

**The Effects of Social Media Influencers on  
Consumers' Buying Intentions with Mediating Role  
of Consumer Attitude**

**Sadaf Damirchi**

Submitted to the  
Institute of Graduate Studies and Research  
in partial fulfillment of the requirements for the degree of

Master of Arts  
in  
Marketing Management

Eastern Mediterranean University  
February 2021  
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

---

Prof. Dr. Ali Hakan Ulusoy  
Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Arts in Marketing Management.

---

Prof. Dr. Melek Şule Aker  
Chair, Department of Business  
Administration

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Marketing Management.

---

Assoc. Prof. Dr. Emrah Öney  
Supervisor

---

Examining Committee

1. Assoc. Prof. Dr. Emrah Öney

2. Assoc. Prof. Dr. Orhan Uludağ

3. Asst. Prof. Dr. Mehmet İslamoğlu

## **ABSTRACT**

Today the influencer marketing is actually replacing the other forms of marketing especially the traditional ones. It is growing at a fast pace and number of people who working on social media platforms as influencer is constantly increasing. Since people tend to trust recommendations more from people they know, influencers are now trying to create a relationship in which followers may involve in influencer's everyday life by sharing stories and posts, hence boosting their trust.

By increasing trust in followers, social media influencers have the power to affect consumers' attitude and persuade them to buy the product they are endorsing for a particular brand. Companies are aware of this power and make the most of it by collaborating with social media influencers in their advertisements as the ambassador of the company to reach potential customers that may not be accessible using traditional marketing techniques and as a result increasing companies' sales and revenue.

This research tries to analyze the effects of social media influencers on consumers' buying intentions by considering the mediating effect of consumers' attitude. With the help of Social Learning theory, the factors that make a particular influencer effective enough to affect consumers' buying intentions and attitudes have been defined. These factors are Source Credibility, Source Attractiveness, Influencer-Product Fit, and Meaning Transfer.

The required data for this study collected from 300 Iranian people. According to the data analysis, the results demonstrated that Source Attractiveness has no effect on either consumers' attitude or consumers' buying intentions. In contrast, other elements that are Source Credibility, Influencer-Product Fit, and Meaning Transfer have significant and positive impact on both consumers' attitude and buying intentions. Furthermore, it has been concluded that consumers' attitude has a mediating effect on the relationships between Source Credibility, Influencer-Product Fit, Meaning Transfer and Buying Intentions. Consumer Attitude itself has a positive effect on buying intentions.

Finally, the last chapter of this thesis includes managerial implications of the study, limitations for this study, and also provide suggestions for future studies related to this topic.

**Keywords:** Social Media Influencers, Social Learning Theory, Source Credibility, Source Attractiveness, Influencer-Product Fit, Meaning Transfer, Consumer Attitude, Buying Intention, Iranian People

## ÖZ

Bugün ünlü (Influencer – etkileyici) pazarlaması, aslında diğer pazarlama biçimlerinin özellikle de geleneksel pazarlamanın yerini almaya başlamıştır. Günden güne hızla büyüyen ünlü (Influencer – etkileyici) pazarlaması, sosyal medya platformlarında her geçen gün artmaktadır. Sosyal medya fenomenleri, takipçileri ile aralarındaki güveni artırarak, tüketicinin tutumunu etkileme ve onları belirli bir marka için destekledikleri ürünü satın almaya ikna etme gücüne sahip olmaya başlamıştır. Şirketler, sosyal medya fenomenlerinin bu gücünü geleneksel pazarlama teknikleri ile ulaşamadıkları potansiyel müşterilere ulaşmak için kullanmaktadırlar. Şirketler pazarlama elçisi olarak reklamlarında sosyal medya fenomenleri ile işbirliği yaparak satışlarını ve gelirlerini artırmayı amaçlamaktadırlar.

Bu çalışma, sosyal medya fenomenlerinin tüketicilerin satın alma niyetleri üzerindeki etkisini, tüketicilerin tutumunun aracılık etkisini göz önünde bulundurarak incelemeyi amaçlamaktadır. Sosyal Öğrenme teorisinin yardımıyla, influencer' ın tüketicilerin satın alma niyetlerini ve tutumlarını etkileyecek kadar etkili kılan faktörler tanımlanmıştır. Bu faktörler kaynak güvenilirliği, kaynak çekiciliği, Influencer- ürün Uyumu ve anlam aktarımıdır.

Bu çalışma için 300 İranlı tüketiciden sosyal medya fenomenlerinin katkıları ile toplanmıştır. Veri analizine göre sonuçlar, kaynak çekiciliğinin ne tüketicilerin tutumu ne de tüketicilerin satın alma niyetleri üzerinde hiçbir etkisinin olmadığını göstermiştir. Bunun aksine, kaynak güvenilirliği, ünlü (influencer – etkileyici) - ürün uyumu ve anlam aktarımı gibi diğer unsurların hem tüketicilerin tutumu hem de satın

alma niyetleri üzerinde önemli ve olumlu etkileri vardır. Ayrıca, kaynak güvenilirliği, ünlü (influencer – etkileyici)- ürün uyumu, anlam aktarımı ve satın alma niyetleri arasındaki ilişkilerde tüketicilerin tutumu üzerinde aracılık etkisi olduğu sonucuna varılmıştır.

Tezin son bölümü ise çalışmanın yönetsel çıkarımlarını ve bu çalışmanın sınırlarını içermektedir. Ayrıca bu çalışma gelecekteki benzer çalışmalar için öneriler sunmamaktadır.

**Anahtar Kelimeler:** Sosyal Medya Etkileyenler, Sosyal Öğrenme Teorisi, Kaynak Güvenilirliği, Kaynak Çekiciliği, Influencer- Ürün Uyumu, Anlam Transferi, Tüketici Tutumu, Satın Alma Niyeti, İran Halkı

## **ACKNOWLEDGMENT**

Firs of all, I would like to express my deepest gratefulness to my thesis supervisor, Assoc. Prof. Dr. Emrah Öney. The motivation he gave me throughout this journey encouraged me to conduct my research as better i could. His greatest understanding always helped me to overcome any problems which came along during this period.

Besides, i would like to thank the rest of my thesis committee for their judicious comments which improved my research from different perspectives.

I would like to thank my family for most for all the emotional and financial supports that motivated me during this process and also reduces my anxiety. Finally, i would like to thank my dear friend, Arash Sahranavard, for always being patience and supportive and giving me valuable insights, which helped me throughout the thesis procedure.

# TABLE OF CONTENTS

ABSTRACT .....	iii
ÖZ .....	v
ACKNOWLEDGMENT .....	vii
LIST OF TABLES .....	xii
LIST OF FIGURES .....	xiii
LIST OF ABBREVIATIONS .....	xiv
1 INTRODUCTION .....	1
1.1 Introduction .....	1
1.2 Theoretical Background .....	3
1.3 The Aims and Objectives of the Research .....	5
1.4 Sampling Procedure and Data Collection Method .....	6
1.5 Structure of the Thesis .....	7
2 LITERATURE REVIEW .....	9
2.1 Introduction .....	9
2.2 Influencer Marketing .....	10
2.3 Source Credibility .....	13
2.3.1 Trustworthiness .....	17
2.3.2 Expertise .....	18
2.3.3 Attractiveness .....	20
2.4 Source Attractiveness .....	21
2.4.1 Similarity .....	22
2.4.2 Familiarity .....	23
2.4.3 Likability .....	24



2.5 Influencer-Product Fit .....	24
2.6 Meaning Transfer .....	27
2.7 Consumer Attitude .....	30
2.8 Buying Intentions Toward Endorsed Products .....	32
3 STATEMENT OF HYPOTHESES .....	34
3.1 The Relationship between Source Credibility and Consumer Attitude .....	34
3.2 The Relationship between Source Attractiveness and Consumer Attitude.....	37
3.3 The Relationship between Influencer-Product Fit and Consumer Attitude.....	38
3.4 The Relationship between Meaning Transfer and Consumer Attitude.....	40
3.5 The Relationship between Source Credibility and Buying Intention.....	41
3.6 The Relationship between Source Attractiveness and Buying Intention.....	44
3.7 The Relationship between Influencer-Product Fit and Buying Intention .....	45
3.8 The Relationship between Meaning Transfer and Buying Intention .....	46
3.9 The Relationship between Consumer Attitude and Buying Intention .....	47
3.10 The Mediating Role of Consumer Attitude on The Relationship between Source Credibility and Buying Intention .....	48
3.11 The Mediating Role of Consumer Attitude on The Relationship between Source Attractiveness and Buying Intention.....	50
3.12 The Mediating Role of Consumer Attitude on The Relationship between Influencer-Product Fit and Buying Intention .....	52
3.13 The Mediating Role of Consumer Attitude on The Relationship between Meaning Transfer and Buying Intention .....	53
4 METHODOLOGY.....	55
4.1 Research Design.....	55
4.2 Questionnaire Design.....	58

4.2.1 Specify The Information Needed .....	60
4.2.2 Interviewing Method .....	60
4.2.3 Determining the Contents .....	61
4.2.4 Overcoming Inability and Unwillingness to Answer .....	62
4.2.5 Decide on The Question Structure .....	63
4.2.6 Determine The Question Wording .....	64
4.2.7 Determine The Order of the Questions .....	65
4.2.8 Form and Layout .....	66
4.2.9 Reproduction of The Questionnaire .....	66
4.2.9.1 Pretesting .....	67
4.3 Sampling Design .....	68
4.3.1 Define the Target Population .....	68
4.3.2 Determine the Sampling Frame .....	68
4.3.3 Select a Sampling Technique .....	69
4.3.4 Determining the Sample Size .....	69
4.3.5 Execute the Sampling Process .....	70
4.4 Data Analysis .....	70
4.5 Ethics in Data Collection .....	73
4.6 Measures .....	73
5 RESULTS OF ANALYSIS AND DISCUSSION OF FINDINGS .....	78
5.1 Introduction .....	78
5.2 T-test for Gender Comparison .....	79
5.3 Measurement model .....	80
5.3.1 Common Method Bias .....	82
5.4 Structural Model .....	82

5.4.1 Results of the Proposed Relationships .....	82
5.4.2 The Explanatory Power of the Model .....	83
5.5 The Mediating Role of Consumer Attitude.....	84
5.6 Hypotheses Testing .....	85
5.7 Discussion of Findings .....	85
6 CONCLUSION .....	88
6.1 Introduction .....	88
6.2 Managerial Implications.....	88
6.3 Limitations of The Study .....	90
6.4 Suggestions for Future Studies .....	91
6.5 Conclusion .....	92
REFERENCES.....	94
APPENDICES .....	136
Appendix A: Questionnaire (English).....	137
Appendix B: Questionnaire (Farsi) .....	142
Appendix C: Software Outputs/Structural Equation Modeling .....	148

## LIST OF TABLES

Table 1: Thesis Structure .....	8
Table 2: Questionnaire Design.....	59
Table 3: Sampling Design.....	68
Table 4: Measures .....	74
Table 5: Independent samples Test .....	79
Table 6: Measurement model.....	80
Table 7: Discriminant validity .....	81
Table 8: Heterotrait-Monotrait Ratio .....	81
Table 9: Collinearity statistics.....	82
Table 10: Results of the proposed relationships .....	83
Table 11: Mediating effect of CA .....	84
Table 12: Mediating effect of CA .....	84
Table 13: Mediating effect of CA .....	85
Table 14: Hypotheses Testing.....	85

## **LIST OF FIGURES**

Figure 1: Conceptual Framework .....	54
Figure 2: Marketing Research Design Classification.....	56

## **LIST OF ABBREVIATIONS**

ANOVA	Analysis of Variance
AVE	Average Variance Extracted
BI	Buying Intention
CA	Consumer Attitude
CB-SEM	Covariance-Based Structural Equation Modeling
CFA	Confirmatory Factor Analysis
CR	Composite Reliability
HTMT	Heterotrait-Monotrait Ratio of Correlations
IPF	Influencer-Product Fit
MT	Meaning Transfer
PLS-SEM	Partial Least Square Structural Equation Modeling
SA	Source Attractiveness
SC	Source Credibility
VIF	Variance Inflation Factor

# Chapter 1

## INTRODUCTION

### 1.1 Introduction

Technology and specially Internet are growing at a fast pace today. The Internet and the applications which born out of it, provide organizations and individuals with latest opportunities (Berthon et al., 2012). Nowadays, people can easily develop their own online contents themselves by using social media platforms (Kietzmann et al., 2011). Instagram has been successfully established itself as the most popular social network among other social platforms.

For individuals, Instagram is mostly considered as a fun application by which they can share their stories and posts with their friends and have constant interactions with them. But from a business perspective, Instagram is considered as the most cost-effective way of boosting brand awareness and reaching potential customers. Instagram influencers typically create a bond with their followers in which followers can trust the influencers and also the brands they are endorsing (Kreutzer, R T, & Hinz, J, 2010; Mangold, W G, & Faulds, D J, 2009).

Businesses mostly take advantages of influencers and endorsers who are ordinary people gained fame by having online activities. Social media influencers can be regarded as celebrity endorsers and influencer marketing can be considered as a new form of celebrity endorsement. Since social media influencers have lots of followers

and interact with them on a regular basis, it is easy for them to influence people (Uzunoglu, E, & Kip, S M, 2014).The power of influencers to influence people or the ones who follow them attract companies whose target customers are the same as a particular influencer's followers or whose products and services match an influencer's characteristics or personalities (Hilker, 2017; Schroder, 2017).

Influencer marketing as the latest tool is significantly growing and the number of people who are working on social media platforms as influencer is increasing. It is now replacing the other forms of marketing especially traditional ones. Developing positive reactions from consumers is the major goal of conducting influencer marketing (Tapinfluence, n.d.; Wehype, 2016).

Since people tend to trust recommendations more from people they know, like their family, friends, co-worker, and etc., influencers are now trying to create a special bond with their followers and make a relationship in which followers may involve in influencer's everyday life by sharing stories and posts, hence boosting their trust as they may be involved in their private lives.

As mentioned above, since people trust influencers through the relationship that a certain influencer generated with his/her followers, they generally tend to believe user-generated contents or what influencers promoting more than traditional forms of advertising messages like printed ones, radio messages or television ads (Crowdtap, 2014).

By increasing trust in followers, social media influencers have the power to affect consumers' attitude to a large extent and even persuading them to buy the product they



are endorsing for a particular brand or even make them not to buy a special product from a competing brand. Companies are aware of this power and make the most of it by collaborating with social media influencers in their advertisements as the ambassador of the company to reach potential customers that may not be accessible using traditional marketing techniques and as a result increasing companies' sales and revenue.

However, not all the social media influencers are successful in persuading and convincing consumers. Various elements can affect the level of influencer's effectiveness in changing or shifting consumers' attitude toward the desired behavior. The factors that are investigated in this thesis are Source Credibility, Source Attractiveness, Influencer-Product Fit, and Meaning Transfer that will be discussed in details in literature review section.

## **1.2 Theoretical Background**

In this research, for forming our conceptual framework and our hypotheses, the Social learning theory has been used which is proposed by Bandura. Most of our knowledge about how people behave in social contexts are based upon Bandura, who is a social-science theorist. The social learning theory by Bandura & Walters (1963) has been significantly used in many previous academic studies, especially in advertising and communication (Bush et al, 2014). It is a theoretical framework that can predict consumers' behaviors (King, M M, & Multon, K D, 1996; Martin, C A, & Bush, A J, 2000).

Bandura stated that, "In the social learning system, new pattern of behavior can be acquired through direct experience or by observing the behaviors of others" (Bandura,

1971). This statement can make it clear why social media influencers are influential. Social learning theory explains that after being motivated, individuals show desired and favorable behavior from direct or indirect contact with social media influencers (Subramanian, S, & Subramanian, A, 1995; Moschis, G P, & Churchill Jr, G A, 1978). Bandura wrote, “On the basis of informative feedback, they (consumers) develop thoughts or hypotheses about the types of behavior most likely to succeed. These hypotheses then serve as guides for future actions” (Bandura, 1971). In other words, people tend to learn from examples and in fact, social media influencers act as an example to lead their followers. People on social media typically like to behave and act in the same way as their favorite social media influencers (www.Forbes.com, 2016).

To predict consumption behavior of consumers, past studies mostly conducted social learning theory, from social media influencers, family, friends, and etc. (Kotze, 2001; Clark, P W; Martin, C A & Bush, A J, 2001; Martin, C A, & Bush, A J, 2000). The effects of social media influencers on consumers’ intentions to buy or not to buy a particular brand or product can be explained by social learning theory, as stated by Makgosa (2010).

