendations (Lou et al., 2019; Majumder et al., 2022). Indeed, industries are increasingly recognizing the strategic importance of perceived usefulness in the influencer market, by aligning the influencer's content and consumers' needs (Dhaahk & Huseynov, 2020; Jiang et al, 2021). Ultimately, the moderating role of perceived usefulness amplifies the connection between lifestyle orientation and purchase behavior, positioning it as a pivotal element in influencing consumer choices and enhancing the effectiveness of digital engagement strategies (Tafesse et al., 2021; Majumder et al., 2022). Based on the arguments mentioned above it is hypothesized that:

Hypothesis 1: Influencer Interactivity positively contributes to shaping the lifestyle of the followers.

Hypothesis 2: Followers' Lifestyle patterns positively contribute to their purchase preferences.

Hypothesis 3: Followers' Lifestyles mediate the relationship between influencers' interactivity and purchase preferences.

Hypothesis 4: Perceived Usefulness moderates the relationship between followers' Lifestyle and their Purchase Preferences

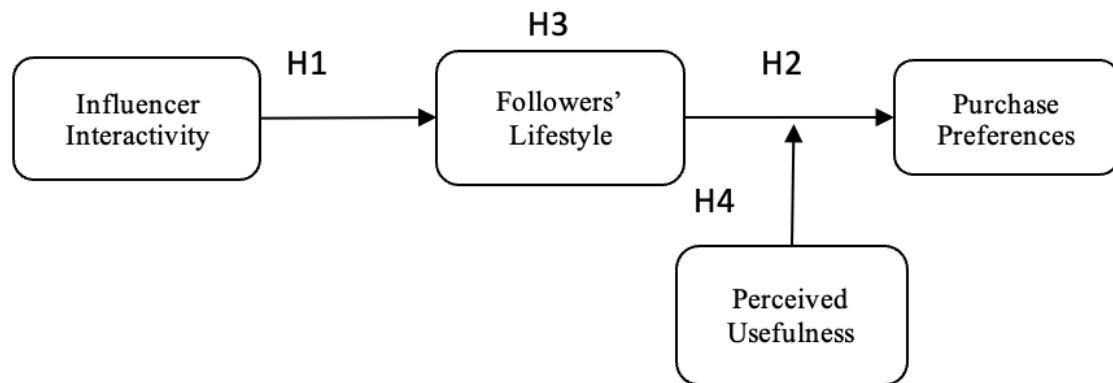


Figure1. Proposed conceptual framework

3. METHODOLOGY

The study adopts the Saunders Research Onion Model (Saunders et al., 2019) as a structured framework to systematically define the research methodology. The model consists of five layers, each representing a critical component of research, design: research philosophy, approach, strategy, time horizon, and data collection methods. In alignment with this framework, the study is grounded in a post-positivist philosophy, which extends the classical positivist approach by acknowledging that while reality can be measured, it is also influenced by underlying assumptions and contextual factors (Saunders et al., 2019). Post-positivism supports the use of quantitative methods to objectively test hypotheses and measure observable phenomena.

A deductive research approach was adopted, whereby hypotheses were developed based on existing, empirically tested theories, ensuring a reliable foundation for analysis. The study employed a mono-method quantitative design, collecting data at a single point in time to ensure

focused and efficient analysis. This approach is particularly suitable for examining the relationship between variables using statistical techniques, which not only enhances credibility but also enables the generalizability of the results. Data were collected using a survey strategy, which allowed for gathering a broad range of responses and applying statistical tests to validate the hypotheses.

A cross-section time horizon was used, capturing data during a specific period, thus offering a snapshot of the target population's behavior and preferences at that moment (Wang & Cheng, 2020). The target population consisted of mostly Generation Z individuals in Pakistan, with a national population of approximately 241 million, including 87 million active internet users (Kemp, 2023). Data were primarily collected from students in educational institutions located in Gujrat district, Punjab. These respondents were considered suitable due to their homogeneous academic background and demographic alignment with Generation Z (Pakistan population, 2024). Given the constraints of time and resources, the study used non-probability convenience sampling to select respondents, targeting accessible participants within Gujrat City. This location offers a mix of rural and urban characteristics, thereby enhancing the diversity of the samples in terms of lifestyle and social exposure, which are important variables in influences-driven consumer behavior. To determine sample adequacy for factor analysis, guidelines from Hair et al. (2017) were followed. Specifically, a minimum of 10 respondents per survey item was required. With 28 items in the instrument, the final sample size was 280 participants, ensuring both statistical power and analytical validity.

