



Intimate Self-disclosures of Social Media Influencers and Purchase Intentions Towards Chain Hotels in Sri Lanka Among Millennials

Madhawe, W^a and Lalith, C^b

Abstract

Millennials, who grew up with technology, have developed close relationships with social media influencers (SMIs), who shape audience attitudes through content creation and dissemination. Influencers often disclose personal information to build bonds with followers, influencing their consumer behavior. While previous studies have examined various aspects of this influence, the impact of influencers' intimate self-disclosure on millennials' purchase intentions, particularly in the context of chain hotels in aims underexplored. This study addresses this gap by investigating the mediating role of para-social (PSR) between SMIs' intimate self-disclosures and millennials' purchase intentions. A quantitative approach was used, employing a self-administered questionnaire with a sample size of 399, utilizing quota and convenience sampling. Data analysis through SPSS revealed a positive perception of SMIs' intimate disclosures and PSR among millennial consumers. Results indicated that intimate self-disclosure significantly impacts purchase intentions, with PSR partially mediating this relationship. These findings contribute new insights into how SMIs' intimate self-disclosures affect consumer behavior, providing valuable implications for influencers, social media users, and marketers in the hotel industry in Sri Lanka.

Keywords: Chain hotels, Intimate social Disclosures, Para-social relationships, Social media influencers, Sri Lanka

^a Department of Marketing Management, University of Peradeniya, Sri Lanka

^b Department of Marketing Management, University of Sri Jayewardenepura, Sri Lanka:
kpl@sjp.ac.lk