Nowadays, social media influencers appear as a person who can impact and change consumers’ preferences and behavior toward the favorable action by using social media platforms. Social learning theory provides the basis for better understanding the impacts of social media influencers.

It is actually proposed that the level of social media influencer’s effectiveness, (For instance, Source Credibility, Source Attractiveness, Influencer-Product Fit, meaning

transfer), in the eyes of consumers and also consumers' attitudes and preferences can generally impact the consumers' decisions to purchase a particular product. Social media influencers are commonly used by various businesses in order to make consumers exhibit the same behavior and reaction as a particular influencer on social media based on the special relationship and interaction that influencers were able to generate with his/her followers.

### **1.3 The Aims and Objectives of the Research**

The main goal of this study is to analyze how influencers can alter consumers' buying decisions. The impacts of the following constructs, which can be found in an effective influencer, on consumers' buying intentions will be investigated:

- Source Credibility
- Source Attractiveness
- Influencer-Product Fit
- Meaning Transfer

Besides, the relationship between any of these constructs and consumers' attitudes and preferences will also be studied. Moreover, consumers' attitude in this research has a mediating role which its impacts on the relationship between the mentioned constructs and consumers' buying intentions will be analyzed.

The aims and objectives of this research can be stated as the following:

- Analyze constructs which make influencers an effective source;
- Analyze the effects of social media influencers on consumers' buying intentions;

- Study the impacts of social media influencers on consumers' attitudes and preferences;
- Analyze the mediating role of consumer attitude on the relationship between social media influencers and consumers' intentions to purchase.

#### **1.4 Sampling Procedure and Data Collection Method**

Snowball sampling technique was used for this research. The number of respondents who took part in the survey was 300 persons, mainly from Iranian people who use any social media platforms specially Instagram. The survey was conducted online in order to collect data from the respondents.

The questionnaire which was developed for this research consisted of seven sections, with first six sections concerning the questions about the constructs of the proposed conceptual framework and the last part is about demographic information of the respondents. For answering each question, a seven-point Likert Scale was provided.

The parts used in the questionnaire are as follows:

1. Questions regarding Source Credibility
2. Questions regarding Source Attractiveness
3. Questions regarding Influencer-Product Fit
4. Questions regarding Meaning Transfer
5. Questions regarding Consumers' Attitude
6. Questions regarding Consumers' Buying Intentions
7. Demographic Questions

For assessing the reliability of the questions, a pretest was conducted with 20 respondents to make sure there in no mistakes in the questions or to make necessary

changes. The information of the respondents who participated in the survey were kept anonymous and taking part in the survey was 100% voluntarily.

## **1.5 Structure of the Thesis**

The first chapter of this thesis, provides an introduction to the emergence of influencer marketing along with the underpinning theory upon which the hypotheses has been proposed. Also, in this chapter the aims and objectives of the research has been shown and the data collection method and sampling procedure is exhibited. At the end of this chapter, the research structure has been outlined.

Chapter two presents a review from past academic studies regarding Influencer Marketing and the constructs of our proposed conceptual model which is based on Social Learning theory and are Source Credibility, Source Attractiveness, Influencer-Product Fit and Meaning transfer, Consumers' Attitude, and Buying Intentions.

Chapter three presents our research hypotheses and discusses the hypothesized relationships between each constructs of the proposed conceptual model.

Chapter four provides information about the research methodology. It represents the research design, the steps in the questionnaire design, data collection method, sample selection, sample size, methods of analysis, and ethical considerations.

Chapter five is about the data analysis of the collected data. It shows descriptive analysis, t-test, ANOVA, correlation analysis, reliability test (Cronbach's Alpha), confirmatory factor analysis, structural equation modeling, and hypothesis testing. Explanation of the results is also provided in this chapter.

Chapter six is devoted to the research conclusion. It also discusses the study limitations and provide suggestions for future studies related with the same subject.

The outline of the thesis is shown in the table below:

Table 1: Thesis Structure

Chapter 1	Introduction
Chapter 2	Literature Review
Chapter 3	Statement of Hypotheses
Chapter 4	Methodology
Chapter 5	Data Analysis
Chapter 6	Conclusion

## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

We are under the influence of approximately 1300 advertising incentives every day, up from only 170 in 1980, and marketers today are constantly competing against each other to attract more consumers to their brands. Although the effect of traditional marketing is falling, digital marketing and the use of social media is growing. Because of the digitalization, consumers are becoming more aware and more critical of advertising messages (Perrey et al., 2013).

Since many of the brands started using influencers for their advertisements, the competition between them has become fierce due to the large number of advertisers (Newman, 2015). Digitalization in fact enhances the new phenomenon of influencer marketing as people almost face it every day, even if they are unaware of that. Influencer marketing is considered as an effective tool in advertising since it is powerful in changing consumers' mind (Perrey et al., 2013).

Since the world is changing rapidly every day and traditional marketing seems not to be effective any more in this competitive world to enhance companies' sales, gaining profits and also reaching a broader consumer base, businesses should find new ways in order to stay in the market and eventually overcoming their competitors and gaining larger market share than others.

To stay competitive in the market, there would be so many ways, but one effective way that it will be discussed, is using digital marketing and presenting advertisements using famous celebrities and social media influencers. As the importance of influencer marketing is increasing constantly, it is useful to understand exactly what is influencer marketing, how it should be employed and how it is going to influence target consumers and their intentions to purchase.

In this chapter, we are going to explain influencer marketing first, and also our variables like Source credibility, Source attractiveness, Influencer-Product fit, Meaning Transfer, Consumer attitude and finally Consumer Buying Intentions towards products that are endorsed by either famous celebrities or social media influencers. Some of our variables like Source Credibility has elements that we will also talk about them in this chapter. These elements include trustworthiness, expertise and attractiveness for Source credibility. Familiarity, similarity and likability are related elements concerning the Source Attractiveness. What we will do in this chapter is explaining all of these items one by one with the help of previous studies.

## **2.2 Influencer Marketing**

The act of concentrating on a special person rather than the whole target market is considered as the influencer marketing (www.Forbes.com, 2016). Marketing through influencers is in fact kind of virtual word of mouth, and target audience tends to act positively towards messages delivered from a trusted friend or character over a post sponsored by a company. 92% of consumers have been proved to accept recommendations mostly from their family and friends over the other form of marketing techniques. (Whitler, 2014).



Marketers and advertisers attempt to make use of influencer marketing by communicating their advertisements and messages through social media endorsers. 56% of consumers who use social media stated that they will consider advices from their friends, while 49% of them would rely on social media influencers (Swant, 2016). Advertisers are enthusiastically paying endorsers since they have created a trusting bond with their followers and also they have lots of followers on any of the social media platforms.

This form of marketing has become well-known in advertising area. Influencer marketing is generally more favorable than other traditional forms of marketing as one research revealed that it is able to create 11 times more return on investment (Kirkpatrick, 2016).

There are various tools that can be employed for executing influencer marketing. Bloggers have become important endorsers since they are authentic in the eyes of consumers and they have loyal followers. When an endorser or blogger promotes a product, it seems more reliable than traditional advertising. It's not necessary to have blog in order to be a successful influencer anymore; you just need to have a substantial Instagram presence. From a marketing point of view, having a smart, well-executed Instagram instead of a blog is essential (Brannigan, 2016).

Marketers and advertisers are increasingly using social media influencers to advertise their products, services or their brand. Marketers want to get the attention of consumers toward their own products and services in order to purchase their products by transmitting the positive attributes of influencers onto the product or service (Atkin, C, & Block, M, 1983).

Social media influencers can considerably enhance the effectiveness of the commercial messages, as stated in many past studies like: (Amos, C; Holmes, G, & Strutton, D, 2008; Erdogan, 1999; Bergkvist, L, & Zhou, Kris Qiang, 2016; Atkin, C, & Block, M, 1983). Companies have started using influencers especially Instagram influencers and Bloggers to promote their brand (Marwick, 2015).

Influencers of social media platforms have successfully become well-known since they established themselves as experts in a particular domain (Khamis, S; Ang, L, & Welling, R, 2017). Moreover, influencers are effective tool for promoting brands, because they have lots of followers gained by sharing user-generated contents almost every day with their followers like beauty bloggers, fashion bloggers and etc. (Swarna, Bruning and Lin, 2018).

Influencer marketing is a technique which uses social media influencers or even ordinary people who gained fame by having lots of followers to convey the message of a particular brand (Tapinfluence, 2017). Marketing through social media influencers is deemed to be the marketing strategy of 2017 (Talaverna, 2015; Harrison, 2017; Patel, 2016). Generally, endorsers are being paid by companies in order to endorse their brands (Tapinfluence, 2017). All social networks are suitable for influencers but Instagram and Instagram influencers are among the most effective ones (Markethub, 2016).

Influencers have collaborated with brands for many years. The advantages of influencer marketing are to gravitate consumers toward brands, empowering the brand remembrance an also enhancing brand awareness (Yen, C.H, & Teng, H.Y, 2015;

McCartney, G, & Pinto, J.F, 2014; Van der Veen, R, & Song, H, 2014). Some of these influencers have become mainstream celebrities.

Numerous studies affirmed that influencer marketing is now an important part of marketing. In 2016, approximately 60% of marketers used endorsers to promote their products as part of their strategies in order to reach those consumers who are hardly accessible (Krasniak, 2016). Influencer marketing is now valued between 10-15 billion dollars and this number is expected to increase in the future (Morin, 2016). Over a 75% of marketers now spend something over 500,000 dollars a year on influencer marketing (Izea, 2017).

There are some variables associated with the influencers that can make them most effective in directing consumers intentions toward purchasing and buying those products or services that they are promoting for a particular brand. One of these variables is Source credibility that we are going to explain it in detail using previous studies in the following heading.

### **2.3 Source Credibility**

In 1950s, Hovland and Weiss has improvised a model which is called a Source Credibility Model. In the study of Guillama (2000), Hovland was among the first researchers who studied endorser credibility (Hovland, C.I; Janis, I.L, & Kelley, H.H, 1953). Ohanian (1990) stated that the term “Source Credibility” can be used to point to the positive characteristics of an influencer or generally a communicator that can alter the consumer’s decision whether to accept the message or not, meaning that communicated information can be affected by the influencer’s features and thus increasing the speed of information adoption (Ohanian, 1990; Hovland, C.I; Janis, I.L,

& Kelley, H.H, 1953; Pornpitakpan C. , 2004; Dou, X; Walden, J A; Lee, S; Lee, J Y, 2012).

As mentioned by Adler & Rodman (2000), the extent to which an influencer is considered as being believable and their ability to have impact on receiver's decision can be considered as source credibility. According to Hovland et al., (1953) source credibility can be defined as when influencers provide their audience with viable claims or the amount of certainty in an influencer's purpose to convey claims that he/she finds viable. In other words, an influencer is credible when he/she is believable, competent and trustworthy (Petty & Cacioppo, 1986).

Past studies paid significant attention to influencer's credibility, e.g.: (Bergin, 1962; Aronson, E; A Turner, J, & Carlsmith, J M, 1963; Bochner, S, & Insko, C.A, 1966). In many previous studies influencer credibility has been a factor dealt with a consumer's attitude toward advertising and consumer purchasing intentions toward endorsed products. (Lutz, R.J; Mackenzie, S.B, & Belch, G.E, 1983; Mackenzie, S.B, & Lutz, R.J, 1989; Goldberg, M & Hartwick, J, 1990; Haley, 1996; Goldsmith, R.E, & Lafferty, B.A, 1999; Goldsmith, R.E, & Newell, S.J, 2001). In past, endorser credibility was an important factor just in advertisements and commercials (Aronson et al., 1963). Now, it is identified that an element which can have a considerable influence on consumer's decision to buy a product and their attitude toward marketing techniques is nothing just source credibility (Lutz et al., 1983).

As Erdogan (1999) stated, endorser credibility is the total amounts of his/her positive characteristics that can help to enhance the acceptance of the message received by the audience. According to Belch, G & Belch, M (1994), if influencers have relevant

knowledge, skills or experience perceived by the consumers and they can trust the source that he/she provides them with unbiased and objective information, it can be concluded that the source is credible.

Yoon, Kim & Kim (1998) and Anderson (1970) stated that the value of information can be enhanced when the source credibility is conceived as a “weight”. It has been proven that source credibility can exert absolute influence over the audience’s persuasion and the way they respond behaviorally (Pornpitakpan C. , 2004). Erdogan (1999) stated that the influencer who is credible can be more influential and persuasive than a one who is not. The transformation of the information will be easier when it is issued by a high credible source and thus will be perceived as useful and reliable (Cheung, C M K; Lee, M K O, & Rabjohn, N, 2008; Ko, DG; Kirsch, L J, & King, W R, 2005).

Source credibility was described as a categorical variable in some experimental studies such as: (Anderson, K, & Clevenger, T, 1963; Griffitt, 1966; Maddux, J E, & Rogers, R W, 1980), where individuals are high or low in credibility. It is seen that in few research studies, high credible sources tend to cause higher behavioral compliance among audience than low credible source (Ross, 1973; Woodside, A G, & Davenport, W J, 1976; Woodside, A G, & Davenport, W J, 1974). Moreover, the effectiveness of the message will increase when it is presented by a high credible source (Strenthal, B; Dholakia, R, & Leavitt, C, 1978).

Trustworthiness and expertise are the two major dimensions of source credibility as they have been proved to play a role in measuring the effectiveness of the message (Hovland et al., 1953). However, besides these two dimensions there is another

element that has been accepted as the third components of the model which is called attractiveness (Ohanian, 1990). Attractiveness is an element that receives more attention in advertising domain, however most of the past research proposed trustworthiness and expertise as important dimensions of source credibility (Ohanian, 1990). Moreover, indicated by Wu & Shaffer (1987) and Metzger (2007), attractiveness is affirmed to has a vital role in convincing process and also has an effect on the credibility of the source.

Described by most of the past researches, endorser credibility has three dimensions which are trustworthiness, expertise and attractiveness (Baker, M, & Churchill, G, 1977; Giffin, 1967; Hovland, C.I; Janis, I.L, & Kelley, H.H, 1953; Joseph, 1982; Kahle, L.R, & Homer, P.M, 1985; Maddux, J E, & Rogers, R W, 1980; Mills, Judson, & Harvey, John, 1972). Ohanian (1990; 1991) and number of researchers also recognized three elements for endorser credibility which are trustworthiness, expertise and attractiveness. Some of the researchers have included these three components within the concept of source credibility model such as (Ohanian, 1990; Yoon, K; Kim, C H, & Kim, M S, 1998; Goldsmith, R.E, & Lafferty, B.A, 1999).

The elements of source credibility mentioned above can change consumer's mind as mentioned by Cheung, Lee & Robjohn (2008). When researchers want to examine the effectiveness of an endorser or an influencer they should consider the trio facets model of source credibility as the endorser's perfection is related to these dimensions (Ohanian, 1990). Next, we will continue with explaining the first dimension of Source credibility which is called trustworthiness.

### **2.3.1 Trustworthiness**

Ohanian (1990) described trustworthiness as the extent to which the recipients of the message place confidence in an influencer's purpose that he/she will provide them with assertions that are most valid. It can be also stated as the degree of confidence which audience has concerning the validity of assertions that the influencer provides (Ohanian, 1990). Erdogan (1999) also asserted that a trustworthy influencer is a person who perceived as being honest and believable by the audience. In other words, the endorser possesses dignity, believability and honesty and these are observed by the consumers (Erdogan, 1999). Trustworthiness depends on the perception of the consumers regarding the validity of assertions proposed by the influencer (Erdogan, 1999; Hovland, C.I; Janis, I.L, & Kelley, H.H, 1953).

Moreover, as indicated by Sallam & Wahid (2012), trustworthiness is a trust paradigm in which a person has belief in the endorser and level of believing the message. Like many other researchers, McCracken (1989) also proposed that willingness of the endorser to make viable claims can be defined as trustworthiness.

Advertisers typically search for endorsers who are considered as trustworthiness, means that they will select influencers who are honest, believable and dependable (Shimp T. E., 1997). They mostly attempt to select influencers high in trustworthiness, affinity and honesty (Shimp T. A., 2003). Many literature supported that trustworthiness can enhance the effectiveness of the message (Chao, P; Wuhner, G, & Werani, T, 2005). When the source is believed to be trustworthy by the audience, they will also perceive the communicated message as highly believable (Hovland, C.I; Weiss, W, 1951).