3.1 Pilot study

A pilot study was conducted to validate the reliability and clarity of the research instrument prior to full-scale data collection. The questionnaire was distributed through an online Google form, allowing for convenient and accessible participants. A total of 50 randomly selected respondents participated in the pre-test phase, which are not the part of actual participants of the study. Efforts were made to include individuals from diverse age groups and socio-demographic backgrounds to capture a wider angle of perspective and ensure the general applicability of the questionnaire items. The primary objective of the pilot study was to assess the internal consistency and comprehensibility of the instrument. To evaluate the reliability of the scale, Cronbach's Alpha was calculated for each construct. The results indicated that all values were above the acceptable threshold of 0.700, confirming satisfactory internal consistency and indicating that the

questionnaire items were aligned with the constructs being measured. Therefore, the results in Table 1, pilot testing validated the appropriateness of the instruments for the study.

Table 1. Results of pilot testing

Construct	Items	Reliability
Influencer Interactivity	5	0.815
Followers Lifestyle	5	0.854
Perceived Usefulness	4	0.785
Purchase Preferences	4	0.861

3.2. Data collection & analytical strategy

The data was collected through an online survey administered via Google form, designed to ensure ease of access and wide distribution. The survey instrument consisted of close-ended questions measured on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 strongly agree), allowing respondents to indicate their level of agreement with various statements related to the research constructs. To reach a broad and diverse participant base, the survey was disseminated among students from universities, colleges, and secondary schools. Additionally, social media platforms including WhatsApp, Instagram, Facebook, and Twitter were utilized to further engage a wider audience and encourage participation. This platform enabled efficient outreach, especially among Generation Z, who are highly active on digital channels. This multi-channel approach to data collection enhances the representativeness of the sample.

Table 2. Adopted scale of the study

Variable Name	Items	Scale	References
Influencer Interactivity	7	Five-point Likert scale	(Jun & Yi, 2020)
Followers Lifestyle	10	Five-point Likert scale	(Adnan & Khan, 2017)
Perceived Usefulness	5	Five-point Likert scale	(Ventre & Kolbe, 2020)
Purchase Preferences	6	Five-point Likert scale	(Xu & Kim, 2022)

The data analysis for this study was conducted using two analytical tools: IBM SPSS and SmartPLS (Statistical Package for the Social Sciences) is a widely used software for performing preliminary data analysis and interpretations. I was utilized to screen for missing values, identify and remove outliers, and conduct basic statistical tests. Descriptive statistics, regression analysis, and exploration of relationships among variables were performed using SPSS, facilitating the handling and interpretation of large datasets (Hair et al., 2017).

For advanced analysis, SmartPLS 4 was employed to conduct Partial Least Squares Structural Equation Modeling (PLS-SEM). This method is particularly suited for exploratory research and model testing where the theory is still developing or where the objective is to predict key target constructs (Henseler et al., 2015). Smart PLS provides the capability to assess path models, test measurement models, and evaluate the structural relationships among latent variables. Moreover, it allows the analysis of model fit and variance explained, offering a robust framework to test the theoretical model visually a statistically (Jha & Singh, 2019). The use of SmartPLS was instrumental in the examination of complex relationships and in validating the proposed research framework.

4. RESULTS

4.1 Demographic information

Understanding the demographic characteristics of the respondents is essential for accurately interpreting the research findings and ensuring the relevance of relationships among the studied variables. Demographic data provides a descriptive overview of the sample, enhancing the contextual significance of the results. It allows researchers to assess whether the responses reflect the target population and support the generalizability of the study. In this research, demographic information includes key attributes such as age, gender, education level, and academic affliction. These details offer valuable insights into the diversity and representativeness of the sample. A summary of the demographic profile of participants is presented in Table 3, outlining the distinct characteristics of the respondents.

Table 3. Summary of demographic variables

Demographic Information	Categories	Frequency	Percentages
Gender	Male	130	40.6%
	Female	190	59.4%
Age	15-20	31	9.7%
	21-25	128	40.0%
	26-30	133	41.6%
	31-40	18	5.6%
	Above 41	31	3.1%
	Employee	57	17.8%
Profession	Self-employment	104	32.5%
	Student	134	41.9%
	Unemployed	25	7.8%
Family Income (In Pak Rupees)	Below 40000	2	0.6%
	41000-60000	33	10.3%
	61000-80000	121	37.8%
	81000-100000	100	31.3%
	Above 100000	64	20.0%
Qualification	Matric	15	4.7%
	Intermediate	16	5.0%
	Graduation	173	54.1%
	Masters	103	32.2%
	PhD	13	4.1%
Area of Residence	Urban	106	33.1%
	Rural	120	37.5%
	Suburban	94	29.4%
Marital Status	Single	225	70.3%
	Married	92	28.8%
	Divorced	3	0.9%
Which social media platform do you use the most?	YouTube	19	5.9%
	Facebook	67	20.9%
	Instagram	141	44.1%
	TikTok	55	17.2%
	Twitter	30	9.4%
	Other	8	2.5%

The study's demographic analysis reveals insightful patterns in respondents' characteristics and their engagement with influencer content. Gender distribution shows 190 female respondents (59.4%) compared to 130 male respondents (40.6%), indicating greater female participation. Age-wise, the 26- 30 cohort represents the largest segment (41.6%, n = 133), followed closely by 212-

25 year-olds (40%, n = 128). These digitally-native groups engage more with content about career development, fitness, and lifestyle.

