Influencer Credibility: A Model of Personality Traits in Predicting Followers' Behavior

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Abstract

What are the factors that influence an individual's decision to become a follower of an influencer, and what factors may predict someone from becoming a follower? Evidence about the role of personality traits are scarce. The aim of the present study is to explore a model based on PID-5 DSM personality traits and Influencer credibility dimensions. Five hundred participants (77% female; M age = 28.68   9.13 years) completed an anagraphic sheet, the Personality Inventory for DSM-5 (PID-5-FBF) and the Influencer Credibility scale. Data were analyzed through SPSS 29.0 AMOS, showing a great number of interactions. These results suggest the presence of a complex and multifaceted relationship between personality traits and influencer credibility. In summary, these results indicate that certain user personality traits (such as Negative affect, Antagonism, Disinhibition, and Psychoticism) can influence users' perceptions of influencer credibility, particularly in terms of Expertise and Trustworthiness. Furthermore, influencer Expertise appears to be a significant factor in users' decisions to follow Influencers. Conversely, Attractiveness and Similarity do not seem to have a strong influence on these relationships.

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1. Introduction

The phenomenon of influencers on social networks has gained momentum since 2004, marking a significant shift in digital marketing and social interaction. The influencer marketing industry is substantial, with an estimated value of around USD 13.8 billion annually. This rapid growth has spurred the development of specialized training programs, including dedicated academies and degree courses, aimed at equipping individuals with the skills necessary for this evolving digital profession (Lou & Yuan, 2019). Influencers' impact depends on their social skills and ability to engage with followers by creating content on multiple social networks (Huang, Chen, Wang & Ren, 2020). The primary goal is to influence followers' purchasing behaviors but the impact of influencers extends beyond mere economic implications (Li & Peng, 2021). Their influence permeates various aspects of daily life, including lifestyle choices, political opinions, and health behaviors.

This broad spectrum of influence has attracted considerable attention in the fields of economic, social, and psychological research. Some studies have found that this may depend not only on the relationship they are able to establish with their followers (Munnukka et al., 2019; Sokolova & Kefi, 2020; Reinikainen *et al.*, 2020) but also on how aware they are of the persuasive intent (Breves *et al.*, 2021). Lou & Kim (2019) studied the role of influencer credibility in adolescents' purchase intentions, finding that it was mediated by the parasocial relationships that followers had with influencers i.e., the audiences' illusory and involved social experiences with media personae. Reijmersdal and van Dam (2020) wondered whether followers had awareness of influencers' persuasive intentions and investigated how age and content disclosed by influencers, influence adolescents' knowledge of persuasion awareness.

The psychological literature has highlighted how influencers can also induce changes in lifestyles and health behaviors relevant to the individual, such as eating healthy or unhealthy foods (Coates *et al.*, 2019). It has been found that influencers may play a role in promoting healthy eating aimed at chronic disease prevention (Kongats, *et al.*, 2019), but also in tobacco use in supporting more radical tobacco control policies (Kongats *et al.*, 2020). Exposure to influencers' content may have a profound psychological impact. Calverley and Grieve (2021) found an increase in negative mood and body dissatisfaction. According to Parsons, Alden, Biesanz (2021) browsing Influencer profiles on Instagram can also activate social comparison, which has been found to be related to increased social anxiety, decreased self-esteem, and self-rated social rank, as self-devaluation.

From a psychological standpoint, the mechanisms that drive the virality of influencer content are of particular interest. Understanding why certain content resonates so strongly with audiences, and identifying the traits that make individuals more or less susceptible to influencer influence, are key areas of exploration.

McGuire's (1968) personality and persuasion theory posits that persuasion is made up of three basic principles. The first is the mediating principle, which suggests that several psychological factors, including perception, understanding, sharing,

remembering, and decision-making, mediate persuasion. The second principle, the combinatorial principle, predicts that reception and surrender are inversely related, with perception increasing and emotion decreasing, leading to changes in attitude based on a multiplicative relationship. Finally, the principle of situational weight proposes that reception and emotionality do not always hold the same weight and that individual characteristics, such as personality, are the most influential factors in communication perception, processing, and storage. According to DSM-5, personality is a fundamental characteristic that forms the enduring core of experience and identity, influencing human attitudes, abilities, and behavior (APA, 2013).