One effective way of making the customer confident about the endorsed product is an establishment of trustworthiness (Hakimi, B Y; Abedniya, A, & Zaeim, M N, 2011; Ohanian, 1990). Having trust in influencers will result in more influential endorsers who have the power of changing consumers' minds towards desired behaviors by the organization in hope of achieving what they view as suitable for their brands (Miller, G R, & Baseheart, J, 1969). Proposed by Schiffman & Kanuk (2004), when endorsing a product or service, influencers should be considered as trustworthy.

Trustworthiness is a motivation of influencers and generally communicators to convey an unbiased message (McGuire W. J., 1969; Senecal, S, & Nantel, J, 2004) that this in fact is related to honesty and believability (McGinnis, E, & Ward, C D, 1980).The second dimension of Source credibility is the special ability or knowledge of the influencer in a special field that is called influencer expertise and it will be discussed it in the next heading.

### **2.3.2 Expertise**

Expertise is defined in terms of conclusiveness (McCroskey, 1966), experience (Whitehead, 1968), and proficiency (Applbaum, R L, & Anatol, K W E, 1972). Expertise is referred to the information and skills of an influencer that is perceived as a source of cogent claims by the audience (Hovland et al., 1953). Hovland describes expertise as the ability of an endorser to provide his/her audience with valid information (Hovland et al., 1953). Expertise can also be defined as the influencer who is able to provide sound claims as stated by McCracken (1989). The expertise is specified by estimating influencer's attributes, such as his/her information, competence or proficiency (Erdogan, 1999).



With regard to expertise, according to Ohanian (1990) it is not important whether the influencer has expertise in the field, but it is important that in the eyes of consumers, the influencer perceived as an expert. Erdogan (1999), Hovland et al., (1953), and Ohanian (1990) all agree that expertise is attributed to the perceived reliability of the influencer's knowledge. By pointing out to what Van der Walldt (2009) has indicated, an influencer who possessed sufficient information, proficiency and experience to endorse a brand is regarded as the expert in the advocated domain.

Information adoption can be affected by the source expertise (Cheung et al., 2008). Relatively, influencers and endorsers who are high in expertise are more effective than those who are low (Maddux, J E, & Rogers, R W, 1980). For influencers to be more influential, it is essential to be perceived as experts by their audiences (Braunsberger, K & Munch, J M, 1998). Speck, Schumann & Thompson (1988) are also agreed that in order to create higher brand recognition and be influential, influencers need to be considered as experts. The endorser's effectiveness is determined by his/her expertise (Amos et al., 2008). It can be say that, as mentioned by Ohanian (1990) expertise has an encouraging effect on persuading audience.

Generally, receivers of the message will more trust a person who has related knowledge or expertise in a specific field (Belch, G & Belch, M, 1994). To be a successful influencer, being the one who has expertise related to advocating area is reported as being vital in endorsing process (Daneshvary, R & Schwer, R K, 2000). To make it more clear, in a selling context, for example, the salesperson who has expertise can more persuade consumers to make a purchase than non-experts one (Woodside, A G, & Davenport, W J, 1974).

Technical and practical proficiency are the two concepts that are considered in explaining the expertise (Braunsberger, K & Munch, J M, 1998). So, expertise can be examined in two ways as stated by Farr (2007). Whether the influencer possesses skills or special knowledge will be regarded as technical competence (Braunsberger, K & Munch, J M, 1998) and influencers can acquire them through studying, practicing, exercising and education (Farr, 2007). Practical competence, in contrast, is the experience or skills that the influencer gained through direct involvement and can be achieved by experiment (Braunsberger, K & Munch, J M, 1998). Both technical and practical competences are considered when evaluating a perceived expertise of an endorser (Farr, A C & White, K, 2003). The last element of source credibility that we are going to explain it next is attractiveness which is proved to has a significant impact on how individuals will react to a certain product and influencer.

### **2.3.3 Attractiveness**

Attractiveness, according to Baker & Churchill (1977), Patzer (1983), and Soloman and Caballero (1984) is defined through facial and physical attractiveness, sex appeal (Steadman, 1969) or likability and sexuality (Maddux, J E, & Rogers, R W, 1980). As mentioned by Chaiken (1979), Kahle and Homer (1985), Ohanian (1990), Joseph (1982), and Patzer (1983), one of the most important dimensions of source credibility is attractiveness. Attractiveness not only entails physical appearances but also includes personality of the endorser (Erdogan, 1999), as well as intellectual skills, way of living and skills of the influencer as proposed by Erdogan (1999).

A person's first judgment transferred to another person that is determined by the attributes and features of the influencer, such as height, facial beauty and weight is related to attractiveness (Bardia, Y.H; Abed, A & Majid, N.Z, 2011). An important

key in a person's initial judgment of another person in advertising and communication context is physical attractiveness (Baker, M, & Churchil, G, 1977; Joseph, 1982; Chaiken, 1979; Kahle, L.R, & Homer, P.M, 1985). When the influencer possesses some adjectives like elegant, handsome, sexy and beautiful, the perception of credibility is created by the sources of attractiveness (Ohanian, 1990).

Attractive influencers can affect trustworthiness and expertise which are the dimensions of endorser credibility and even affection for the influencer in addition to change consumer's reactions and advertisements assessment (Patzner, 1983). The message that is transferred from the endorser to the target audience can be enhanced by the attractiveness of the source (Canning, L E & West, D, 2006), attractive endorsers and influencers are generally mostly believed, liked and preferred by the consumers and in addition, they have a positive effect on products than unattractive ones (Joseph, 1982). Another variable that can help an influencer to become successful is source attractiveness and it will be discussed in detail using previous studies.

## **2.4 Source Attractiveness**

Concepts that are most considered in source attractiveness model are likability, familiarity and similarity as well as physical characteristics of the influencer and his/her personality traits and even their position in the society (McCroskey & McCain, 1974). The effectiveness of the information presented by influencers and communicators is specified by the main concepts of source attractiveness, mentioned above, familiarity, likability and similarity (Ohanian, 1990; Kiecker, P; Cowles, D, 2001). Similarly, McGuire (1985) identified these three dimensions for source attractiveness model.

Source attractiveness model relates to Physical attractiveness such as similarity, familiarity and likability that are important factors for the first judgment of another person (Ohanian, 1990; McGuire W. , 1985). When consumers interact with their family, friends or other consumers who are alike, source attractiveness is engendered (Kiecker, P; Cowles, D, 2001). Yet consumers are more inclined to form positive perceptions about influencers who are attractive, most advertisements use such people (Erdogan, 1999). As we mentioned three elements of source attractiveness include similarity, familiarity and likability, we are going to explain all of them one by one starting with the first dimension which is similarity.

#### **2.4.1 Similarity**

The concept of similarity emerged when there is a resemblance between the consumers and endorser and can be measured if the influencer and the target audience share similar goals, needs and lifestyle (Ohanian, 1990). The likelihood between the person who sends the information and who receives it can also be defined as similarity, mentioned by Kiecker & Cowles (2001) and McGuire (1985). Belch and Belch (2001) proposed the same definition of the similarity as other researchers mentioned above and he also added that a person can be more influenced by the message of the person with whom he/she feels a sense of similarity. Similarity can be explained as when individuals have the identical demographic, living the same way and share similar interests and goals (De Bruyn, A & Lilien, G L, 2008).

Unity is better created between the influencer and consumers when they share common interests and lifestyle (Erdogan, 1999). Hence, influencers are chosen upon their characteristics that will best match with the consumers, that is why companies and organizations try to create empathy by using endorsers, since it will create a bond

between the influencer and his/her target audience (Belch, G E & Belch, M A, 2001). Individuals who are more identical have the tendency to communicate with each other more often (De Bruyn, A & Lilien, G L, 2008). Next, we are going to explain the second dimension of source attractiveness called familiarity.

#### **2.4.2 Familiarity**

Understanding of the source through representation is defined as familiarity, stated by Belch and Belch (2001). In other words, it is the knowledge that influencer has through exposure (Erdogan, 1999; Belch, G E & Belch, M A, 2001). Degree of comfort between the influencer and the audience can also be considered as familiarity (Kiecker, P; Cowles, D, 2001). The level of the knowledge that an endorser has about the brand is defined as familiarity according to Belch and Belch (2001). When audience feels more intimacy with the influencers, they would consider him/her as being more believable because the perception of risk in making decision are lessened (Lee, Z C & Yurchisin, J, 2011).

The exposure effect mentioned by Zajonc (1968), stated that when a person is familiar with an endorser and is more exposed to him/her, will spontaneously like that influencer more. When there are brief exposures of the endorser and longer delays between those exposures, the effect of familiarity will be enhanced. In contrast, when there are long exposures of influencer and the delays between the exposures are shorter, the effect of familiarity will be decreased (Bornstein, 1989). The third and last dimension of source attractiveness is considered with physical appearance or personality of an influencer which is called likability.

### **2.4.3 Likability**

Liking the influencer because of his/her physical appeal or personality characteristics is identified as likability (Belch, G E & Belch, M A, 2001). Kiecker and Cowles (2001), and Teng et al., (2014) defined likability the same as what Belch and Belch (2001) proposed and includes aspects regarding individual's emotions toward the endorser (Haley, 1996). McGuire (1985) also has the same definition and described likability as the affection that results from physical appearance and behavior. Erdogan (1999) also proposed the same description of the likability as other researchers.

The interpersonal attraction between the influencer and his/her followers can be identified by likability (Ohanian, 1990). The effectiveness and influence of the message provided by the source that is high in likability will be enhanced since these resources can create significant awareness and message remembrance (Jain, S P & Posavac, S S, 2001). Stated by Dwivedi, McDonald & Johnson (2014), likability is part of the source attractiveness and they can get the attention of more consumers toward the product and the brand.

When the audience likes the influencer they will also like the brand he/she endorses and that's why advertisers use influencers in their advertisements (McGuire W. , 1985). For making a certain influencer and a marketing campaign to be successful, there should be a match between influencer characteristics and the product features he/she is endorsing. This variable is called influencer-product fit.

## **2.5 Influencer-Product Fit**

Similarity between influencer's characteristics and features of the product is assumed as product match up model (Jamil, R A & Rameez ul Hassan, S, 2014). As mentioned

in the study of Beatty and Misra (1990), the remembrance and impact of the brand and product will be improved if there is similarity between the source and the brand he/she is endorsing. Congruence principle is supported in the match-up study (Roy, 2006).

Match-up hypothesis asserted that influencers will be more influential if there is a match between them and the product they are endorsing (Till, B.D & Busler, M, 2000). Amos et al., (2008) indicated that match up hypothesis explain the resemblance between the specification of the brand and endorser's personality traits to enhance the effectiveness of the advertisement. Expertise, attractiveness and image of the influencer will be considered in specifying the congruency (Baker, M, & Churchill, G, 1977; Forkan, 1980; Till, B.D & Busler, M, 2000; Freidman, L & Friedman, H, 1979; Kamins, 1990).

All the advertisements are decoded by the consumers and they will develop an idea about them. When they are decoding these advertisements they try to find a relationship and similarity between endorsers and the brand being endorsed (Mishra, A S; Roy, S & Bailey, A A, 2015). Consumers tend to relate products to their own personality traits, colleagues, friends or family members. Meaning that consumers are inclined to consume those products they can find association with (Fortini-Campbell, 1992). The use of endorsers in the advertisement transfers more information than a verbal message, as suggested by match-up hypothesis (McCormick, 2016).

If consumers find no congruency between the brand and influencer they will just recall the influencer and not the product (Byrne, A; Whitehead, M & Breen, S, 2003) and thus the "Vampire effect" will be occurred that is a concept the influencer sucks the life-blood of the product, dying it (Evans, 1988). Consumers may think that influencers

are just handsomely paid to advertise a product or service if there is no match between them and what they endorse (Erdogan, 1999), as a result the message that is transferred will not be effective (Houston, C R; d'Ouille, E & Willis, T H, 2003).

When choosing influencers for advertisements, firms should pay attention to the congruency between the attributes of the product and the characteristics of the influencer (Bergkvist, L; Hjalmarson, H & Magi, A, 2016), since the higher brand recall is resulted from the match between the influencer and brand (Misra, S & Beatty, S.E, 1990). The effectiveness of the advertisements depends on the similarity between influencer and brand in terms of personality, proficiency and image (Kamins, M.A & Gupta, K, 1994).

High level of believability is a consequence of the match between the influencer and the product (Thwaites, D; Lowe, B; Monkhouse, L.L & Barnes, B.R, 2012; Chan, K; Leung Ng, Y & Luk, E.K, 2013; Kotler, 1997; Kamins, M.A & Gupta, K, 1994). An endorser who is similar to what he/she endorses can generate greater promotions and commercials (Kamins, M.A & Gupta, K, 1994; Levy, 1959). Comparing to less congruent product/endorser image, influencer with high amount of similarity with the product can cause higher believability (Kotler, 1997). Communication effectiveness depends on the match between the messages transferred by the endorser image and the brand message (Erdogan, 1999).

As mentioned by consumers, match-up model is important to endorsement effectiveness (Djafarova, E & Rushworth, C, 2017). The impact of influencer-product match on source's credibility is more important for endorsers, yet they share regular information with their followers as they branded themselves for a special domain of



interest such as “beauty bloggers” (Balog, K M; Rijke, D & Weerkamp, W, 2008). The importance of match up principle for enhancing credibility and social accessibility is the same as all other attributes relates to influencers (Kamins, 1990; Kotler, 1997). Match of the source with the brand is important since consumers tend to identify the brand with the source (Kamins, M.A & Gupta, K, 1994).

Endorser-product fit is crucial for transmitting the message correctly and to boost endorser’s credibility. Baker and Churchill (1977) believed that in creating the most influential relationship, the fit between the endorser and the brand plays a vital role. Influencer- product fit is a determinant of endorsement process (Erdogan, B Z & Baker, M J, 2000; Spry, A, Pappu, R & Cornwell, T B, 2011; Till, B.D & Busler, M, 2000; Batra, R & Homer, P M, 2004; Fleck, N; Korchia, M & Le Roy, I, 2012).

For brand/product to be successful, it is important to ensure that there is congruence between influencer and brand (Farhat, R & Khan, B M, 2011; Kumar, K S & Velavan, A, 2014). Cooper (1984), Forkan (1980) also asserted the importance of congruence principle. Influencers tend to be a special symbol for a particular brand if there is a proper match between he/she and the product. This can be called meaning transfer which will be discussed later.

## **2.6 Meaning Transfer**

Numerous studies suggest that the fact consumers tend to symbolize rather than just consuming the product may be the basis of purchasing certain products (Levy, 1959). Through consumption process, consumers retain, define and create their identities. In order to adopt certain status in a society or to boost self-confidence, consumers tend to purchase or display specific goods and using certain services. (Oyserman, 2009;

Ahuvia, 2005; Elliot, R & Wattanasuwan, K, 1998; Richins, 1994; Belk, 1988; 1990; Schouten, 1991). The meaning transfer is based on the notion that in society, which is a cultural phenomenon, consumers believe that influencers have shared cultural significance (McCracken, 1989).

McCracken (1989) is the person who developed the meaning transfer model and he mentioned that influencers contain a wide range of meanings (Schlecht, 2003). He defines this model as the translation of meanings to the product or brand (McCracken, 1989). According to him, influencers personified certain images to the consumer and then those images conveyed to the brand from the influencers within endorsement process (McCracken, 1989). McCracken (1989) believed that consumers consume meaning attributed to the brand rather than the product itself. Meaning that, consumers consume meaning of the product or service while they consume the actual product or service simultaneously (McCracken, 1989).

The meaning transfer model is defined as the effectiveness of an endorser is assessed by the meanings consumers linked to the influencer and finally conveyed to the product (Schlecht, 2003). Endorsers can typically transmit the meanings like status, age, class, personality, and life style which are related to them onto the goods they are promoting (McCracken, 1989). As a result of meaning transfer, a certain firm, brand or product will be more valuable (Amos et al., 2015).

Media helps influencers to develop a certain character in the society by advertising certain meanings and concepts. The society then attributes these images to endorsers and as influencers advertise a product or brand, these images will be conveyed to a firm, brand or product (McCracken, 1989; 1986). So, influencers are effective in

marketing as they help consumers assess their feelings toward a certain product by providing a set of meanings or features (Martin, 1996).

McCracken (1986) stated that meaning transfer model conveys meanings from the society to the product through advertisement and endorsing process and then to the consumers when they consume or acquire the product. Endorsement process is described from the culture perspective as proposed by McCracken (1989) and he confessed that endorser effectiveness is based upon the concepts he or she adds to the advertising endorsement. As a result, Advertisers and firms should search for symbolism that embraces influencers to decide whether these meanings are suitable for the brand (McCracken, 1989).