Professionally, students constitute the majority (41.9%, n= 134), influenced primarily by educational and career-oriented content, while self-employed individuals (32.5%, n= 104) engage with business strategy and skill-building material. Income analysis shows 37.8% (n=121) earn PKR 61000-80,000 monthly, responding well to aspirational lifestyle content. Educationally, graduates dominate (54.1%, n= 173), valuing career networking advice, followed by masters holders (32.2%, n=103) interested in advanced education content.

Geographically, rural residents (37.5%, n=102) prefer agricultural and community content, contrasting with urban (33.1%), n=106) and suburban (29.4%, n= 94) audiences who engage with tech/fashion and family content respectively. Marital status data shows 70.3% of singles (n=255) consuming self-improvement content, versus married respondents (33.8% n=92) seeking household management advice.

Platform preference highlights Instagram's dominance (44.1%, n=141) for visual content, followed by Facebook (20.9%, n=67) for community interaction and TikTok (17.2%, n=55) for trending challenges. This comprehensive profile demonstrates how influencer marketing strategies effectively segment and cater to diverse demographic needs through platform-specific content approaches.

4.2 Reliability analysis

This study evaluates internal consistency through reliability analysis, which measures how closely items within the same constructs correlate with each other, with values ranging from 0 to 1. Higher values indicate stronger reliability and better consistency among the scale items. For robust items, the analysis requires a Cronbach Alpha value that exceeds the conventional threshold value of 0.700, demonstrating adequate internal consistency for research purposes. This statistical approach ensures that all items in the constraints effectively measure the same underlying concept. Thereby validating the scale's reliability for subsequent analysis.

Table 4. Reliability test

Construct	Items	Cronbach's alpha
Influencer Interactivity	7	0.824
Followers Lifestyle	10	0.962
Perceived Usefulness	5	0.917
Purchase Preferences	6	0.889
Total	28	0.898

The study demonstrates strong internal consistency across all measured constructs, as evidenced by the Cronbach alpha coefficient. The influencer interactivity scale (8 items) achieved excellent reliability ($\alpha = 0.824$), exceeding the 0.800 thresholds considered indicative of good consistency. This confirms the scale's effectiveness in measuring how influencer engagement impacts followers' behavior. For the comprehensive lifestyle of followers constructs (10 items), the remarkably high alpha value ($\alpha = 0.962$) indicates near-perfect item consistency and validation of the scale's capability of reliably assessing lifestyle changes influenced by digital content. Similarly, the perceived usefulness scales (5 items) showed exceptional reliability ($\alpha = 0.962$), confirming the robustness as a moderator variable.

The purchase preference measurement (6 items) $\alpha = 0.889$ also demonstrated strong internal consistency, approaching the 0.900 benchmarks for optimal reliability, collectively, all 28 item measurement items maintained consistency and high reliability ($\alpha = 0.898$), confirming the research instruments' overall validity. The uniformly high reliability coefficient across all constructs supports the robustness of the measurement approaches and the credibility of subsequent analytical findings.

4.3 Confirmatory factor analysis

Confirmatory factor analysis (CFA) was employed to validate the measurement model, assessing the relationship between the observed variable and their corresponding latent constructs. The analysis confirmed strong factor loading exceeding 0.700 for all constructs- influencer interactivity, followers' lifestyle, purchase preference, and perceived usefulness, demonstrating robust items-construct relationship. It shows that all the constructs that are presented for each variable within the items loading for Influencer Interactivity, Followers' Lifestyle, Purchase Preferences, and Perceived Usefulness are all above the 0.700 level. CFA evaluates model fit and establishes the relationship between observed (measured items) and their underlying latent variable

(theoretical constructs). Internal consistency was verified through composite reliability (CR) scores above the 0.700 threshold, while convergent validity was established with average variance extracted values surpassing 0.500 for all constructs. These results confirm the measurement models' reliability and validity with all key metrics meeting or exceeding recommended thresholds. The finding provides a statistically sound foundation for examining the structural relationship within the proposed threshold framework, ensuring the research instrument accurately measures the intended constructs before proceeding the further analysis. Furthermore, items II1 and PP4 were removed from the analysis due to their low factor loading (0.263), and (0.310) respectively, which fall below the acceptance threshold (0.708) as recommended by Hair et al. (2017).