Several studies have investigated the appeal of influencers among adolescents, exploring the role of influencers' personalities. Argyris, Muqaddam, and Miller (2021), for example, demonstrated the role played by influencer extroversion as an antecedent of source credibility and purchase intentions in followers. Poulopoulos et al., (2018) focused on the identification of the type of personality of the Cultural Influencer. The authors applied the DiSC personality test and found that people who produce interesting and influential discussions present mixed personality types that combine Influence and Dominance traits.

To our knowledge, studies that have investigated personality concerning influencer credibility on followers' behavior are meagre. A study by Wall and colleagues (2018) related the personality construct according to the Big Five personality traits model to study individual differences and susceptibility to persuasion. The authors investigated the relationship between investigated profiles based on combinations of the Big 5 (Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness of experience), Dark Triad traits (Machiavellianism, Narcissism and Psychopathy), and Type-D (Social inhibition and Negative affectivity) personality traits and the degree of a propensity for being influenced by the six strategies of persuasion in Cialdini's model (2006). The authors obtained that different personality profiles correlated with different strategies of persuasion. The malevolent (dark triad) were more likely to be persuaded according to a scarcity principle. The socially fit were more persuaded by strategies involving commitment and the fearful were more likely to follow authority.

Given this background, the objective of the present study is to investigate the personological characteristics on the levels of Influencer Credibility, predicting the behavior of followers and non-followers, in the light of Personality Traits. We hypothesized multiple associations between PID-5 domains and Influencer credibility dimensions:

- H1 It is hypothesized that the personality traits of negative affect, antagonism, and disinhibition significantly influence an individual's propensity to follow an influencer, mediated by the influencer's perceived expertise.
- H2 It is hypothesized that the perceived similarity of an influencer plays a more extensive role in mediating the relationship between an individual's propensity to follow and a range of personality traits including detachment, antagonism, disinhibition, and psychoticism.
- H3 It is hypothesized that the strength of the indirect effects of personality traits on the propensity to follow an influencer varies depending on the dimension of influencer credibility considered.

2. Methods

2.1. Measures

2.1.1. Anagraphic Sheet

The demographic questionnaire contained several questions regarding the region of residence, age, gender, educational attainment, primary occupation, most frequently used social networks (with multiple possible responses), whether or not the individual was a follower of any influencers, preferred type of influencers (fashion, gaming, health, travel, lifestyle, food, pets, parenthood, other), name of the preferred influencer, known influencers (even if not followed), and desire to become an influencer.

2.1.2. Personality Inventory for DSM-5 (PID-5-FBF)

The Personality Inventory for DSM-5 Faceted Brief Form (PID-5-FBF) – Adult is a standardized self-report questionnaire designed to assess personality traits in adults aged 18 years and older (© 2013 American Psychiatric Association). It includes 100 items that measure 25 specific personality trait facets, such as Anhedonia, Anxiousness, Attention Seeking, Callousness, Deceitfulness, Depressivity, Distractibility, Eccentricity, Emotional Lability, Grandiosity, Hostility, Impulsivity, Intimacy Avoidance, Irresponsibility, Manipulativeness, Perceptual Dysregulation, Perseveration, Restricted Affectivity, Rigid Perfectionism, Risk Taking, Separation Insecurity, Submissiveness, Suspiciousness, Unusual Beliefs and Experiences, and Withdrawal.

Each facet consists of four items, and specific triplets of facets can be combined to generate scores for the five broader trait domains of Negative Affect, Detachment, Antagonism, Disinhibition, and Psychoticism. The questionnaire is completed by the individual before a visit with the clinician and each item requires the individual to rate how well it describes their personality generally. The PID-5-FBF is a reliable and valid tool for assessing personality traits in adults in both clinical and non-clinical settings. ***Scoring and Interpretation***. The measure uses a 4-point scale to rate each item, with response categories ranging from 0=very false or often false to 3=very true or often true. To obtain the raw facet score, the scores on the items within each trait facet are summed and entered in the corresponding box. The clinician is also required to calculate and use average scores for each facet and domain. These average scores transform the overall score and scores for each domain into a 4-point scale, allowing clinicians to compare an individual's personality dysfunction to observed norms. The average facet score is obtained by dividing the raw facet score by the number of items in the facet. Higher average scores indicate greater dysfunction in a specific personality trait facet or domain.