Meaning transfer model has three parts. In the first part, meanings that are linked to the influencers are identified and then will transfer to the product or brand. In other words, transferring of the message from the endorser to the product is taking place in this stage. In the second part, by linking certain meanings to the influencer, those meanings become associated in the consumer's mind. Meaning that, the message conveyed from the brand to the consumer. In final part the message that is conveyed to consumers' mind from the product will impact on his/her purchasing decision. This stage is actually the consumption process. This step is essential due to the role of consumers in supporting brands with influencers (Schlecht, 2003; McCracken, 1989). Consumer attitude is one of the major factor that marketers and influencers are trying most of their time to influence it or even direct it toward exhibiting behaviors which are most appropriate for the company.

## **2.7 Consumer Attitude**

Since the 1960s attitude has been widely used in marketing concept (Sallam, M A A & Wahid, N A, 2012). Attitude takes its origin from social psychology (Eagly, A & Chaiken, S, 1993). An individual's enduring internal assessment can be considered as a consumer attitude (Mitchell, A.A & Olson, J.C, 1981). In other words, everlasting evaluation of individuals and entities is called attitude (Hoyer, W.D & MacInnis, D.J, 1997). They are permanent, as they tend to be enduring (Solomon et al., 2006). It can be a basis of a person's willingness to behave in a special manner (Fishein, M & Ajzen, I, 1975). Thus, it can be a useful tool in order to predict how consumers will react to a certain brand (Oskamp, 1999). These reactions can be either favorable or unfavorable toward the brand after seeing the commercial (Phelps, J.E & Hoy, M.G, 1996).

According to Kotler (2000), evaluating an object personally, emotional feeling and action tendency that a person has toward that object or ideas can be described as an attitude. It can also be defined as a permanent action to the same motive (Pickton, D & Broderick, A, 2005). Perloff (2003) also asserted that attitude is a learned and global assessment of a certain object that can influence a person's behavior.

Attitude is an important concept that researchers often use it to predict and understand how consumers will react to certain object and how this can affect their behavior (Alsmadi, 2006). Sometimes, consumer's reaction toward a certain entity can be influenced by his/her attitude toward another item (Hoyer, W.D & MacInnis, D.J, 1997).

Attitude has been used as an efficient tool in measuring the effectiveness of advertisement in various studies (Tripp, C; Jensen, T D & Carlson, L, 1994; Bright, L

& Cunningham, N, 2012; Subhadip, 2012; Bhatt, N; Jayswal, R & Patel, J, 2013). When creating influential interactions between an influencer and consumers on social platforms, it is always essential to figure out consumer's attitude and the factors that can impact their behaviors and thoughts (Solis, 2011). That's why influencers sometimes take part in advertising campaign to either change the existing attitude toward brand or even create a positive attitude towards it (Fill, 2009).

Marketers and advertisers should be conscious of the factors that can impact consumer's attitude, since consumers are creating meanings about brands more and more that it is something solely controlled by firms in the past (Heinonen, 2011). Marketers are interested in consumer's attitude as it is an important fact for making a marketing act to be successful (Solomon et al., 2010). Since marketers want to change how consumers think and react to products or brands, having knowledge about their attitude is an important concept (Perloff, 2003).

To determine the effectiveness of an advertisement, consumer's attitude plays a vital role, because consumers tend to be more attracted to the advertisements they like (Mehta, 2000). In advertising context, attitude is described as a favorable or unfavorable response to a certain stimulus (Bauer, R & Greyser, S, 1968) within a specific exposure situation (Mackenzie, S.B, & Lutz, R.J, 1989). Although attitude shows consistency over time, but marketing activities like influencer endorsement can change it (Solomon et al., 2012). The goal of all influencer marketing campaign is affecting consumer attitude and finally make them purchase the products or services that a particular influencer is endorsing. This will be the desired behavior for most of the companies.

## **2.8 Buying Intentions Toward Endorsed Products**

Purchase intention is defined as the buying intentions and possible transaction behavior displayed after assessing a product (Schiffman, L G & Kanuk, L L, 2000). Purchase intention shows how possible it is a person would acquire a good (Phelps, J.E & Hoy, M.G, 1996). Some reasons may cause a consumer to think about buying a certain product. These can be a need for that product or service, opinions about the firm, brand, and product, or it may be the need to learn about the product (Bradmore, 2004). It refers to tendency to obtain a particular good (Belch, G.E & Belch, M.A, 2004). Consumers often look for the past experiences they had with a certain good when they want to buy it (Bradmore, 2004).

Purchase intention is a personal desire for a brand or product (Bagozzi, R & Burnkrant, R E, 1979) and the possibility the consumer will buy that product or brand (Dodds, W B; Monroe, K B & Grewal, D, 1991; Fishein, M & Ajzen, I, 1975; Schiffman, L G & Kanuk, L L, 2000). Consumer's tendency and probability of purchasing a product shape the purchase intention (Bagozzi et al., 1979; Ostrom, 1969). Due to the interplay between needs and expectations, conception about the brand and promotional activities, consumers may intend to buy a product over competing brand (Kotler, P & Armstrong, G, 2010; Tirtiroglu & Elbeck, 2008).

Sam and Tahir (2009) defined purchase intention in their studies as the probability that a person would buy a certain good exhibited in an advertisement. Consumer's tendency to present a transaction behavior after assessing a product is defined as a purchase intention and marketers employ consumer responses to a product in order to

measure the probability of consumer's buying intentions (Wang, J S; Cheng, Y F & Chu, Y L, 2013).

Purchase intention has been used as a dependent variable in many previous studies (Wilson, R D & Machleit, K A, 1988; Yi, 1990; William & Saliagas , 1987; Goldsmith, R E; Lafferty, B A & Newell, S J, 2000). Consumers come to buying decision based on their personalities and decision making process after being stimulated by external factors (Kotler, 2000).

As mentioned in previous paragraphs, buying intentions can predict the possibility of consumer to acquire a product and the higher it is, the greater a consumer's desire to purchase the good (Schiffman, L G & Kanuk, L L, 2000; Dodds, W B; Monroe, K B & Grewal, D, 1991). Consumers tend to collect information, assessing alternatives and making purchase by following their previous experiences, superiority and external factors (Dodds, W B; Monroe, K B & Grewal, D, 1991; Yang, S U & Lim, J S, 2009; Zeithaml, 1988; Schiffman, L G & Kanuk, L L, 2000).

Consumer buying behavior is composed of consumer's attitude, evaluation and external factors and it is crucial to predict consumer behavior (Fishein, M & Ajzen, I, 1975). After explaining all of the variables using previous studies, we will explore the effects of each of these variables on the other and in other words, finding the relationship between them in the following chapter.

## **Chapter 3**

### **STATEMENT OF HYPOTHESES**

#### **3.1 The Relationship between Source Credibility and Consumer Attitude**

“Source credibility” is a term often employed to indicate the influencer’s positive features that have an effect on the recipient’s acceptance of the message (Ohanian, 1990). An endorser who is high in credibility can affect consumer’s perspective (MacKenzie, S B; Lutz, R J & Belch, G E, 1986; Goldberg, M & Hartwick, J, 1990; Goldsmith, R.E, & Lafferty, B.A, 1999; Goldsmith, R E; Lafferty, B A & Newell, S J, 2002; Mitchell, A.A & Olson, J.C, 1981). As mentioned in literature review, according to Hovland et al., (1953) two major elements of source credibility are trustworthiness and expertise but recently researchers also considered attractiveness as another important aspect of source credibility (Goldsmith, R E; Lafferty, B A & Newell, S J, 2000; Ohanian, 1990; 1991).

In convincing consumers, credible influencers are effective (Wu, C, & Shaffer, D, 1987; Harmon, R.R & Coney, K.A, 1982) and they also affect their perspectives (McGinnis, E, & Ward, C D, 1980; Craig, S.C & McCann, J.M, 1978). As asserted by McCracken (1989), trustworthiness is the influencer’s desire to provide his/her audience with valid assertions and consumers can believe the endorser delivers the message honestly (Ohanian, 1991). Trustworthy influencers are generally have more persuasive power over consumers. In this case, where the endorser is trustworthy,



consumers may become unconcerned about what advertising trying to convey and they tend to accept the message delivered by the influencer (Metzger et al., 2003).

Latest studies suggested that the influence of trustworthiness on various consumers' aspects such as attitudes towards message or information adoption is significant (Wang, Hui-Chih & Doong, Her-Sen, 2010; Sussman, S W & Siegal, W S, 2003; Li, 2013; Mackenzie, S.B, & Lutz, R.J, 1989; Pornpitakpan C. , 2004; Kim, S-B & Kim, D Y, 2013; Jin, X-L; Cheung, C M & Lee, M K, 2009; Ayeh, J K; Au, N & Law, R, 2013).

Another crucial dimension of source credibility, expertise, is the degree of providing valid information by the source (Hovland et al., 1953). As Aaker and Myers (1987) indicated, endorsers who are considered as experts tend to be more influential. Expertise has positive impact on consumer's attitude (Till, B.D & Busler, M, 2000). Elaborating on Till & Busler assertion, influencer who is highly expert tends to be more convincing than who is not (Maddux, J E, & Rogers, R W, 1980). In other words, Expert sources are more effective and convincing (Braunsberger, K & Munch, J M, 1998). Influencer's expertise can affect consumer's attitude, behavioral purposes and real behavior (McGinnis, E, & Ward, C D, 1980). For information to be convincing, expertise can be considered as the most important part of it (Dholakia, R R & Sternthal, B, 1977).

For creating effective messages, attractiveness of the source is an important factor (Schlecht, 2003). Influencers, who are seen as attractive, have more influence on consumer's mind (Joseph, 1982; Kahle & Homer, 1985). This aspect of source credibility can exert positive impact on consumer's attitude towards the endorser and

it also helps to create relationship between individuals and between individuals and organizations (Kelman, H C; Eagly, A H, 1965; Lee, Z C & Yurchisin, J, 2011; Haley, 1996; Kiecker, P; Cowles, D, 2001).

Previous studies suggested that some attributes like the target audience's perspective (Goldsmith, R.E, & Lafferty, B.A, 1999; Mitchell, A.A & Olson, J.C, 1981; Woodside, A G, & Davenport, W J, 1974; Goldberg, M & Hartwick, J, 1990; Atkin, C, & Block, M, 1983; Fishein, M & Ajzen, I, 1975) and also advertising effectiveness (Lafferty, B A; Goldsmith, R E & Newell, S J, 2002; Ohanian, 1990) can be influenced by endorser's credibility. In stimulating consumer's points of view towards advertisement and product, source credibility is founded to be more effective (Erdogan, 1999).

Influencer's credibility has been greatly employed to analyze the endorsement efficiencies (Taghipoorreynah, M & de Run, E.C, 2016; Hovland, C.I; Weiss, W, 1951). To boost the acceptance rate of the message by the consumers, source credibility is used most often to attract consumers to the positive features of the endorser (Ohanian, 1990). Internalization is the process when the consumers encompass the endorser impact in terms of their value structure or personal attitude. Through the process of internalization, information from high credible endorser can affect consumer's opinions, attitudes, beliefs and behaviors (Erdogan, 1999; Wang & Kao, 2017). Generally, we can say that credible endorser displays positive influence towards consumer's perception (Goldsmith, R E; Lafferty, B A & Newell, S J, 2000).

Thus, we can conclude that:

H1: Source credibility has a significant and positive effect on consumer attitude.

### **3.2 The Relationship between Source Attractiveness and Consumer Attitude**

We consider a source as being attractive when the endorser is seen as being fascinating and attractive by the audience (Kiecker, P; Cowles, D, 2001; Teng, S; Khong, K W; Goh, W W & Chong, A Y L, 2014). Dimensions of source attractiveness as identified by McGuire (1985) are similarity, familiarity and likability. Resemblance between the information transmitter and the recipient is defined as similarity (Kiecker, P; Cowles, D, 2001). Consumers pay more attention and gravitate towards something which they share a commonness (Lee, Z C & Yurchisin, J, 2011). Source attractiveness model clarifies that recipients of the message can better identify with influencers who are similar to themselves (Kelman, 1961). Generally, similar influencers are more effective and influential than dissimilar ones (Feick, L & Higie, R A, 1992).

The level of comfort between the source and information receivers is described as familiarity. When consumers know and have a good relationship with an endorser, they will more probably believe the endorser, hence they have less perceived risk when they want to make purchasing decisions (Lee, Z C & Yurchisin, J, 2011). As Zhang and Ghorbani (2004) asserted, familiarity has positive impact on online trust.

What is known as likability refers to the affection that audience may create regarding the physical attributes or characteristics of the influencer (Kiecker, P; Cowles, D, 2001; Teng, S; Khong, K W; Goh, W W & Chong, A Y L, 2014). Likability of the influencer can positively affect the consumer's attitude (DeBono, K G & Harnish, R J, 1988; Chaiken, 1980) and high degree of likability results in higher convincingness

(O'Hara, B S; Netemeyer, R G & Burton, S, 1991; Chaiken, 1980). Facial and physical appearance have been shown to have an impact on consumer's perspective (Brownlow, 1992) and attractive influencer's messages tend to be more persuasive (Chaiken, 1979).

Source attractiveness focuses on physical appearance and attributes of social media influencers and it has been indicated that physical attractiveness can generate higher acceptance rate toward advertising (Erdogan, 1999). For instance, communication between the source and the receiver as a personal influence has powerful impact on consumer's acceptance (Kiecker, P; Cowles, D, 2001; Teng, S; Khong, K W; Goh, W W & Chong, A Y L, 2014). Significant past studies have found that source attractiveness and consumer attitude are positively related (Petty, R.E; Cacioppo, J.T & Schumann, D, 1983; Erdogan, 1999). Influencers with attractive characteristics can have positive impact on consumer's attitude (Till, B.D & Busler, M, 2000).

The following hypothesis is considered:

H2: Source attractiveness has a positive and significant effect on consumer attitude.

### **3.3 The Relationship between Influencer-Product Fit and Consumer Attitude**

The match up hypothesis stated that the effectiveness of an influencer is in part associated with his/her congruency with a brand or product (Kamins, 1990). Researches indicated an endorser is considered as being more influential when he/she fits the product. The perfect match results in higher positive attitude towards the product endorsed by an influencer, whereas incongruence results in negative brand

assessment (Kamins, M.A & Gupta, K, 1994) and higher brand recall (Misra, S & Beatty, S.E, 1990).

The match up hypothesis exhibits that informational influence depends on the resemblance between the influencer's image and the image of the brand (Kamins, 1990). To ensure effective communication, there should be a congruency between the image of an endorser appearing in an advertisement and the brand's image (Kamins, M.A & Gupta, K, 1994; Misra, S & Beatty, S.E, 1990). Consumer assessment of a brand or product can be boosted as result of enhanced brand recall and affect toward the endorser and brand, when there is a fit between influencer and brand (Misra, S & Beatty, S.E, 1990).

An ideal fit between an endorser and the brand will cause positive reactions regarding the endorsed brand (Kamins, M.A & Gupta, K, 1994). In most studies, it has been stated that the congruency between influencer and the product generates a more eligible influence on consumer's behavior (Mittelstaedt, J D; Riesz, P C & Burns, W J, 2000; Kamins, M.A & Gupta, K, 1994; Freidman, L & Friedman, H, 1979). That is why endorsement deals are more influential when there is a resemblance between product and endorser compared to cases where there is not congruency between them (Subhadip, 2012). For advertisements to be effective regarding consumer's attitude there should be a congruency between what endorsers are promoting and the actual product or brand (Fleck, N; Korchia, M & Le Roy, I, 2012).

The following hypothesis is proposed:

H3: Influencer-product fit has a positive and significant impact on consumer attitude.

### **3.4 The Relationship between Meaning Transfer and Consumer Attitude**

McCracken meaning transfer model (1989) asserted that consumers are also using the meanings of the products, while they consume the actual products. McCracken (1989) explained a viable transmitting of endorser meaning to the product advertised by the influencer and eventually to the audience when they bought or used the product. So, suggested that meaning transfer would influence consumer's opinion of an endorsed product.

Meaning transfer can influence the convincing process and affect the consumer's beliefs about the image of the product and also its perceived advantages. A pre-convinced image that consumers have about endorsers can be conveyed to the brand. Upon this notion, this perceived image that consumers hold about a certain influencer is determinant in the endorsement process (Atkin, C, & Block, M, 1983).