Table 5. Item loading, composite reliability, and AVE

Construct	Items	Item Loadings	Average Variance Extracted (AVE)	Composite Reliability (CR)
Influencer Interactivity	II1	0.668	0.534	0.859
	II2	0.742		
	II3	0.737		
	II4	0.713		
	II5	0.751		
	II6	0.815		
	II7	0.679		
Followers' Lifestyle	FL1	0.702	0.501	0.894
	FL2	0.626		
	FL3	0.714		
	FL4	0.712		
	FL5	0.775		
	FL6	0.684		
	FL7	0.731		
	FL8	0.739		
	FL9	0.717		
	FL10	0.670		
Purchase Preferences	PP1	0.772	0.556	0.814
	PP2	0.775		
	PP3	0.814		
	PP4	0.753		
	PP5	0.648		

Perceived Usefulness	PU1	0.578		
	PU2	0.809		
	PU3	0.814	0.528	0.81
	PU4	0.753		
	PU5	0.648		

4.4 Measurement model

4.4.1 Fornell-Larcker criterion

The study establishes discriminant validity using the Fornell-Larcker criterion, a robust methodology approach that verifies whether each construct in the measurement model is statistically distinct. This validation process ensures that the variables measure conceptually different phenomena by examining the relationship between their correlations. The results in Table 6, confirm that the measurement model successfully distinguishes between different theoretical concepts, thereby strengthening the validity of the research instrument and subsequent.

Table 6. Fornell-Larcker criterion

Construct	FLS	II	PP	PU
FLS	0.773			
II	0.276	0.765		
PP	0.369	0.155	0.866	
PU	0.506	0.239	0.505	0.895

Note : FLS= Followers' lifestyle , II = Influencer Interactivity, PP= Purchase Preferences, PU= Perceived Usefulness

The diagonal value for the Followers' lifestyle is 0.733, which represents the square root of the average variance extracted (AVE). This value is greater than the correlations with the other constructs, which are 0.276, 0.369, and 0.506, respectively. The diagonal value for the influence of the influencer is 0.765 and corresponds to the square root of AVE. This value also exceeds the correlation with the other constructs, recorded as 0.276, 0.155, and 0.505. In the case of purchase preference, the AVE is 0.866, which is higher than its inter-construct correlation value of 0.369, 0.155, and 0.505. For perceived usefulness, the square root is 0.895, which is higher than the correlations with other constructs, which are 0.506, 0.239, and 0.505. These findings meet the

Fornal-Larcker criterion and confirm that discriminant validity is established, as the square roots of the AVE's for each construct are greater than their corresponding inter-construct correlations.

4.4.2 Heterotrait-Monotrait Ratio (HTMT)

The Heterotrait-Monotrait ratio (HTMT) is an alternative and robust approach for assessing discriminant validity among constructs. It evaluates the extent to which each construct is empirically distinct from other constructs within the measurement model. HTMT is computed based on the correlation values between indicators across different constructs. The validation of HTMT as defined by Hair et al. (2017), as the value of HTMT must be less than 0.900, presenting strong evidence that the constructs are conceptually and empirically distinct. Table 7 presents the value of HTMT.

Table 7. Heterotrait-Monotrait Ratio (HTMT)

Construct	FLS	II	PP	PU
FLS				
II	0.296			
PP	0.395	0.176		
PU	0.538	0.272	0.558	
PU x FLS	0.552	0.100	0.384	0.553

Note : FLS= Followers' lifestyle , II = Influencer Interactivity, PP= Purchase Preferences, PU= Perceived Usefulness

Shaded boxes are the standard reporting format for the HTMT procedure.

In the FLS (Followers' Lifestyle) construct the value of HTMT for (Influencer Interactivity) is 0.296 for PP (Purchase Preferences) is 0.395 and for PU (Perceived Usefulness) is 0.538 as these values are all below 0.900. In the construct of II (Influence of Influencers) the HTMT values with FLS (Followers' Lifestyle) are 0.296, PP (Purchase Preferences) is 0.176, and PU (Perceived Usefulness) is 0.272 all are below 0.900 criteria. In the PP (Purchase Preferences) construct the HTMT values with FLS (Followers' Lifestyle) are 0.395, II (Influencer Interactivity) is 0.176, and PU (Perceived Usefulness) is 0.558 all are values below 0.900. In the PU (Perceived Usefulness) construct the HTMT values with FLS (Followers' Lifestyle) are 0.538, II (Influencer Interactivity) is 0.272, and PP (Purchase Preferences) is 0.558 these are all values below 0.900. In contrast to

PU x FLS the HTMT values with FLS (Followers' Lifestyle) are 0.552, II (Influencer Interactivity) is 0.100, PP (Purchase Preferences) is 0.384, and PU (Perceived Usefulness) is 0.553, all values below 0.900. All values remain well below the recommended threshold value of 0.900, thereby confirming the discriminant validity of the measurement model.