2.1.3. Influencer Credibility

We measured the four dimensions of influencer credibility by asking the participants to rate their agreement with a series of statements on a 7-point scale ("strongly disagree/strongly agree") (Munnukka et al., 2016), with statements such as "I feel (influencer name) knows a lot about his/her area" (expertise); "I feel (influencer name) is honest" (trustworthiness);

"(influencer name) is good looking" (attractiveness); and "(influencer name) and I have a lot in common" (similarity).

Table 1. Influencer Credibility items

Scale	Items
Expertise	I feel he/she knows a lot I feel he/she is competent to make assertions about things that he/she is good at I consider he/she as an expert in his/her area I consider he/she sufficiently experienced to make assertions about his/her area
Trustworthiness	I feel he/she is honest I consider he/she trustworthy I feel he/she a truthful I consider he/she earnest
Attractiveness	He/she is very attractive He/she is very stylish He/she is good looking He/she is sexy
Similarity	He/she and I have a lot in common He/she and I are a lot alike I can easily identify with he/she

Influencer credibility was translated in Italian and back-translated with 97% of matching words compared to the original version. Reliability analysis found a value of Cronbach's α respectively for expertise.94, trustworthiness.97, attractiveness.93, and similarity.96.

2.2. Procedure

Participants in the study were recruited through an online survey, disseminated on frequently used social networks, such as Facebook, Instagram and Whatsapp messaging, ensuring anonymity. Data collection took place from July 19, 2022, to October 23, 2022. Adherence to the Interview included the acquisition of informed consent. All subjects were informed about the methods and purpose of the research, which followed the ethical principles contained in the Declaration of

Helsinki. Each participant, before completion, read and signed the informed consent form, in which the purpose of the research was explained. The present survey did not involve any manipulation, experimentation or harmful effects on participants, and followed the Guide to Internet Research Ethics Issued by the National Committee for Research Ethics in the Social Sciences and the Humanities (NESH) Published: 8/6/2019.

2.3. Participants

The final sample size consisted of 500 participants (see Table 1) with ages ranging between 16 and 69 years. Among them, 77% were female and 22.8% were male. The mean age of the participants was 28.68 years with a standard deviation of 9.13. When asked about their residency, 51.6% reported being from the south, 18.6% from islands, 18.2% from the north, and 11.6% from central Italy. In terms of educational qualifications, 40.6% of participants held a university degree, 5.6% a postgraduate degree, 47.6% a diploma, 5.4% a middle school certificate, and 0.8% an elementary school certificate.

When asked about their current occupation, 39.2% of participants reported to be working, 31.6% were students, 14.8% were studying while working, 11.6% were actively seeking employment, and 0.8% were retired. The majority of participants reported using Instagram (85.6%), Facebook (70.8%), and TikTok (40.2%) as their preferred social media platforms. Regarding their favorite type of influencer, participants answered fashion (50.2%), lifestyle (54.3%), travel (40.8%), health (23.4%), food (27.2%), gaming (11.3%), parenting (9.4%), pets (14.3%), and other (35.8%).

When asked if they followed any influencer, 73.6% of participants answered positively, while 26.4% responded negatively. Furthermore, participants were also asked if they had ever considered becoming an influencer, and 45.6% responded with never, 35.6% sometimes, 14.4% often, and 4.2% always.

2.4. Statistical analysis

The data were recoded into summated numerical variables and the relevant sub-scores were calculated according to the reference manuals. The analyses were performed with Andrew F. Hayes PROCESS macro 4.1 software. To analyze the impact of personality traits on the perceptions of influencer credibility and propensity to follow the influencer several mediation analyses were taken through with the PROCESS macro model 4.