For meaning transfer model to be influential, endorsers should bring meanings and attributes to the endorsement process from other areas of his/her life (McCracken, 1989). In other words, the attributes and meanings that a particular endorser conveys to the endorsement process can affect his/her effectiveness (McCracken, 1989). McCracken asserted that there are many cultural meanings in the world and endorsers based on whatever roles they have in their careers are continuously making their own images, which are accumulations of meanings, making them special and allowing them to convey those images to the brand and product they endorse. The audience may see some of the images and meanings the endorsers exhibit to be related to their ideal self-

image, imitate their styles/behaviors, endorsed by the influencers, wishing to become similar to them (McCracken, 1989).

Well-known endorsers have more effect than non-known endorsers, since an endorser propose meanings from their personality and life-style when endorsing. Consumers' attitude can be successfully and positively changed when firms are able to transfer meanings between a certain influencer and the goods or services he/she is promoting in a right way (Schlecht, 2003). Advertisers and marketers accepted that consumers are more inclined to use products which are advertised and promoted by their liking endorser (Fowles, 1996).

Thus, we consider the following hypothesis:

H4: meaning transfer model has a positive and significant impact on consumer attitude.

### **3.5 The Relationship between Source Credibility and Buying Intention**

Positive features of influencers can have an impact on the recipient's admission of the delivered message (Ohanian, 1990). As Ananda and Wandebori (2016) exhibited, consumers' buying decision and their opinion about brand or product can be predicted by endorser's credibility. Yoon, Kim & Kim (1998) stated that aspects of source credibility have normal importance on consumer's buying decisions.

The extent to which an influencer can provide its audience with honest and fair assertions, known as trustworthiness, can affect consumer's perception and their purchasing decision (Ohanian, 1991). That's why advertisers and marketers try to choose influencers who are considered as trustworthy and honest (Shimp T. A., 2003).

In addition, if consumers have good faith in endorsers, they will have positive value perception and consequently this positive belief can influence their buying decision (Erdem, T & Swait, J, 2004).

Trustworthiness can also lessen the impacts of bad or rumor. The credibility of an endorser is valuable since it can positively affect consumers' buying purposes (Erdogan, 1999). The most effective way to make consumers trust the product or brand is to choose influencers who are trustworthy; since consumers tend to believe that a product is highly reliable when it is presented and endorsed by a high trustworthy influencer (Kim, S S; Wang, K C & Ahn, T H, 2013; Paul, J & Bhakar, S, 2018). Studies also found that honest influencer can enhance perceived quality and lessen perceived risks which will boost buying intention (Erdem, T & Swait, J, 2004).

An influencer who is able to provide valid information, known as expertise, can also influence consumer's buying decisions (Pornpitakpan P. , 2003). Ohanian (1991) found that there is a relationship between expertise of an endorser and purchasing intention. Ohanian (1991) also asserted that the expertise of influencer, among the other dimensions of source credibility, is more crucial in explaining buying decision. According to him, expertise is highly associated with buying intention and the finest indicator of an influencer's level of expertise is the knowledge he/she possesses about the brand (1990).

A source can be qualified in terms of its expertise which directly impacts the consumer's perception to acquire the product. Influencers who are high in expertise have been shown to be more influential and persuasive compare to those low in expertise (Aaker, D A & Myers, J G, 1987) and they have the ability to create more



purchase intentions (Ohanian, 1991). Expertise has an important role in shifting consumers' attitude toward the brand and also their buying decisions (Till, B.D & Busler, M, 2000).

Positive attributes of social media influencer, physical attractiveness and personality, have an impact on consumers' intentions to buy a product (Erdogan, 1999). Generally, influencers who are attractive are more probably lead to buying decision (Van der Waldt, D; Van Loggerenberg, M; Wehmeyer, L, 2009). Attractiveness was associated to opinions about the product and also buying decisions regarding endorsed products (Till, B.D & Busler, M, 2000). Since attractiveness is able to create interactions between people and between people and firms, it can exert positive effect on consumers' perception about the endorser and also decisions to purchase a certain product (Lee, Z C & Yurchisin, J, 2011; Haley, 1996; Kelman, H C; Eagly, A H, 1965; Kiecker, P; Cowles, D, 2001).

The attractiveness of the source can influence the behavioral reactions from consumers (Ferle, L & Choi, M, 2005) and also buying intention (Magnini, V; Garcia, C & Honeycutt, E D, 2010). Attractive influencers induce more desirable reactions regarding the advertisements and acquiring decisions (Petroshius, S & Crocker, K, 1989). Pornpitakpan (2004) indicated that three dimensions of source credibility are positively related to buying decision. Some studies (Lutz, R.J; Mackenzie, S.B, & Belch, G.E, 1983; Lafferty, Goldsmith, & Newell, 2000; 2002; Goldsmith, R.E, & Lafferty, B.A, 1999) employed source credibility as a source to enhance consumers' attitude and more importantly, their buying decisions. Credibility of the influencers helps consumers to make a buying decision.

The following hypothesis is proposed:

H5: Source credibility has a positive and significant impact on consumers' buying intentions toward endorsed products.

### **3.6 The Relationship between Source Attractiveness and Buying Intention**

The effectiveness of the message delivered by the endorser mainly depends on its attractiveness which has three dimensions of likability, familiarity and similarity (McCracken, 1989; Mehulkumar, 2005). Consumers are more inclined to pay attention and be attracted towards influencers with whom they share common interests, goals and etc. They create a relationship between persons and between persons and firms which can have a consequence of identification with the source and as a result, impact the consumers' buying purposes (Lee, Z C & Yurchisin, J, 2011).

The chance of making purchase can be increased when the influencer is perceived as being familiar with the product or brand he/she is endorsing (Zhang, J & Ghorbani, A A, 2004). Moreover, consumers who are familiar with the source are more likely to purchase an endorsed product (Bianchi, C & Andrews, L, 2012). Generally, influencers who are high in dimensions of familiarity, similarity and likability are considered as being more influential and persuasive (Ohanian, 1990).

Influencers who are seen as being attractive in terms of likability which refers specially to the physical attributes of the endorsers , familiarity and similarity tend to arouse positive attitude towards the product or brand and in conclusion, attractive endorsers are more successful in shifting consumers' beliefs (Chaiken, 1979; Baker, M, & Churchil, G, 1977), perceptions (Caballero, M & Solomon, P, 1984; Chaiken, 1979;

Baker, M, & Churchill, G, 1977) and creating buying decisions (Petty & Cacioppo, 1980; Till, B.D & Busler, M, 2000).

The following hypothesis is proposed:

H6: Source attractiveness has a significant and positive effect on buying intentions toward endorsed products.

### **3.7 The Relationship between Influencer-Product Fit and Buying Intention**

For generating an effective advertising campaign, there should be a congruency between features of the product and influencer, as match-up hypothesis asserted. To determine the actual impact of influencer-product fit on buying decisions of consumers, numerous research investigate the effects of an evident match between an influencer and the product he/she is endorsing (Wansink, B & Ray, M L, 2000; Ohanian, 1991; Tripp, C; Jensen, T D & Carlson, L, 1994). Many literatures have argued that the message conveyed by the endorser will be more influential when there is a match between endorser and the product (Peterson, R A & Kerin, R A, 1977; Kahle, L.R, & Homer, P.M, 1985; Kanungo, R N & Pang, S, 1973; Kamins, A M; Brand, J M; Hoek, A S & Moe, C J, 1989; 1990; Lynch, J & Schuler, D, 1994).

Moreover, studies have also shown that attributes that create influencer/brand congruency continuously have been associated with positive opinion changes and enhanced buying decisions, e.g. (Simons, H W; Berkowitz, N N & Moyer, R J, 1970; Kahle, L.R, & Homer, P.M, 1985; Braunstein, J R & Zhang, J J, 2005; Ohanian, 1991). Individuals generally develop attitude toward the product or brand. This can become a person's primary purpose to buy or not to buy the product. An effective advertising

campaign is able to alter a person's primary perception regarding the product and boosting the possibility of buying (Ohanian, 1991; Heath, T B; McCarthy, M S & Mothersbaugh, D L, 1994; Kamins, 1990).

So, we propose the following hypothesis:

H7: Influencer-product fit has a positive and significant influence on buying intentions toward endorsed products.

### **3.8 The Relationship between Meaning Transfer and Buying Intention**

As Schlect (2003) described, meaning transfer refers to the effectiveness of endorser by evaluating the meanings consumers link to the endorser and finally convey to the brand. The suitable match between product features and influencer's personality traits enhance the probability of consumer observation and buying intention (McCracken, 1986). Number of studies investigated the impact of meaning transfer on consumers, identified it can affect buying decisions (Peetz, T.B; Parks, J.B & Spencer, N.E, 2004) or real usage (Byrne, A; Whitehead, M & Breen, S, 2003).

Meaning transfer (McCracken, 1989) proposed that endorsers create a character in a society by using their images advertised by social media. Then, the society chooses specific meaning for social media influencers and when they promote a certain good, these meanings convey to a product, brand or company. As a result of this, consumers will be persuaded to buy the product, wishing to convey some of these desired meanings and images to their own lives (Amos et al., 2008). Consumers, may see some of the meanings the endorsers exhibit related to their own ideal self-image, copying

their styles or behaviors, buying those brand promoted by the endorsers, wishing to become similar to them (McCracken, 1989).

So, the following hypothesis is proposed:

H8: Meaning transfer has a significant and positive impact on buying intentions toward endorsed products.

### **3.9 The Relationship between Consumer Attitude and Buying Intention**

Attitude is a person's assessment of an object and has been a crucial notion in marketing studies. Hoyer & MacInnis (1997) described attitude as "quite permanent assessment of an issue, person or object". Future Buying decisions and consumers' interactions with a brand can be predicted by the most authentic variable which is attitude (Lloyd, A E & Luk, S T K, 2010; Kim, J; Kim, J E & Johnson, K K P, 2010). Pleasant or unpleasant reactions towards specific product after the advertisement exposure, is also defined as attitude (Phelps, J.E & Hoy, M.G, 1996).

Amos et al., (2008) stated that consumers' positive attitudes toward endorser who promote the product increase the intention toward the purchase. Attitude and buying decisions display a collateral connection in consumer researches (Tarkiainen, A & Sundqvist, S, 2005; Ting, H & de Run, E C, 2015). Chen (2007) stated that desirable reactions regarding a certain product are an important predictor that can generate purchasing actions. Also, a desirable attitude towards product promoted by social media endorsers will influence consumers' purchase intentions. Attitude has been identified to has a crucial role in influencing the consumers' buying intent (Shimp,

T.A & Gresham, L.G, 1985; Yi, 1990; Goldsmith, R E; Lafferty, B A & Newell, S J, 2000; 2002).

The following hypothesis is proposed:

H9: consumer attitude has a positive impact on buying intentions toward endorsed products.

### **3.10 The Mediating Role of Consumer Attitude on The Relationship between Source Credibility and Buying Intention**

Tagg, Baker and Erdogan (2001) stated that efficient advertising with the help of endorsers has positive influence on real buying intentions and sales. Hence, indirect interaction between influencer endorsement and possible behaviors within the market is present through desirable advertising impact. Indirect impact of endorser credibility and consumers' buying decision integrate consumers' attitude. Endorsement process is one of the efficient advertising tools that can result buying intentions (Wang, J S; Cheng, Y F & Chu, Y L, 2012).

Effectiveness of advertisement with endorsers can be exhibited through the sales of products which are promoted by the related influencers (MacInnis, D J; Rao, A G & Weiss, A M, 2002). Source credibility has an important duty of linking various goods to the possible consumers in both public notice and advertising. Consumers' buying decision is a lengthened process, through far-fetch assessment process, as stated by Ohanian (1991). Ohanian (1991) also capitalized on the interaction between expertise and buying decisions with hazy effect from endorser's trustworthiness and attractiveness.

Influencer's positive characteristics as well as the factors that make a particular advertisement effective play a role in specifying consumers' buying decisions (Goldsmith, R.E, & Lafferty, B.A, 1999; Goldsmith, R E; Lafferty, B A & Newell, S J, 2000). Ciomiati & Plaias (2010) found meaningful interaction between attractiveness and consumers' action tendencies regarding commercial, based on various conditions that the influencer endorsement is employed.

An indirect interaction among the aspects of source credibility in buying decisions through consumers' attitude is existed as proposed by Sallam (2011). Exhibited by Wu et al., (2012), direct effective interaction is considerable between perceived source credibility and consumers' attitude and purchase intention. Other literatures also support that buying decisions can be influenced by effective endorsement process (Sallam, M A A & Wahid, N A, 2012).

Consumer attitude is related to both desirable and undesirable reactions regarding endorsers. Laroche (1996) suggested that influencers can change consumer attitudes and preferences and also develop a sense of willingness to buy. Influencer credibility is believed to be able to enhancing target audience's perspectives (Brinol, P; Petty, R E & Tormala, Z L, 2004), resulting in a rise in product buying decisions (Harmon, R.R & Coney, K.A, 1982). Clearly, consumer attitude has a positive connection with both credible influencer and buying decisions (Chan et al., 2013).

So, the following hypothesis is proposed:

H10: Consumer attitude mediates the relationship between source credibility and buying intention toward endorsed products.

### **3.11 The Mediating Role of Consumer Attitude on The Relationship between Source Attractiveness and Buying Intention**

The effectiveness of the message associates with the physical attributes of the influencer, which makes it appealing as stated by source attractiveness model (Till, B.D & Busler, M, 2000; Chao, P; Wuhner, G, & Werani, T, 2005). Influencer likability is part of the endorser attractiveness. Dwivedi et al., (2014) asserted that influencer likability has the ability to gravitate more customers toward the product. Past studies have defined the source attractiveness as one of the major elements that can positively affect endorsement effectiveness as they studied the relationship between a certain influencer factors and the endorsement effectiveness (Amos, C; Holmes, G & Strutton, D, 2015).

Consumers are more likely to live the life endorsers are living or also behave in the same way as influencers when they realize that they have same interests, goals and values with a particular endorser (Kelman, 2006; Cialdini, 1993). In this occasion, identification with the source occurred and desirable identification is when a person wishes to be like another person (Hoffner, C & Buchanan, M, 2005).

Recognition with the source is often caused by desirable identification mentioned above (Kamins et al.,1989). Perceived resemblance plays a role in specifying identification with influencers (Grave, 2017). Endorsers are like a friend who is apart from you, but at the same time accessible and relatable (Djafarova, E & Rushworth, C, 2017). Endorsers make their followers view them as a friend by directing them in their posts which imply specific closeness (Erz, A & Christensen, A B H, 2018).



The probability of interaction between audience and the influencer, as well as the ability to comment on endorser's posts might enhance the feeling that the endorser is alike them (Schmidt, 2007). Endorsers display themselves as a normal, accessible character (Chapple, C & Cownie, F, 2017), which can make people feel they are alike endorsers. Individuals are more probably accepts recommendations from influencers who are similar to them (Basil, 1996).

Knowledge of the source, which derives from exposure, is considered as familiarity (Roy, 2006). Advertising display rate can alter consumer opinions and perceptions and boost buying decisions (Anand, P; Holbrook, M B & Stephens, D, 1988; Laroche, M; Kim, C & Zhou, L, 1996).

Influencers can employ various commercial tools like newspaper and TV commercials to enhance a product's display and consumer's perception and information to assess buying intent (Miciak, A & Shanklin, W, 1994). Influencers can give a certain product or brand a new image when endorsing it and then strengthen consumer purchase intention (MacInnis et al., 2002). Consumers' attitude and their buying tendencies will be increased when a good has desirable image (Laroche, M; Kim, C & Zhou, L, 1996; Kamins, M A & Marks, L J, 1991).

Buying intention and brand or product remembrance can be strengthened by source attractiveness (Kahle, L.R, & Homer, P.M, 1985; Joseph, 1982). The influencer's physical appearance is expected to has an impact on the audience's admission of the advertisement. An attractive influencer can enhance consumers' reactions toward the source (Bardia et al., 2011). Kahle and Homer (1985) stated that advertisings which

are promoted by an attractive influencer can alter consumers' attitude and purchase intention.

Thus, the following hypothesis is considered:

H11: Consumer attitude has a mediating effect on the relationship between source attractiveness and buying intention toward endorsed products.