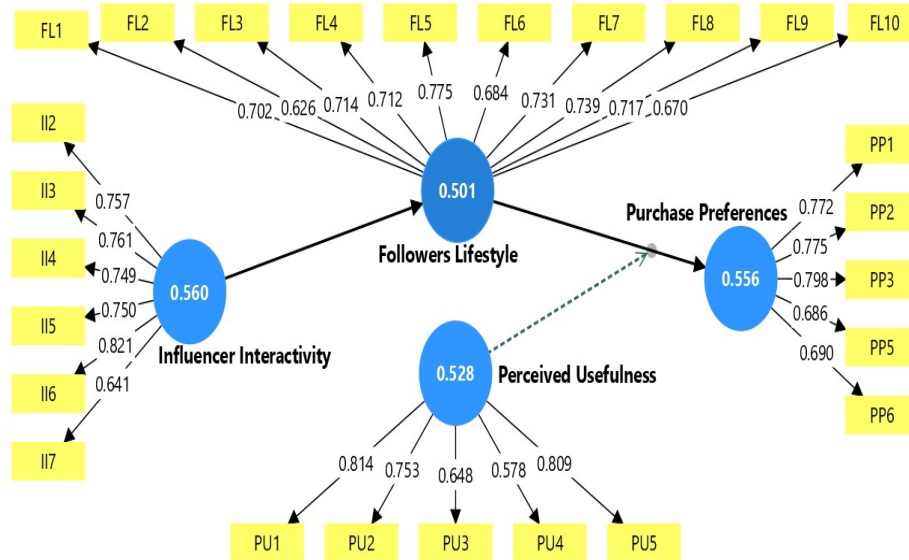


Figure 2. Measurement model

4.4.3 Coefficient of determination

The coefficient of determination value indicates the portion of the variance in the dependent variable explained by the respective predictors in the model. Specifically, the R scale value for followers' lifestyles is 0.649, suggesting that approximately 64.9% of the variance in followers' lifestyles is explained by the independent variable. Similarly, the R square value for purchase preference is 0.659 indicating that 65.9% of the variance in purchase preference is accounted for in the model. According to Hair et al. (2017), the R square values of 0.75, 0.50, and 0.25 can be classified as strong moderate, and weak respectively. Therefore, the results demonstrate a moderate impact of dependent variables due to their independent variables.

Table 8. Coefficient of determination (R^2)

	R-square
Followers Lifestyle	0.649
Purchase Preferences	0.659

4.4.5 Hypotheses testing

Hypothesis 1: (Influencers' interactivity impact on followers' lifestyle) the statistical analysis confirms a significant and positive relationship between influencers' interactivity and followers' lifestyle, beta coefficients ($\beta = 0.277$, $t = 4.831$, $p = 0.000$), indicate a favorable and direct effect, suggesting that increased influence engagement leans toward a measurable enhancement in followers lifestyle choices. Influencers are effectively affecting the lifestyle of followers that helps in making a strong relationship between them (Muhammad et al., 2021). Collectively, these metrics substantiate the hypothesis that influence interactivity exerts a significant and positive influence on follower lifestyle.

Hypothesis 2: (Followers' lifestyle impact on purchase preferences) the statistical analysis also reveals a strong and direct effect of followers' lifestyle on their purchase preferences, a beta coefficient ($\beta = 0.806$, $t = 4.831$, $P = 0.000$), indicates a followers' lifestyle choices significantly shape their purchase decisions. These results underscore the critical role of lifestyle alignment in consumer decision-making processes. Collectively, the findings highlight the importance of influencer engagement strategies in shaping consumer behavior. The lifestyle of followers is the result of making preferences for their purchases (Maney & Mathews, 2021). Marketers and brand managers should prioritize authentic and interactive influences collaborations of effectively align with followers' lifestyles and drive purchase intent. Consumers lifestyle preferences are the results of their purchase (Maney & Mathews, 2021). The statistical analysis confirms the positive impact of the relationship proposed in hypotheses 1 and 2, as presented in Table 9.