3. Results

The analysis results of the direct relationships presented in Table 2 show that respondents' personality traits are associated with their perceptions of the influencer's credibility. Personality traits were found to differ in the strength and the dimension of influencer credibility they most strongly contributed to. For example, negative affect was positively associated with the perceived expertise (β=1.237, p<.01) and trustworthiness (β=1.102, p<.05) of the influencer but not with the perceived attractiveness or similarity. The detachment was found to be the least associated with influencer credibility as it only had a minor effect on the perceived similarity dimension (β=0.973, p<.01). Antagonism and

psychoticism extensively affected the influencer credibility with the strongest effects on the perceived trustworthiness (antag. 1.33, p<.01; psyc. 1.41, p<.01) and similarity (antag. 1.972, p<.001; psyc. 1.964, p<.001) dimensions. Also, disinhibition was found to be relatively strongly associated with influencer credibility positively affecting the perceived expertise (1.26, p<.01), trustworthiness (1.28, p<.05), and similarity (1.43, p<.001), while not affecting perceived attractiveness. Furthermore, we show that only two dimensions of the perceived influencer credibility had a positive impact on individuals' propensity to follow the influencer: perceived expertise (0.126, p<.01) and similarity (0.79, p<.05). Trustworthiness or attractiveness was not observed to have a significant effect on the following propensity (See Figure 1).

Table 2. The results of testing the direct effects with linear regression analysis

| V	DV	β	t-/z-value	sig.	R^2
Negative affect	Expertise	1.237	2.76	<.01	.15
	Trustworthiness	1.102	2.30	<.05	.13
	Attractiveness	.595	1.42	ns.	
	Similarity	.231	.61	ns.	
Detachment	Expertise	.544	1.22	ns.	
	Trustworthiness	.805	1.69	ns.	
	Attractiveness	.435	1.05	ns.	
	Similarity	.973	2.60	<.01	.07
Antagonism	Expertise	1.106	2.47	<.05	.148
	Trustworthiness	1.329	2.79	<.01	.135
	Attractiveness	1.045	2.52	<.05	.175
	Similarity	1.972	5.37	<.001	.109
Disinhibition	Expertise	1.260	2.69	<.01	.150
	Trustworthiness	1.277	2.55	<.05	.133
	Attractiveness	.479	1.09	ns.	
	Similarity	1.427	3.65	<.001	.082
Psychoticism	Expertise	.885	1.970	<.05	.144
	Trustworthiness	1.413	2.95	<.01	.137
	Attractiveness	.670	1.60	ns.	
	Similarity	1.964	5.32	<.001	.108
Influencer credibility					
Expertise	Follow	.126	3.06	<.01	.37
Trustworthiness		.042	1.04	ns.	
Attractiveness		.050	1.65	ns	
Similarity		.079	2.08	<.05	

The analysis results of testing the mediating role of influencer credibility in the effects of personality traits on individuals' propensity to follow an influencer are presented in Table 3. We show that influencer credibility is an important mediator through which personality traits explain individuals' following likelihood. However, the more detailed findings show that the impact of personality traits on the following likelihood is directed only through two influencer credibility dimensions, that is perceived expertise and similarity. The expertise dimension was found to mediate the effects of negative affect, antagonism, and disinhibition on the propensity to follow an influencer. Although the indirect effects were quite even between the three personality attributes, negative affect β 0.155 and disinhibition β 0.153 had the strongest effect and antagonism β 0.134 the weakest. The perceived similarity of the influencer was found to mediate more extensively the effects of personality traits on the following likelihood. It mediated the relationships of detachment, antagonism, disinhibition, and psychoticism. The strengths of the indirect effects varied somewhat more than in the case of perceived expertise so that psychoticism β 0.167 and antagonism β 0.158 had the strongest effects, while detachment β 0.081 and disinhibition β 0.114 had the weakest effects (See Figure 1).