### **3.12 The Mediating Role of Consumer Attitude on The Relationship between Influencer-Product Fit and Buying Intention**

The match-up hypothesis described the resemblance between endorser characteristics and features of the goods which are promoted (Jamil, R A & Rameez ul Hassan, S, 2014). Consumers' buying decisions and their preferences can typically be boosted as the resemblance between the influencer and the product features increases (Wright, 2006). If consumers perceive that there is a strong relation between product features and influencer's characteristics, their reactions towards such a brand or product will be positive. In contrast, if they see no resemblance between the influencer's characteristics and product features, the advertising may become confusing and will lead to weak buying intent (Fleck et al., 2012).

Researchers have emphasized on congruency between conception of the endorser and the brand, since it has been proven to enhance advertising effectiveness and have a notable influence on buying intent (Jaikumar, S & Sahay, A, 2015; Wang C. H., 2012; Bhatnagar, P M & Mittal, A, 2012; Tseng, L Y & Lee, T S, 2013; Hemamalini, K S & Kurup, S K, 2014). Koering and Boyd (2009) indicated that influencer-product match positively impacts consumers' reactions to the brand and also their purchasing intent.

A match between an influencer and the brand can indirectly has a positive effect on consumers' preferences and their buying intentions (Rifon and Choi, 2012). Influencer-product fit positively affects consumer preferences and in fact, it will bring about considerable effects on buying intention (Pradhan, D; Duraipandian, I & Sethi, D, 2016).

We propose the following hypothesis:

H12: Consumer attitude mediates the relationship between influencer-product fit and buying intention toward endorsed product.

### **3.13 The Mediating Role of Consumer Attitude on The Relationship between Meaning Transfer and Buying Intention**

Numerous studies displayed that consumers buy products for what they actually do as well as for what they symbolize (Levy, 1959). Consumers tend to develop, identify and retain their selfhood through goods they consume; they get, use and exhibit objects to strengthen a sense of self, to display a specific conception in a society and to enhance their status in a society (Schouten, 1991; Oyserman, 2009; Elliot, R & Wattanasuwan, K, 1998; Richins, 1994; Belk, 1988; 1990; Ahuvia, 2005).

Generally, consumers tend to show higher buying intentions when they have positive sense to the meanings which are transformed by the influencers (Thwaites et al., 2012). Goldsmith et al., (2000) declared that influencers are important in advertising a certain good, as they convey their image to that good by transmitting an unknown to well-known good by developing consumers' positive emotions and their buying intention.

We consider the following hypothesis:

H13: Consumer attitude mediates the relationship between meaning transfer and buying intention towards endorsed products.

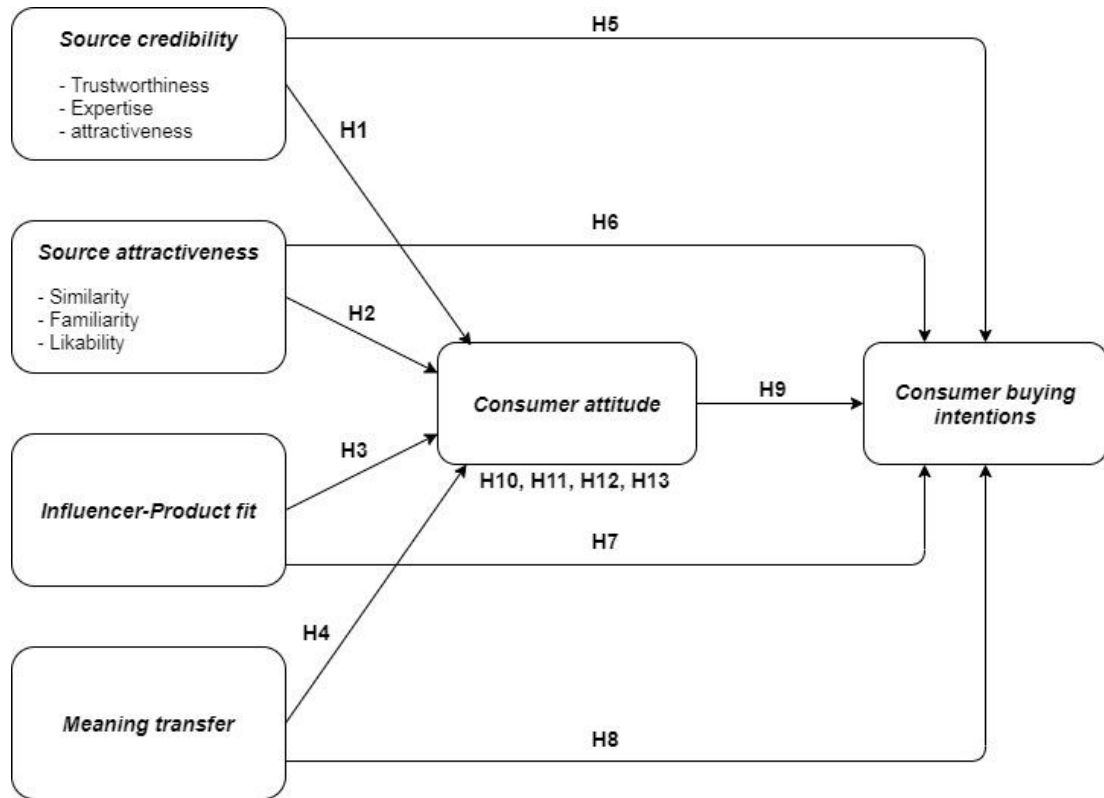


Figure 1: Conceptual Framework

## Chapter 4

### METHODOLOGY

#### 4.1 Research Design

A marketing research issue needs a structure that provides the necessary data or information to be solved. This structure or plan is called a research design. It provides all the essential details needed to carry out a specific procurement for solving a certain problem even if that method has already been set up for that issue. Having an effective marketing research typically needs a well-prepared research design. A research design also helps to direct a particular marketing project.

The steps for conducting a research design are as follows:

- Explicating the required information
- Defining the phase of the research as exploratory, descriptive or causal
- Determining the scaling and measurement
- Pretesting the questionnaire
- Specifying sampling method and the size of the sample
- Defining a strategy for data analysis

A research design is typically classified as exploratory or conclusive as exhibited in the following figure:

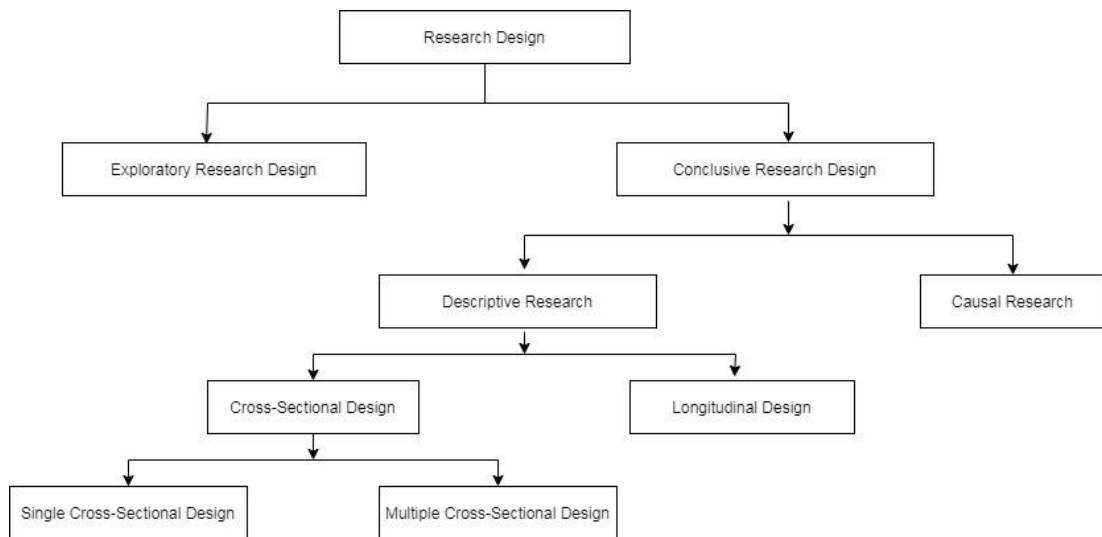


Figure 2: Marketing Research Design Classification

Source: Malhotra

Providing an understanding of a particular problem is the main purpose of the exploratory research. When the problem needs to be defined clearly or there is a need to collect more data before developing an approach, an exploratory research will be used. Conclusive research designs are sorted as descriptive or causal. In comparison to exploratory research, conclusive research is more formal and also structured. Samples are representatives of the population in this kind of research and it bases the data collection on the quantitative analysis.

Descriptive research typically explains what is happening at present. In this type of research, the main point is that the researchers do not supervise the variables. In other words, the researcher acts like a reporter and only reports what is occurring at the moment or has occurred. Finding facts and surveys are the constituents of descriptive research. Descriptive research is broken into cross-sectional designs or longitudinal designs.

Cross-sectional design is used most common in performing marketing research. In this process, data are gathered just one time from any factor from the sample population. The cross-sectional design itself is fragmented into single cross-sectional design or multiple cross-sectional design. One sample from the target population is considered and data are gathered just one time from this sample in single cross-sectional design. In multiple cross-sectional design data collection is conducted just once but the samples taken from the population are two or more.

In contrast to cross-sectional designs, sample or samples are assessed repetitively over time in longitudinal research designs. Causal research like descriptive research needs a plan or a structured design. It is mainly used to investigate a cause and effect relationship between variables. It is often used to specify the cause or the independent variable and the effect which is dependent variable. There are two types of causal research that are qualitative and quantitative research:

- The qualitative research is mainly based upon feelings and experiences. Researches since it is not based on the pre-determined areas by the researcher, they tend to explain important aspects from their own viewpoint. Qualitative research focuses on occurrence that has quality value.
- The quantitative research is based upon quantity or measurement. The major goal of this research is to explain how a certain variable has an impact on another factor in a population by assessing the relationship between them. This research is generally used in circumstances where quantity is important.

In this study, for analyzing the effects of social media influencers on consumers' decisions to buy endorsed products or brands, a descriptive research has been used since this thesis is trying to explain a marketing issue and what is occurring at the

moment and also we are just reporting what is happening without controlling or supervising the variables. A survey has been used for collecting the needed information which is one of the constituents of descriptive research. Between the two types of descriptive research, the single-cross sectional design has been employed as the needed data is collected from only one sample from the population and just for one time.

The results of this study are illustrated in numbers and statistical figures which is considered as using quantitative approach. The target population for this research from which we take our sample is Iranian people who use social media networks. Sampling method that has been applied for this study is Convenience non-probability sampling technique since not all the members of the target population have an equal chance of being selected and it is convenient because sample is selected by considering easy to recruit not being representative of the population.

## **4.2 Questionnaire Design**

For collecting information from respondents, a set of formal questions are used which is called a questionnaire. The most common tool for collecting data is the questionnaire. Some additional stuff may be included in the data-collection packages such as (1) a road map of how to select, reach and ask questions from respondents, (2) gift or payment that may be offered to respondents and (3) providing respondents with pictures, products, maps, advertisement or return envelopes in order to ease the communication.

A questionnaire is defined by certain objectives and there are three objectives for all the questionnaires. These are as follows:



- Questions included in the questionnaire must be obvious and easy to comprehend and respond by the respondents, so that required information can be gathered smoothly.
- To make respondents answer all the questions and finish the questionnaire, it should be motivating and encouraging.
- The questionnaire should reduce the errors.

Steps for designing a questionnaire is exhibited in the following table:

Table 2: Questionnaire Design

<b>Step 1:</b> Specify the information needed.
<b>Step 2:</b> Specify the type of interviewing method.
<b>Step 3:</b> Determine the content of individual questions.
<b>Step 4:</b> Design the questions to overcome the respondent's inability and unwillingness to answer.
<b>Step 5:</b> Decide on the question structure.
<b>Step 6:</b> Determine the question wording.
<b>Step 7:</b> Arrange the questions in proper order.
<b>Step 8:</b> Identify the form and layout.
<b>Step 9:</b> Reproduce the questionnaire.
<b>Step 10:</b> Eliminate bugs by pretesting.

Source: Malhotra

In this research, a questionnaire has been developed for collecting the needed information. Questions are structured in a way that are clear and easy to understand by paying attention to the vocabulary knowledge of all types of participants. Taking part in the survey is 100% voluntarily and respondents can stop answering the questions

whenever they find it inappropriate. The survey is conducted online and the information of respondents are kept anonymous. The purpose of the research is also clearly explained at the beginning of the questionnaire to inform the participants about what the survey is trying to collect by asking the questions.

#### **4.2.1 Specify The Information Needed**

The initial step in designing a survey is to decide what data is needed. It is also the primary step in the procedure of research design. The information that is required become more clear as the study goes on. It is crucial to clearly know what is the population of the study. Questionnaire design can be significantly influenced by the respondent's characteristics as for instance, proper questions for students may not be appropriate for housewives.

In this study, the needed information was clearly defined before developing the questionnaire. The target population is all the people who use social media networks from which the needed data concerning factors which are Source Credibility, Source Attractiveness, Influencer-Product Fit, Meaning Transfer, Consumer Attitude and Purchase Intentions are collected.

#### **4.2.2 Interviewing Method**

There are different types of interview which has different impact on the questionnaire design. By conducting personal interview, respondents are able to ask the interviewer to clarify questions they don't understand while having face to face contact with the interviewer and observing the questionnaire at the same time. There is a problem regarding the length of the questionnaire and difficulty of the questions during telephone interviews since there is just an interaction between respondent and the interviewer on the phone without observing the questionnaire.

Detailed instruction must be included in mail surveys and simplicity of the questions should be ensured as there is no contact between respondent and the interviewer. The survey is directed by the respondent him/herself. In the computer-assisted interviews, questions should be selected on a random basis and there should be compound omitting methods in place to remove order bias. There are two forms of questionnaires: structured questionnaire is the one which consists of close-ended and formal questions initiated by the researcher. By contrast, in unstructured questionnaire, questions are open-ended in order to achieve respondent's detailed ideas.

In this study, since the survey is conducted online without any face-to-face contact between the respondent and the interviewer to clarify questions whenever it is not understandable by the respondent, all the instructions and information needed for answering and clarifying questions are provided at the beginning of the questionnaire as well as the purpose of the survey. The questionnaire used for this research is structured type of survey which consists of close-ended questions about the topic and also several categorical questions asking about the respondents' demographics.

#### **4.2.3 Determining the Contents**

After collecting the needed information and also deciding on the interviewing method, it is the time to regulate the content of individual question. All the questions in the questionnaire should be related to the research objectives and the required data, otherwise it should be removed. Although, there are some exceptions where questions that are unrelated to the needed information might be included in the questionnaire. When there is a controversial topic in a questionnaire, it would be better to start asking the questions with some impartial questions in order to enhance involvement.

Researchers sometimes desire not to reveal the objectives and goals of the study, to do so they may ask filler questions.

In this research, the questions in the questionnaire are designed in a way that all of them are related to the topic and purpose of the study and there are no unrelated questions to ensure they will help us in collecting the data and obtaining right and unbiased answers.

#### **4.2.4 Overcoming Inability and Unwillingness to Answer**

Despite being able to answer a particular question, respondents may not be willing to answer it. Several reasons can cause this disinclination. For instance, the situation for answering the question may not be proper or there is not a justifiable reason for asking the question. Sometimes answering the question needs redundant effort that respondents are unwillingness to devote such energy for delivering the needed data. It is better for researchers to decrease such effort. Questions should be in a way that are suitable for a certain situation, if this is not met by the respondents, they might be reluctant to answer. In this circumstances, setting of the questions can be adjusted by the researchers to make them seem more appropriate.

The reasons for asking some questions should be revealed by the researcher since they might seem improper from the respondents' viewpoint. By explaining the reason, the rate of responses would increase. During personal interviews, in order to keep self-image and prestige, respondents may give biased or less accurate answers to the sensitive questions specially when they are forced to answer. To increase willingness of the respondents to provide needed information, there are some methods introduced by Malhotra and are as follows:

- Place sensitive questions at the end of the survey;

- Use a common statement for starting the survey;
- Use third-person method for asking questions;
- Put a question in a group of other questions that participants are reluctant to respond;
- Categorized responses rather than asking for particular figures;
- Reducing the effort by using randomized technique in which all the sensitive questions are placed at the end of the survey and respondents are responsible for answering two questions that one of them is neutral with a known probability of “Yes” answer and the other question is the sensitive one.

The questionnaire of this study is developed in a way to reduce the effort needed to answer questions by the respondents and also encourage them to fully fill out the survey. In the beginning of the questionnaire, there is a filter question provided in order not to waste time and energy of those who are not the target of the study. Sensitive questions like educational level or marital status that respondents may not feel comfortable to reveal them have been put at the end of the questionnaire. There is an optional choice provided for answering another sensitive question which is income level or annual income in order not to force respondents answering it if they do not want to do so.