Table 9. Results of hypothesis testing

Direct Effect	Beta	Std. Error	T-value	95% Confidence Interval		P values	Hypothesis
				Lower	Upper		
Influencer							
Interactivity ->	0.806	0.261	4.831	0.164	0.390	0.000	Accepted
Followers							
lifestyle							
Followers'							
lifestyle ->	0.365	0.440	7.002	0.316	0.563	0.009	Accepted
Purchase							
Preferences							

4.4.6 Mediation effect

Variable follower's lifestyle with mediation effect on Influencer's Interactivity and Purchase Preferences is represented by the beta value of the coefficient. The direction and mediation relationship of variable followers' lifestyle with influencer interactivity and purchase preference is presented by its values that are presented. A beta value of 0.325 indicates that the follower's lifestyle is having a strong mediation effect that is impacting the influencer interactivity and purchase preferences in a positive manner for the consumer to make choices. The beta coefficient represents the accuracy level that is determined by a standard error that is of value 0.075 representing the variability. The T-value of 4.333 is indicated with the values that are statistically significant and affect the variables that are presented. The confidence interval of 95 % has a value that lies between 0.177 the lower value and the upper interval value of 0.473 as it doesn't include zero so it gives a strong basis that the result is significant. The p-value which is less than 0.005 gives strong evidence for accepting the hypothesis that is presented. The different lifestyle of followers creates connection in making personalized experience which are enhanced by influencers regular interaction in making choices (Al-Abdallah et al., 2025). By evaluating all the values it gives a strong basis that the hypothesis of follower's lifestyle has a mediating effect on influencer interactivity and purchase preferences.

Table 10. Mediation effect

Mediation Effect	Beta	Std. Error	T- value	95% Confidence Interval		P value s	Hypothe sis
				Lower	Upper		
Influencer Interactivity → Followers' Lifestyle → Purchase Preferences	0.32 5	0.075	4.333	0.177	0.473	0.005	Accepted

4.4.7 Moderation effect

The variable perceived fullness was examined as a moderator in the relationship between Hollywood lifestyle and purchase preference this motivation effect reflects how the influence of lifestyle own purchase decision versus depending on the extent to which an individual perceives that influence as beneficial or relevant specifically, the strength of the relationship between the follower's lifestyle and their purchase preference is contingent upon on their perception of usefulness that is, when followers perceive lifestyle cues from an influencer as a useful, the impact of those cues on their purchasing behavior become significantly stronger. The perceived usefulness effects most likely in a positive manner (Zhang et al., 2023). Therefore perceived usefulness shapes the degree to which lifestyle influences translate into actual consumer behavior, emphasizing its critical role in the decision-making process.

Table 11. Moderation Effect

Moderation Effect	Beta	Std. Error	T-value	95% Confidence Interval		P values	Hypothesis
				Interval			
				Lower	Upper		
				r	r		
Perceive usefulness x Followers Lifestyle -> Purchase Preferences	0.205	0.036	2.336	0.029	0.174	0.023	Accepted

The analysis confirms that perceived useful and significant moderate relationship between followers' lifestyle and purchase preference ($\beta = 0.205$, $p = 0.023$). The positive beta coefficient indicates that as consumer perception of usefulness increases the influence of followers' lifestyle on purchase preference strengthens. This suggests that lifestyle congruence has a greater impact on purchasing decisions when individuals perceive the influencer-endorsed product or services as particularly useful. These results reveal important boundary conditions, the lifestyle preference relationship is not absolute but depends on consumers' utility perceptions.

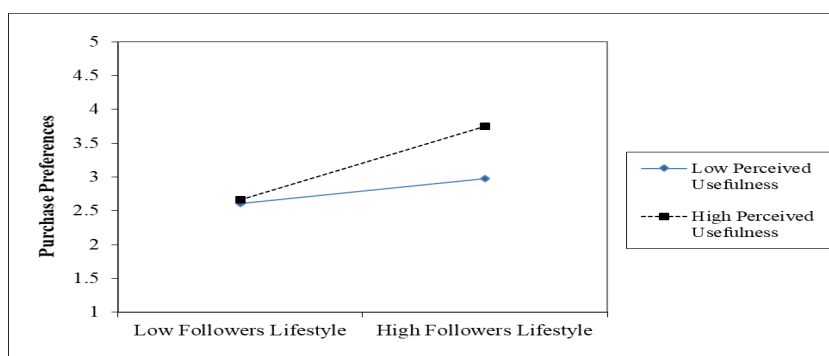


Figure 3. Relationship between followers' lifestyle and purchase preferences moderated by perceived usefulness

Figure 3 demonstrates how perceived usefulness moderates the relationship between the followers' lifestyle and purchase preference when perceived usefulness is high there is a strong relationship, it purchased preference increases substantially as followers' lifestyle increases, indicating that lifestyle alignment significantly drives purchases when products are seen as functional. When perceived usefulness is low, even if followers' lifestyle aligns with influencers, it also has little effect on what they prefer to buy this line is mostly flat showing a weak connection. However, when perceived usefulness is high, the line goes up sharply. This means that when followers see influential content as useful or relevant they are more likely to let that lifestyle influence their buying decision. The gap between the 2 lines clearly shows that perceived usefulness strengthens the relationship. Simply put, the more useful people find influencer content, the more their lifestyle, shared by influencers drives their purchasing choices.