Table 3. The indirect effects of personality traits on following the influencer

Path	β	CIL/CIU
Negative affect→Expertise→ Follow	.155	.032/.357
Negative affect→Trustworthiness→ Follow	.047	ns.
Negative affect→Attractiveness→ Follow	.030	ns.
Negative affect→Similarity→ Follow	.018	ns.
Detachment→Expertise→ Follow	.065	ns.
Detachment→Trustworthiness→ Follow	.036	ns.
Detachment→Attractiveness→ Follow	.022	ns.
Detachment→Similarity→ Follow	.081	.002/.204
Antagonism→Expertise→ Follow	.134	.019/.315
Antagonism→Trustworthiness→ Follow	.055	ns.
Antagonism→Attractiveness→ Follow	.053	ns.
Antagonism→Similarity→ Follow	.158	.006/.347
Dishinhibition→Expertise→ Follow	.153	.026/.364
Dishinhibitiont→Trustworthiness→ Follow	.036	ns.
Dishinhibition→Attractiveness→ Follow	.022	ns.
Dishinhibition→Similarity→ Follow	.114	.001/.273
Psychoticism→Expertise→ Follow	.106	ns.
Psychoticism→Trustworthiness→ Follow	.061	ns.
Psychoticism→Attractiveness→ Follow	.033	ns.
Psychoticismt→Similarity→ Follow	.167	.014/.372

Network Graph Representing the Mediation Effects of Expertise and Similarity on the Propensity to Follow an Influencer
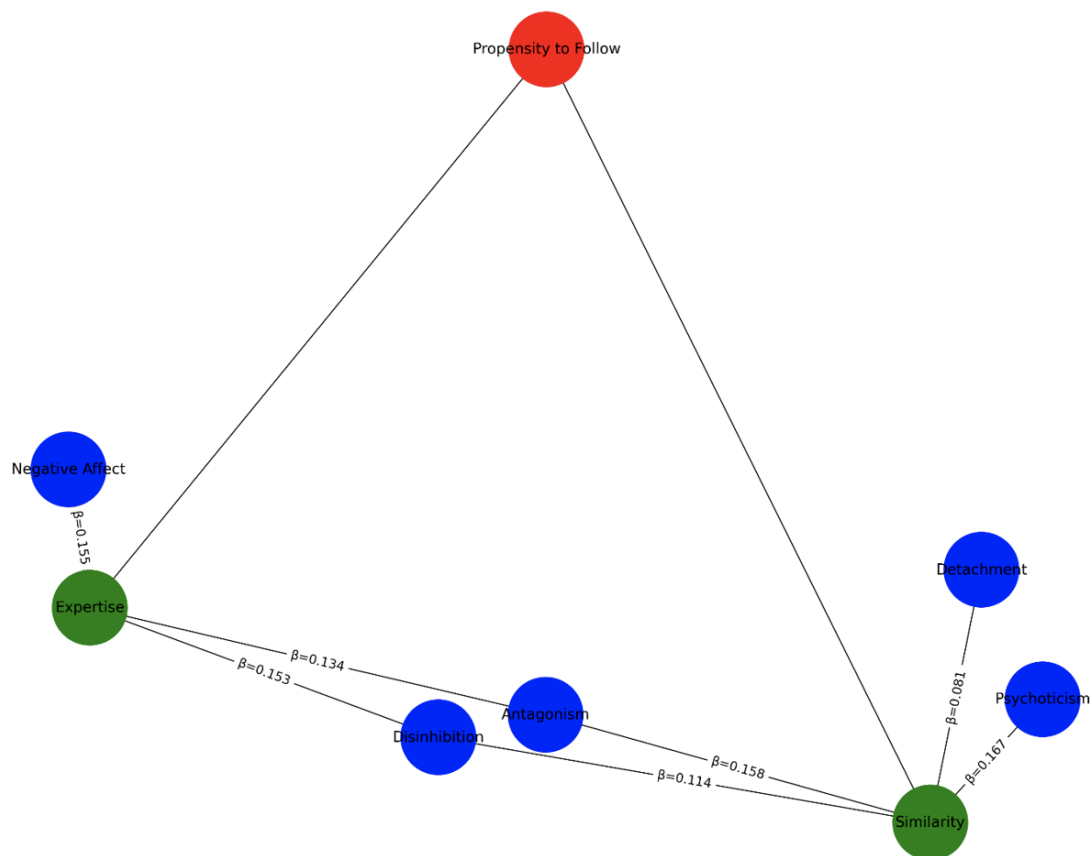
Figure 1. Network Graph Representing the Mediation Effects of Expertise and Similarity on the Propensity to follow an Influencer

3.1. Gender and age effects

There were some differences between men and women. The Student's t-test for the independent sample showed that the female subgroup had higher levels of perceived competence (p <.001), trustworthiness (p <.001) and attractiveness (p <.001). In addition, women showed higher levels of negative affectivity (p <.01), while men showed higher levels of antagonism (p <.001) and psychoticism (p <.003).