#### **4.2.5 Decide on The Question Structure**

Two types of questions are possible:

- Unstructured questions are also called free answer questions. These questions include open-ended responses to a particular question. For every subject, it would be better to start asking questions with open-ended ones, so that respondents have the opportunity to freely express their thoughts and attitudes.

This will actually help the researchers to relate these responses to structured questions and also in gaining rich understanding. Exploratory research would be more effective by using unstructured questions.

- Structured questions are the ones that identify a group of responses format and response alternatives. Likert scale, multiple choice and dichotomous are considered as structured questions. Categorical questions and Likert scale are used in this research.

In this study, the structured questionnaire has been developed to gather the needed information by providing a Likert scale for each questions that ranges from 1 which means Strongly Disagree to 7 which means Strongly Agree. Categorical questions have also been used for asking demographic questions in the survey.

#### **4.2.6 Determine The Question Wording**

In establishing a questionnaire, the most important task is to specify the question wording since poor wording of the questionnaire will cause response rates to decrease or the probability of getting biased answers. Question wording is all about translating questions into words that are easy to understand by the respondents. The topic should be expressed clearly in the questions. Vocabulary knowledge of the respondents should be taken into consideration; thus simple words are better be used in the questionnaire. Avoid employing a certain word that has more than one meaning.

Leading questions provide the respondent with the desired response and also demonstrate a certain way of responding. Some respondents are careless about what the question is exactly asking and they agree with all the statements. There is an alternative in options which is not clearly stated. For increasing response rates to the indirect alternative, it can be explained distinctly. Questions should be specific; Avoid

asking general questions and do not base question on the assumptions about a certain result in the future. Questions relating to the measurement of attitudes or lifestyles should be as statements in order to give the respondents the chance to indicate their level of agreement or disagreement.

In this research, in order to avoid decreasing the response rates, the purpose of the study is clearly stated and questions are comprised of words which are simple and easy to understand by all the respondents. Since there is no face-to-face contact to simplify and clarify the questions for the respondents, we have put high importance on choosing questions that can be easily understood.

#### **4.2.7 Determine The Order of the Questions**

For getting respondents involved in answering the questions, questionnaire needs to be started with questions that are related to their opinions since they like to indicate their opinions. As one instruction recommended; it is better to collect elementary information first, then classification and finally identification information. Sensitive questions should be asked at the end of the questionnaire. Earlier questions can have an impact on the responses to forthcoming questions, so general questions have priority to specific questions. Questions should be asked sequentially and in a suitable manner.

In this thesis, a logical sequence for asking questions in the questionnaire is considered for enhancing the involvement. The filter question is provided at the beginning of the survey, will increase the involvement from those who actually is related to the purpose of the survey and can answer it reasonably. Since the prior questions can affect further questions, the ones which are completely related to the topic are asked at first and then

demographic and sensitive questions like income level are asked at the end of the survey.

#### **4.2.8 Form and Layout**

The results of the questionnaire can be positively or negatively affected by the layout, spacing or format that is used. This has its significant impact specifically when the questionnaire is decided to be self-administered. It would be better to break down the questionnaire into several parts and consider numbering the questions in each part. This actually simplify analyzing responses.

In this study, for simplifying the data analysis, an appropriate format has been applied in designing the questionnaire. The questionnaire has been broken down into several parts that each part is considered to gather information for a specific variable and the questions in each part are carefully numbered to simplified analyzing the collected data.

#### **4.2.9 Reproduction of The Questionnaire**

In this research, the questionnaire has been reproduced in a way that it is of a high quality and also has a proper appearance; since this part can affect the rate of responses. Obviously respondents regarded a particular questionnaire as unimportant when it is printed on a low quality paper with an inappropriate and unclear appearance, so responses will definitely decrease as a consequence.

In this research, the survey is conducted online and for avoiding participants to regard the survey as being unimportant and also encourage them to fill out the survey, the questionnaire is produced using Google Forms to ensure the high quality and clear



appearance of the questionnaire. The appropriate Fonts and Format has been used to ensure that respondents can easily read and answer the questions.

#### **4.2.9.1 Pretesting**

Any potential errors should be identified in the questionnaire. For doing so, the questionnaire is conducted on a small sample of 10-20 people first to check for any mistakes, modifications and changes. The target population from which samples for both pretesting and the main questionnaire is selected needs to be the same. Pretesting can enhance the effectiveness of a particular questionnaire and the main questionnaire shouldn't be conducted without pretesting.

For this research, a pretest with a sample of 20 respondents from the target population has been employed to increase the quality of the questionnaire and also to make sure there were no mistakes in the questions and did necessary changes or modifications wherever it needed. The sample that has been taken for conducting pretest was from the same target population as for the main questionnaire.

Before conducting the main questionnaire, a pre-test with 20 respondents has been performed to check for any errors or mistakes in the questionnaire and also improving the main survey. By collecting data from these 20 respondents and analyzing the related data, we figured out that there are no errors in the questionnaire and nothing should be modified or changed as respondents had no problems filling out the questionnaire and also they didn't report any mistakes in the questions and they didn't ask for any more clarification for the questions. So, after this conclusion, we have continued our questionnaire with more respondents.

### 4.3 Sampling Design

Sampling design is an important step in designing a questionnaire. The process of sampling design has five steps according to Malhotra exhibited in the table below:

Table 3: Sampling Design

Step 1: Define the target population.
Step 2: Determine the sampling frame.
Step 3: Select sampling technique(s).
Step 4: Determine the sample size.
Step 5: Execute the sampling process.

Source: (Malhotra)

#### 4.3.1 Define the Target Population

Target population of the research needs to be identified precisely as it is the first and main part of sampling procedure and also if it is not defined accurately, the results obtained out of it will be ineffective. Target population is a group of objects or people that the needed information is collected from them.

In this research, the target population for collecting needed information is Iranian people who use any kind of social media networks especially Instagram.

#### 4.3.2 Determine the Sampling Frame

Sampling frame demonstrate the constructs included in the target population. Sampling frame provides a list or instructions for defining target population. There should be some instructions in place to identify the target population in situations where the factors of target population cannot be collected. Using a list for collecting population constructs may generate sampling frame errors as it can include some unimportant elements or it can also fail to include some factors in the population.

In this study, the Snow ball sampling techniques has been applied for selecting the sample. Snowball sampling is a technique in which information will be gathered by the researcher from direct contact that is provided by other informants. This procedure is actually repetitive as informants lead the researcher to other informants, who are contacted by the researcher and then again lead her/him to other informants and so on. That's why this technique is called snowball sampling technique.

#### **4.3.3 Select a Sampling Technique**

Researchers have to select the most suitable sampling technique which includes various decisions of a comprehensive nature. As mentioned in the section above, in this thesis the Snowball sampling technique has been used.

#### **4.3.4 Determining the Sample Size**

Sample size can be defined as the process of identifying the number or quantity of the factors that should be included in the study. Various qualitative and quantitative considerations and evaluations are needed for specifying the sample size. For making important decisions, more information is needed to be collected and analyzed precisely. However, having large samples increase the cost of collecting information. There is not a strict rule for determining the sample size but there are some rules proposed by researchers. These rules are as follows:

- Most researchers proposed that the appropriate size for samples should be between 30 and 500, with a minimum of 30 for each groups of a fragmented sample. For instance, when a sample is divided into men and women, there should be a minimum size of 30 as a sample for men and the same size for women subgroup.
- Borg and Gall asserted that for every subgroup, there should be 100 participants.

- The extent of accuracy can also determine the sample size. As the required accuracy increases, the greater sample size will be needed.
- A sample size of approximately 300 respondents can be regarded as appropriate according to Roscoe.

In this research, as there is no strict rule for determining the sample size, the sample from which we intended to collect our needed information is 300 respondents which seems sufficient and also before performing the main questionnaire, 20 respondents from the target population have been selected for pretesting.

#### **4.3.5 Execute the Sampling Process**

Implementing a sampling process requires an accurate determination of how it will be conducted in terms of:

- The population;
- Sampling frame;
- Sampling unit;
- Sampling technique;
- Sample size

#### **4.4 Data Analysis**

Numerous analyses have been done to analyze the data that has been collected. For analyzing data descriptive analysis conducted which collected respondent's demographic information. t-test is conducted to demonstrate the statistically significant differences between mean scores of two groups. However, if there are more than two groups for comparing their mean scores, ANOVA test (Analysis of variance) will be applied. Cronbach's alpha test has been used to illustrate the reliability of scales. For defining the intensity and direction of the linear relationship between two

variables, correlation analysis has been used. Confirmatory factor analysis (CFA) is a kind of structural equation modeling that particularly studies measurement models; which is the relationship among perceived measures (such as test articles, test results and behavioral observation ratings) and dormant elements or variables. Structural equation modeling is an analytical method with numerous diversifications employed to simultaneously examine and estimate compound causal relationship amongst variables, whether the relationships are hypothetical.

In this research, for analyzing demographic information of respondents, descriptive analysis has been conducted. Also, T-test has been used to investigate whether there is statistical difference between men and women regarding their purchase decisions toward endorsed products. PLS-SEM which stands for Partial least square structural equation modeling was used in this study. Generally, there are two types of SEM models. Covariance-based structural equation modeling (CB-SEM) was mostly used for analyzing complex relationships between variables until 2010. However, nowadays the number of publications using PLS-SEM are increasing in comparison to CB-SEM (Hair et al., 2017).

Since PLS-SEM provides researchers with a method in which there is no need to impose distributional assumptions on the data in order to estimate complex models with many indicators or variables, they are inclined to apply this method for the data analysis. PLS-SEM is a causal predictive approach that is mainly used for models in which variables are constructed to provide causal explanations (Wold, 1982; Sarstedt, M; Ringle, C M & Hair, J F, 2017). This method also has a user-friendly package that needs little technological knowledge about the method.

PLS-SEM combines principle components analysis with ordinary least squares regressions to estimate partial model structures (Mateos-Aparicio, 2011). PLS-SEM is considered as an alternative to CB-SEM which has restrictive assumptions (Hair, J F; Ringle, C M & Sarstedt, M, 2011). CB-SEM only considers the common variance to estimate the model parameters, but PLS-SEM uses total variance to estimate the model parameters (Hair et al., 2017). PLS-SEM should be used in the following situations:

- A theoretical framework from a prediction perspective is to be tested in the analysis;
- The proposed conceptual model is complex and consists of many variables;
- There is a need for exploratory research to develop a theory;
- The model includes a variable which has been measured formatively;
- Financial ratios are existed in the research;
- Secondary data is used for the research;
- Restriction of the sample size because of small population;
- Distribution is important, such as the absence of normality;
- Latent variable scores are needed for further analysis.

As Hair, Ringle & Sarstedt (2013) stated, one of the reasons for conducting PLS-SEM is when there is a complex model which includes various model relationships, indicators and constructs in the research. Since in this thesis, the proposed conceptual framework is almost complex with many relationships among constructs, the PLS-SEM has been used for analysis. Moreover, as this study is trying to test a theoretical framework from a prediction perspective, PLS-SEM method has been performed.

## **4.5 Ethics in Data Collection**

The researchers must consider ethics in the process of collecting data. The researchers shouldn't force respondents to take part in the research. The aims and objectives of the study should be clearly explained to the respondents. For collecting further information, additional questions have to be related to the research problem. The identity of the participants should be remained anonymous. When transforming data into information, the database shouldn't be exploited for accurate results.

In this research, taking part in the survey is 100% voluntarily that is mentioned at the beginning of the questionnaire. Users' information will be kept anonymous and participants can stop filling out the survey whenever they find it inappropriate. The aim of the research is explicitly explained at first of the questionnaire to inform respondents about the purpose of the questions.

## **4.6 Measures**

In this research, for measuring the impact of social media influencers on consumers' buying intentions with the mediating role of consumer attitude, several scales have been used by searching in the previous studies. For each variable, we have selected minimum of four and maximum of seven questions for measuring them. These questions which construct the main questionnaire for measuring variables by collecting data from respondents, will be exhibited with a Likert scale that ranges from 1 which means "Strongly Disagree" to 7 which means "Strongly Agree" for answering them. The scales and the resources for each variable are shown in the table below:

Table 4: Measures

Credibility's scale (Ohanian, 1990)	
Items	
Variables	Statement
Attractiveness	I follow influencers on social media because they are attractive. I follow influencers on social media because they are handsome.
Trustworthiness	The influencer appears trustworthy. The influencer appears dependable.
Expertise	The influencer appears experienced. I follow influencers on social media because they are knowledgeable. I follow influencers on social media because they are qualified.

Source attractiveness's Scale (Ohanian, 1990; Eyal, K; Rubin, A M, 2003)	
Items	
Variable	Statement
Likability	I think she/he is quite pretty. I find her/him very attractive physically.
Familiarity	I think she/he could be a friend of mine. I would like to have a friendly chat with him/her.
Similarity	She/he thinks like me. She/he shares my value.



Influencer-Product fit's Scale: Scholar.waset.org (2014)	
Items	
Variable	Statement
Influencer-Product fit	<p>I watch with interest the ads of a brand that uses influencers in its ads and I do not usually forget them easily.</p> <p>I would like to watch again and again the ads in which influencers who I adore and like.</p> <p>I find ads featuring influencers more fun and I watch them many times.</p> <p>I think some influencers represent (fit) some brands very well.</p> <p>I do not easily forget the brands in whose ads influencers have appeared.</p> <p>I am led to think that a brand which influencers I like a lot in its ads is a big brand.</p> <p>Seeing very famous influencers acting in the ads or a brand leads me to think that brand is a big brand.</p>

Meaning transfer's Scale: Scholar.waset.org (2014)	
Items	
Variable	Statement
Meaning transfer	<p>I think brands that use influencers in their ads are stronger.</p> <p>Ads in which influencers appear attract me more.</p> <p>I find ads where influencers are used more interesting than other ads.</p> <p>I think that the brands in ads which influencers appear are more reliable.</p> <p>I think that brands that feature influencers in their ads are more prestigious.</p>

	<p>I think respectable and reliable celebrities are important role models for the society.</p> <p>When celebrities who I trust appear in ads, this causes me to trust the brand they represent.</p>
--	---

Consumer attitude's Scale: Calder et al., (1981) and Churchill et al., (1971)	
Items	
Variable	Statement
Consumer attitude	<p>I like to look at influencer endorsed advertising.</p> <p>On average, brands that are advertised with influencers are better in quality.</p> <p>Most of the products perform as well as the influencer endorsed ones.</p> <p>Generally speaking, buying influencer endorsed products is a better choice.</p> <p>I like shopping for influencer endorsed products.</p>

Buying intention toward endorsed products Scale: Sia et al., (2009) and La Ferle & Choi (2005)	
Items	
Variable	Statement
Buying intention toward endorsed products	<p>I am considering purchasing the product.</p> <p>I would seriously contemplate buying the product.</p> <p>It is likely that I am going to buy the product.</p> <p>I would like to purchase the brand endorsed by my favorite influencer.</p> <p>I would consider purchasing the brand endorsed by my favorite influencer.</p>

	I would definitely purchase the brand endorsed by my favorite influencer.
--	---

## **Chapter 5**

# **RESULTS OF ANALYSIS AND DISCUSSION OF FINDINGS**

### **5.1 Introduction**

This chapter mainly concentrates on the analysis of the data collected by using a questionnaire. For developing statistical information, a data set has been prepared for conducting certain tests. One of the constructs of this study which is Source Attractiveness has been removed due to the low factor loadings after analysis. Furthermore, some of the questions regarding our constructs which are SC1, SC2, SC4, IPF4, IPF7, MT6, MT7, CA1, CA3 have also been removed because of the same reason.

The proposed conceptual framework for this study, as demonstrated in chapter two, has many relationships between its variables which makes it difficult for data analysis. As a result, a multivariate data analysis method called partial least square structural equation modeling (PLS-SEM) has been conducted for analyzing the data. By using PLS-SEM, we are able to analyze the existing relationships between variables and also those relationships which are hard to measure.

The software being used for performing PLS-SEM is Smart PLS. This software is established by Ringle et al., (2005). This software has appealing advantages such as

advanced reporting features, having user-friendly interface, and also being available and accessible to researchers which makes it famous since its establishment in 2005.