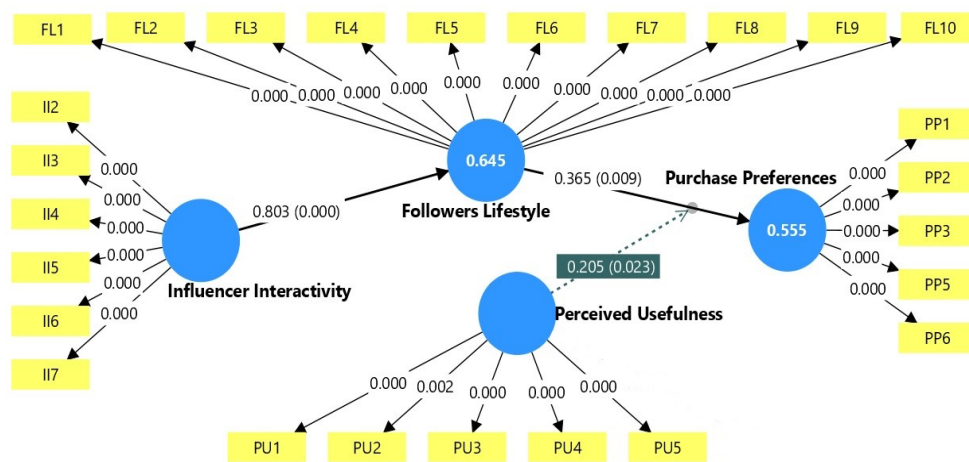


Figure 4. Structural model

5. DISCUSSION

The impetus for this study seems from the accelerating prevalence of social media influencers and their growth impact on consumer behavior. As influencer increasingly shapes the perceptions of behavior consumption choices of their followers understanding the mechanism underlying this influence becomes essential. The results validate hypothesis (H1) confirming a positive and direct effect of influencers' interactivity and followers' lifestyle behavior. Particularly, the integration of perceived usefulness as a moderating variable is necessary for explicating the key research objectives and elucidating the interactive dynamic among the interactive dynamics among

influence and purchase preference. Additionally, the findings of the study also align with the previous study by Tafesse et al. (2023), which shows that influencer interactivity so as a crucial determinant in shipping followers' perceptions, engagement level, and subsequent lifestyle emulation that not only able to influence consumer behavior but also extract a broader impact on followers lifestyle chosen and overall well-being. Therefore, this dynamic interaction forces a sense of reliability and trust, which amplifies the persuasive power of influencer positioning then as the agent of behavior and attitudinal change within digital communities.

This study confirms hypothesis H2, demonstrating that lifestyle attracts significantly and positively influences their purchasing preferences ($\beta = 0.365$, $p = 0.009$), demonstrating that consumers' lifestyles are significantly influenced by social media influencers in shaping their purchasing decisions. Additionally, the findings of the study also align with the previous study by Maney & Mathews, (2021), that consumers' lifestyles are significantly influenced by social media influencers in shipping their purchasing decisions, such as social circle, and underlining the critical role in guiding consumer choices. Therefore, consumers' lifestyles become the credible agents of behavior-attitudinal change within the digital communities by shipping forward values and lifestyle choices in a sustained and impactful manner.

The mediating effect provides strong empirical support for hypothesis 3 (H3) and is consistent with the finding of Xie et al. (2022), who emphasize that lifestyle adoption functions as a critical mechanism to show which influencer interactivity translates into consumer decision-making. The evidence suggests that follower do no merely respond passively to influence the content, rather, they internalize and reflect on their lifestyle choices, which subsequently inform their purchasing behavior. Collectively, these results underscore the pivotal role of followers' lifestyles in bridging the gap between influencer engagement and actual consumer preference formation, reinforcing the lifestyle constructs as a mediating pathway in digital marketing dynamics.

Hypothesis 4 (H4) posits that perceived usefulness moderates the relationship between followers' lifestyle and their purchase preferences. The results presented in Table 11 provided strong and critical evidence for this hypothesis. When followers perceive the influencer's content as useful, it enhances the positive influence of consumers' lifestyle choices. These findings are in line with prior research by Zhang et al. (2023), which highlights that perceived usefulness significantly strengthens consumer engagement and decision-making outcomes. Similarly, Jiang et al. (2021), emphasize that perceived relevance and value of content shape how lifestyle factors translate into

consumer behavior. Additionally, the moderating analysis confirms that the effect of followers' lifestyles on purchase preference is significantly amplified when the content is perceived as useful. In essence, the more followers believe that influencer content adds value, the more likely are to make purchase decisions that align with the lifestyle promoted by the influencer.