In terms of age, participants were divided into three subgroups: a) adolescents aged 16 to 24 years; b) young adults aged 25 to 39 years; c) older adults aged 40 to 70 years. Differences were tested using the Kruskall-Wallis test for independent samples. Levels of perceived competence, trustworthiness and similarity were significantly lower in the 40-70 age group than in adolescents (p <.001) and young adults (p <.001). However, there are no differences between adolescents and young adults with regard to these three dimensions. In contrast, the level of attractiveness. In contrast, attractiveness decreases significantly with age: it is significantly higher in young people aged 16-24 than in older adults (p <.001) and young adults (p=.01). In this case, there is an additional difference between the groups of young and older adults (p <.001).

With regard to the personality domains, there are no significant differences in the three age groups studied. With the

exception of the domain Negative Affectivity, which is slightly but significantly larger in the adolescent age group than in young adults (p=.002) and older adults (p <.001).

4. Discussion

The present study aimed to test a model of personality traits predicting influencer credibility perception and consequent follower behavior, on the basis of a theoretic background from the classic McGuire's Theory of the relationship between personality and persuasion. Our findings indicate that certain user personality traits (such as Negative affect, Antagonism, Disinhibition, and Psychoticism) can influence users' perceptions of influencer credibility, particularly in terms of Expertise and Trustworthiness. Furthermore, influencer Expertise appears to be a significant factor in users' decisions to follow them. Conversely, Attractiveness and Similarity do not seem to have a strong influence on these relationships.

4.1. *Relationships between Negative Affectivity and Influencer Credibility*

At first, a significant association between the trait of Negative Affectivity and all subscales of Influencer Credibility was found. One possible explanation for the relationship between negative affectivity and influencer credibility is that individuals with higher levels of negative affectivity may exhibit greater skepticism and criticism towards influencers, perceiving them as less credible. This may be because individuals with higher levels of negative affectivity are more prone to experiencing negative emotions, such as anxiety and fear, and hence may exhibit greater caution when evaluating the credibility of information sources. However, another possible explanation is that individuals with higher levels of negative affectivity may be more likely to trust influencers who promote messages that resonate with their negative emotions. For instance, an influencer who shares their experiences with anxiety or depression may be perceived as more credible and trustworthy by individuals with higher levels of negative affectivity who can relate to these experiences. Several studies addressed negative emotions due to self-comparison with the influencer as a consequence of content exposure (Hoffner & Bond, 2022; Lowe-Calverley & Grieve, 2021). Nevertheless, in the present study for the first time, negative affectivity has been investigated as an antecedent of influencer credibility.

4.2. *Detachment, low Expertise and low Similarity*

Detachment has been identified as a predictor of low perceived expertise and similarity towards influencers. Follower detachment may describe a situation where an individual feels emotionally disconnected from the influencer and is less likely to engage with their content. There may be a relationship between follower detachment and low influencer expertise, as emotionally detached individuals may not be as interested in seeking out credible information or advice from influencers who lack the necessary expertise. Similarly, there may be a relationship between follower detachment and the low similarity of the influencer, as individuals who do not feel a sense of connection or similarity with an influencer may not be as motivated to engage with their content, regardless of their level of expertise. However, the relationship between follower detachment and influencer credibility may also be influenced by other factors, such as the type of content being

presented, the audience's personal experiences and beliefs, and the overall context in which the content is being consumed. Some studies explained low and high engagement on influencer content based on the level of persuasion (Boerman & Van Reijmersdal, 2020). This study suggests that persuasion may be mediated also by personality traits.