6. THEORETICAL AND PRACTICAL IMPLICATIONS

This study provides actionable insights for marketers and influencers by emphasizing the importance of aligning content with consumer truth, lifestyle preference, and perceived needs. It highlights how enhanced engagement strategies, such as personalized communication and interactive content can increase the perceived usefulness of influencer messages that ultimately strengthen purchase intention and consumer trust. Theoretically, the research advances the understanding of influencer marketing by integrating the stimulus-organism-response and theory of planned behaviour. The TBP gives a very useable insight of how the behavior are mold in effecting the lifestyle of consumers. The impact of influencers is an internal stimulus that effects the lifestyle of followers that leads to make a reflective response towards purchase preferences. The understanding of SOR and the personality differences determines the usefulness and its response towards the interaction that is being made (Zhu et al., 2020). The interaction becomes effective and useful when the consumer felt that the influence is positively effecting its lifestyle by enhancing its satisfaction level (Adinugroho et al., 2026). This evaluates that the followers are influenced by the influencer's useful content that is made to align with performing a certain behavior to ultimately form in action. The information that is delivered becomes effective and interesting when it is updated and focuses on the quality of information rather than the quantity (Alshahrani et al., 2024). The consumer gain trust from the influencers by being transparent and for bring real (Shamim & Islam, 2022). It uniquely identifies perceived usefulness as a moderator variable, offering a deeper explanation of how an influencer's interactivity influences followers' lifestyle and purchase behaviour.

The contribution of theory SOR and TBP and the use of model in the study with the context of influencers interaction gives a valuable insight. The interactive content impact the followers to make decision regarding purchase with moderating effect of perceived usefulness in influencer marketing. This contribution enriches the existing literature by uncovering the psychological mechanisms behind influencers -following interaction and their behavioural outcomes in the digital marketing landscape.

7. CONCLUSION

The study concludes the significant role of influencers' interactivity in shaping followers' lifestyles, which in turn influences followers' purchase preferences. The analysis confirms that influencers impact consumers' decisions by appealing to various lifestyles, such as adventure-driven, family-oriented, fashion-focused stature-seeking, tradition-based, and satisfied lifestyles. The studies in the past also evaluate the positive relationship of influencers in effecting the life style of followers (Muhammad et al., 2021). Regular interaction of followers with influencers enhances the effectiveness in creating relationship (Berne-Manero et al., 2020). The bond that is created by influencers with its followers is based upon the interest and the lifestyle of followers which is enhanced through interactivity (Ladhari et al., 2020). Consumers lifestyle are the results of making preferences for their purchase and choices (Maney et al., 2021). There is strong impact between the influencer interactivity in making preference regarding the purchase (Xie et al., 2022). Additionally, perceived usefulness acts as a key moderator, enhancing the credibility and reliability of influencers' recommendations. The moderator perceived usefulness significantly supports the relationship among variables (Tafesse et al., 2021). Successful influencer engagement fosters trust, driving followers to make purchase decisions. The perceived usefulness effects in a favorable way (Zhang et al., 2023). Ultimately this framework determines how meaningful interaction between influencers and followers can effectively guide consumer preference.

7.1 Limitations

The following are the limitations that restrict the generalizability of the research. First, future studies should use broader geographical and demographic samples and analyze the various digital platforms to enhance the generalizability and relevance of influencers' interaction research. Second, Longitudinal and experimental designs are recommended to understand causal relationships with the cultural and social factors considered as a professional moderators in influencer engagement. Third, cross-section study offers a comparative insight future research should explore psychological and social factors as a mediator or moderator and adapt to repeat technology and behavior shifts. Fourth, the current studies limits such as demographic homogeneity and one-time data collection and restrict generalizability and temporal insights.

7.2 Future studies

The following are future recommendations that can enhance the quality of the research. First, future studies should incorporate more geographical and demographic samples to improve the

external validity of the findings. Second, to capture causal relationships and temporal dynamics, future research should employ longitudinal and experimental methodology, to evaluate how cultural and social factors serve as professional impacts on followers' lifestyle and choice behavior. Third, future research should adopt more heterogeneous samples and extend the data collection period which will improve the reliability and application of the findings across broader population segments. The longer would be the time span the better would be the evaluation of influencer impact on the lifestyle of followers and will help in understanding the different behavior perspective (Sokolova & Kefi, 2020).

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