4.3. *Antagonism, high Attractiveness and high Similarity*

Antagonism traits may refer to a negative or hostile attitude towards an influencer or their content. Attractiveness and similarity are two factors that can influence an influencer's perceived credibility and likability. Our analysis indicates a complex relationship between follower antagonism and influencer attractiveness and similarity. On the one hand, an influencer who is perceived as highly attractive and similar to their audience may elicit positive responses and engagement from their followers, even from those who initially hold negative attitudes towards them. However, on the other hand, followers who feel antagonistic towards an influencer may be less likely to find them attractive or similar, even if others in their audience do. Furthermore, high attractiveness and similarity do not necessarily guarantee perceived credibility, especially if an influencer's content is deemed irrelevant or unhelpful by their followers. A portion of the literature found that attitudes towards influencers are associated with the emotion of envy (Lee et al. 2022). Envy and Trustworthiness were found as mediators of negative attitudes towards the specific language of the influencer, such as bragging language styles on luxury brands (Feng, Chan & Sung, 2022).

4.4. *Disinhibition predicts high Influencer perceived Expertise*

Follower disinhibition would probably be a predictor of higher influencer expertise. Follower disinhibition refers to a propensity to express oneself without constraint, which may entail expressing opinions or engaging in behaviors that contravene social norms. The core traits of disinhibition comprise impulsivity, irresponsibility, distractibility, risk-taking, and (lack of) rigid perfectionism. In contrast, influencer expertise pertains to the level of knowledge or skill an influencer possesses in a specific domain, often manifested through their capacity to furnish credible information, advice, or guidance to their followers. Although it is plausible that some individuals exhibiting follower disinhibition might perceive an influencer as more credible if they espouse unconventional opinions or behaviors, such perception does not necessarily correspond to real higher influencer expertise.

4.5. *Psychoticism follower trait predicts perceived Influencer Similarity*

The concept of psychoticism suggests that individuals who score higher in this particular personality trait tend to be more likely to seek out influencers who display similar behaviors, interests, and attitudes. This is because followers who score high in psychoticism cultivate an illusion of being close friends with the influencer and therefore seek out similarities between themselves and the influencer through parasocial interactions. Parasocial interactions refer to the one-sided, psychological relationships that individuals form with media figures, such as influencers, where they develop a sense of closeness and intimacy despite not having direct access to them (Giles, 2022). Therefore, the elevation of the influencer to a perceived friend may lead to a greater attraction to influencers who share similar personality traits, including those

associated with psychoticism.

As regards the connection between Influencer credibility and the consequent follower behavior emerges that Expertise, Trustworthiness, and Attractiveness but not Similarity predict being a follower or not. This finding is supported by previous research which has shown that social media users are more likely to follow influencers who are seen as experts in their field, trustworthy and attractive (Munnukka et al., 2019; Reinikainen et al., 2020). However, the finding that Similarity does not significantly predict being a follower is a novel contribution to this field. Further research could investigate the role of other factors, such as social influence or demographics, in shaping follower behavior.

5. Limitations

The present study is subject to several limitations. First, the administration of the instruments was conducted remotely, thereby introducing the possibility of extraneous variables beyond the researcher's control that could have influenced the questionnaire responses. Second, the study exhibits a disproportionate representation of female subjects, precluding gender comparisons. This phenomenon is well-documented in the literature, as women have demonstrated a greater propensity to participate in questionnaire-based research.

6. Conclusions

Prior research has often focused on the impact of influencers on their audience or the general characteristics of successful influencers. By examining traits like negative affectivity and psychoticism in the context of influencer credibility, the study opens up new avenues for understanding the complex dynamics of social media influence. The present research suggests that perceived influencer expertise, trustworthiness, and attractiveness are key factors that may determine whether an individual chooses to follow an influencer or not. The more credible, trustworthy, and attractive an influencer is perceived to be, the more likely they are to attract followers who value their opinions and are interested in their content.

While the perceived similarity between the influencer and the individual may also play a role in some cases, it may not be as important as other factors such as perceived expertise and trustworthiness. This is because individuals may choose to follow an influencer based on their perceived expertise or credibility in a particular area, even if they do not necessarily share the same interests or values as the influencer.

Understanding the role of personality traits in social media interactions could inform strategies to mitigate potential negative impacts, particularly among vulnerable populations like adolescents (Rizzo et al., 2015; Rizzo et al., 2023).

The study contributes to the expansion of existing psychological theories related to media influence, persuasion, and personality. It integrates concepts from media psychology, personality psychology, and social psychology, offering a more comprehensive framework for understanding digital interactions.

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