## 5.2 T-test for Gender Comparison

T-test is often conducted to examine whether there is a statistically difference between two different groups (For example: men and women), regarding their mean scores. In this research, T-test has been conducted to investigate whether two groups of men and women are statistically different in their intentions toward buying endorsed products. As Table 5 illustrated, Levene's test for equality of variances is not significant since it is more than .05 ( $P > 0.05$ ). So, the equal variances are assumed. Then it can be concluded that there is no significant difference between men and women regarding their buying intentions which is illustrated in Table 5.

Table 5: Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means	
	F	Sig.	t	df
BI_Mean	.027	.870	-1.608	294
			-1.618	218.228

Independent Samples Test

	t-test for Equality of Means		
	Sig. (2-tailed)	Mean Difference	Std. Error Difference
BI_Mean	.109	-.229	.142
	.107	-.229	.141

Independent Samples Test

	t-test for Equality of Means	
	95% Confidence Interval of the Difference	
	Lower	Upper
BI_Mean	-.509	.051
	-.508	.050

### 5.3 Measurement model

For evaluating internal consistency reliability, composite reliability (CR) and Cronbach's alpha (CA) are evaluated. Composite reliability (CR) should normally range from 0 to 1 which 1 shows the perfect reliability. According to Henseler, Ringle & Sarstedt (2012), for confirmatory purposes, composite reliability needs to be equal or above 0.7. Moreover, Cronbach's alpha (CA) has to be equal or above 0.7 (Garson, 2016).

Table 6: Measurement Model

Constructs	Items	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
BI	BI1	0.816	0.879	0.908	0.622
	BI2	0.777			
	BI3	0.81			
	BI4	0.799			
	BI5	0.78			
	BI6	0.749			
CA	CA2	0.797	0.779	0.872	0.694
	CA4	0.858			
	CA5	0.843			
IPF	IPF1	0.813	0.823	0.876	0.586
	IPF2	0.797			
	IPF3	0.711			
	IPF5	0.778			
	IPF6	0.722			
	MT	MT1			
MT2	0.747				
MT3	0.766				
MT4	0.806				
MT5	0.802				
SC	SC3	0.833	0.784	0.858	0.602
	SC5	0.722			
	SC6	0.778			
	SC7	0.766			

For ensuring convergent validity, all the outer loadings should have a value above 0.708 Hair et al., (2017) and also average variance extracted (AVE) needs to indicate a value more than 0.5. In Table 6, the convergent validity has been confirmed since all the outer loading values are above 0.708. Furthermore, all the values regarding AVE

are greater than 0.5. Internal consistency is confirmed as Table 6 shows that values of CA and CR for all the constructs are above the recommended limit of 0.7.

Table 7: Discriminant Validity (Fornell-Larcker criterion)

	BI	CA	IPF	MT	SC
BI	0.789				
CA	0.748	0.833			
IPF	0.592	0.558	0.765		
MT	0.642	0.653	0.565	0.784	
SC	0.394	0.38	0.284	0.289	0.776

Table 8: Heterotrait-Monotrait Ratio (HTMT)

	BI	CA	IPF	MT	SC
BI					
CA	0.894				
IPF	0.686	0.688			
MT	0.742	0.8	0.673		
SC	0.457	0.464	0.338	0.336	

Fornell-Larcker criterion and Heterotrait-Monotrait ratio of correlations (HTMT) criterion were assessed to evaluate discriminant validity. When each latent variable has a square root of AVE which is greater than other correlation values among the other constructs, discriminant validity is identified (Fornell, C; Larcker, D F, 1981). Based on what Fornell-Larcker stated, discriminant validity can be confirmed since the square root of AVE for each variable is greater than the correlation values with other variables as illustrated in Table 7. The HTMT value should be less than 0.9 to confirm discriminant validity Henseler et al., (2015). Discriminant validity has been confirmed for this research as it is shown in Table 7 and 8 in which all the values are below 0.9.

### 5.3.1 Common Method Bias

What is known as a common method bias is caused by the measurement model used in SEM study. For instance, respondents may be influenced by the instruction at the beginning of the questionnaire when they want to answer them, or also social desirability can also make respondents to answer questions in a particular way, which in both cases will cause indicators to share a certain amount of common variation (Kock N, 2015). In this study, we have analyzed VIF values to check for common method bias and from 20 items only two of them had values above the limited threshold of 3.3 and because they were minor problem in the analysis, it didn't necessitate to change our data. The results can be shown in Appendix.

### 5.4 Structural Model

After developing the measurement model, structural model was also assessed. Values of variance inflation factor (VIF) have been checked for identifying the probability of multicollinearity problem between latent variables. The suggested limit for VIF is above 0.2 and less than 5 (Ringle et al., 2015). Table 9 indicates that multicollinearity issue does not exist since there is no VIF values greater than 5.

Table 9: Collinearity Statistics

	BI	CA	IPF	MT	SC
BI					
CA	2.028				
IPF	1.627	1.503			
MT	1.941	1.508			
SC	1.18	1.117			

#### 5.4.1 Results of the Proposed Relationships

A bootstrapping technique was conducted to evaluate the significance of the relationships between variables. It is indicated in the Table 10 that all the proposed



relationships in the model are significant. The variable named Source attractiveness has been removed from the model because it had low factor loadings. After removing the items which had low outer loadings, the number of items that had adequate factor loading was low, so the construct was deleted from the model.

**Table 10: Results of the Proposed Relationships**

Path	Path coefficient	P value
SC -> CA	0.380	0.000
IPF -> CA	0.561	0.000
MT -> CA	0.654	0.000
SC -> BI	0.189	0.000
IPF -> BI	0.303	0.000
MT -> BI	0.416	0.000
CA -> BI	0.478	0.000

#### **5.4.2 The Explanatory Power of the Model**

The  $R^2$  value which estimates how much of the variance in the dependent variable can be explained by the model or the independent variables is also examined in this study.  $R^2$  value can also be considered as the explanatory power of the proposed model (Shmueli, G & Koppius, O R, 2011). As Ridgon (2012) indicated,  $R^2$  value can be introduced by its in-sample predictive power.

The ranges of  $R^2$  value varies from 0 to 1. Better explanatory power of the model is demonstrated by higher  $R^2$  values. It is suggested that values of 0.25 is regarded as weak, 0.50 is considered as moderate and 0.75 is strong (Henseler et al., (2009); Hair et al., (2011)). However, in some cases, the low value of  $R^2$ , for example 0.10 are accepted (Raithel et al., 2012). The proposed model in this study can explain 63.3% of the variance in BI as indicated by  $R^2$  value.

## 5.5 The Mediating Role of Consumer Attitude

For identifying the indirect effects of consumer attitude, the bootstrapping technique was conducted (Preacher, K J & Hayes, A F, 2008). The outcomes of the bootstrapping technique with 95% confidence interval illustrate that source credibility can indirectly affect the consumers buying intentions for purchasing endorsed products through consumer attitude. Also, influencer-product fit can indirectly affect consumer buying intention through consumer attitude and moreover meaning transfer indirectly impact buying intention through consumer attitude as demonstrated in Table 11,12, and 13.

Considering the results, the mentioned indirect effects are significant and positive. Also the direct effects of source credibility, influencer-product fit, and meaning transfer on buying intention are positive and significant. We can then conclude that the consumer attitude partially mediates the relationships between source credibility and buying intention, influencer-product fit and buying intention, and meaning transfer and buying intention, so hypotheses 10,12, and 13 are supported.

Table 11: Mediating effect of CA

	Total effect	Indirect effect SC->BI	Direct effect	Mediation
SC->BI	0.187**	0.084**	0.103**	Partial
R <sup>2</sup>	0.521	0.633		
ΔR <sup>2</sup>	0.112			

Note: \*p< .10; \*\*p<.05; and \*\*\*p<.001

Table 12: Mediating effect of CA

	Total effect	Indirect effect IPF->BI	Direct effect	Mediation
IPF->BI	0.304**	0.118**	0.185**	Partial
R <sup>2</sup>	0.521	0.633		
ΔR <sup>2</sup>	0.112			

Note: \*p<.10; \*\*p<.05; and \*\*\*p<.001

Table 13: Mediating effect of CA

	Total effect	Indirect effect MT->BI	Direct effect	Mediation
MT->BI	0.416**	0.221**	0.195**	Partial
R <sup>2</sup>	0.521	0.633		
ΔR <sup>2</sup>	0.112			

Note: \*p<.10, \*\*p<.05; and \*\*\*p<.001

## 5.6 Hypotheses Testing

Table below shows which of the proposed relationships has been supported in this study and as the table demonstrated all the relationships has been supported.

Table 14: Hypotheses Testing

H1	Source credibility has a significant and positive effect on consumer attitude.	Supported
H3	Influencer-Product Fit has a significant and positive effect on consumer attitude.	Supported
H4	Meaning Transfer has a significant and positive effect on consumer attitude.	Supported
H5	Source credibility has a significant and positive effect on buying intentions.	Supported
H7	Influencer-Product Fit has a significant and positive effect on buying intentions.	Supported
H8	Meaning Transfer has a significant and positive effect on buying intentions.	Supported
H9	Consumer attitude has a significant and positive effect on buying intentions.	Supported
H10	Consumer attitude has a mediating effect on the relationship between source credibility and buying intentions.	Supported
H12	Consumer attitude has a mediating effect on the relationship between influencer-product fit and buying intentions.	Supported
H13	Consumer attitude has a mediating effect on the relationship between meaning transfer and buying intentions.	Supported

## 5.7 Discussion of Findings

The effects of Source Credibility, Source Attractiveness, Influencer-Product fit, and Meaning Transfer on consumer attitudes and also their buying intentions have been investigated. First of all, we have found that Source Credibility of social media endorsers can positively impact consumers' attitudes and their buying intentions (H1, H5 were supported).

Answers of the participants revealed that credibility of the endorser can significantly impact their purchase intentions and also their reactions to certain brands; while in many previous studies like in Evans (2013) stated that credibility can sometimes negatively affect consumers' attitudes in cases where the influencer does not have related or even sufficient knowledge about what he/she is endorsing. Also, it asserted that it is not easy for consumers to exert positive reactions toward endorsers' credibility especially in occasions where influencer does not have enough expertise about the product or brand.

We also concluded that Source Attractiveness does not have any effects on consumers' reactions and their buying decisions which is also confirmed in Ohanian (1990) studies that Source Attractiveness cannot affect consumers' attitude and purchase intentions (H2, H6, H11 were rejected).

Moreover, we have found that the ideal match between influencer and the product, like what Kamins & Gupta (1994) stated, can generate more effective advertising messages and also result in more favorable reactions to products and buying decisions (H3, H7 were supported).

It was found that Meaning Transfer can create more positive consumer reactions to a particular brand that will result in buying intentions (H4, H8 were supported). In many previous studies like Escalas & Bettman (2005) affirmed that meaning that are associated in consumers' mind from influencers can positively impact their attitudes and intentions to purchase.

Consumer Attitude has been revealed to exert positive impact on consumers' intentions to buy particular products and previous studies like Ha & Janda (2012) affirmed that consumers' favorable reactions to brands can generate more buying intentions towards promoted products (H9 was accepted).

Finally, it has been concluded that Consumer Attitude has a mediating role on the relationships between Source Credibility, Influencer-Product Fit, Meaning Transfer, and Buying Intention which in many previous studies the mediating role of Consumer Attitude towards creating purchase intention has been confirmed (H10, H12, H13 were accepted).

## **Chapter 6**

### **CONCLUSION**

#### **6.1 Introduction**

The first five chapters of this research have provided a full review on the subject. By searching in academic literature, concepts of Source Credibility, Source Attractiveness, Influencer-Product Fit, Meaning Transfer, Consumer Attitude, Buying Intentions, and the related theory of Social Learning have been explained in details.

After explaining the concepts of the model, hypotheses relevant to the relationships between constructs have been developed and for analyzing them a questionnaire has been provided to collect data. These data have been analyzed in chapter 5 and the results have been demonstrated. In this chapter, the managerial implications of using influencer marketing will be analyzed. The limitations to the research will be disclosed along with some recommendations for studies in future which are related to this topic.

#### **6.2 Managerial Implications**

This study is beneficial for those businesses which are considering to take advantage of social media influencers or widen their businesses through social media influencers on online platforms. In today's world, influencer marketing which is considered as a new form of celebrity endorsement, has become popular due to the fact that it is able to reach online consumers who may hard to reach with traditional forms of marketing (Phua, J; Jin, S V; Kim, J, 2017). Social media influencers are often used by businesses to deliver their marketing messages since they have lots of followers.

Influencers create a relationship with their followers as they share posts and stories about their everyday life and engage them in whatever they are doing during a day. In fact, this interaction increases trust in the followers. Nowadays, social media influencers are becoming role models for their followers. Generally, people learn to behave in a special way or do certain things from a model according to social learning theory. So, it is the most cost-effective way for businesses to deliver their marketing messages or enhance their sales through the use of social media endorsers by promoting their brands.

When a particular influencer who has lots of followers and who is successful in creating a trusted relationship, started to consume a certain good, their followers intend to consume that good since they like to behave in the same way as their favorite influencer or to use products and services that his/her favorite influencer consumes.

Considering the analysis results of this research, there are some elements that are able to affect the effectiveness of a particular social media influencer. First of all, the concept of Source Attractiveness had nothing to do with buying intentions of the customers toward endorsed products based on the analysis. So, in case of finding an influencer for promoting a brand, businesses should consider attractiveness as the least important factor.

In today's digital world, businesses should be aware that as face to face interaction has decreased, trusting a brand or an influencer has become a big deal. According to the analysis, experience and trustworthiness of the influencer are important elements that are able to influence consumers' buying decisions. Hence, in choosing an influencer to become an ambassador of the brand, businesses should decide on ones who are

expert or has experience in the related domain. Also, it is important to always choose an influencer who is considered as trustworthy from the consumers' perspective.

In order to choose an influencer to advertise or promote a particular brand, businesses should pay attention that there should be a fit or match between the influencer and what he/she is endorsing. This actually helps businesses to enhance their brand awareness as when customers see the influencer, they will unintentionally remember the brand and in most cases they will not forget the brand easily.

It should also be taken into consideration that consumer attitude and preferences has a mediating effect on the relationships between the model constructs and intentions of the consumers to purchase certain products. It means that each of the constructs which are Source Credibility, Influencer-Product Fit, Meaning Transfer can positively affect consumers' attitudes and preferences and when attitudes towards brand or product successfully being changed, consumers will persuade to purchase a certain product or brand.

### **6.3 Limitations of The Study**

This research has number of limitations that will be discussed. The use of Convenience, non-probability sampling technique is the first limitation since it does not include the whole population of the people who uses social networks and only Iranian people are analyzed in the survey.

The second limitation of this study is that we only analyzed data from participants who uses social networks and most importantly who follows at least one or more influencers on social media, so respondents who do not follow any social media influencers are not included in the study.



As we stated in the methodology chapter, a cross-sectional method was used to gather information from prospective participants and this is regarded as the third limitation of this study. As a result, there is a probability that respondents may change their responses to the questions and they may have different answers to the questions later on.

The questionnaire by which we collected data from respondents was prepared in English which is not the mother tongue of Iranian people who were our target population. The difficulty in comprehending the questions provided in the survey by the respondents could be regarded as the fourth limitation of the research.

The fifth and last limitation of the study is that since this thesis is considered as a quantitative research, for gaining better insights or deep understanding of the topic, it would be better to perform a qualitative research as well.

#### **6.4 Suggestions for Future Studies**

This study is based on the results from various income level, gender, educational level, and marital status. Other demographic and characteristics of the respondents that can affect consumers' intentions to purchase an endorsed or promoted brand or product can be regarded in future studies.

This research analyze data regarding the impact of social media influencers on consumers' buying intentions from only Iranian people who uses social media platforms and who follows influencer(s) on social networks. Future studies can extend the research in order to include all the people, without paying attention to their nationality, who uses social networks and follows at least one influencer on it.

In managerial implications part, we talked about the benefits that businesses could gain by using social media influencers in their advertisements. Future studies can be concentrated on why people tend to follow influencers on social media and what advantages or benefits they gain by following various types of influencers on social media.

## **6.5 Conclusion**

Although there are some limitations during the research procedure, there are some evidences that confirm the following results which provided from the analysis of this research. Source Credibility can positively influence consumers' purchase intentions toward endorsed brands, while in most of the prior researches we have found that source credibility has insignificant relationship with consumers' attitudes and also their buying intentions. Source Attractiveness does not have any impact on consumers' buying intentions toward promoted brands.

Influencer-Product Fit has significant and positive impact on consumers' buying intentions toward advertised brands and an ideal match can trigger consumers reactions and lead them to purchase promoted products. Meaning Transfer positively affect consumers' intentions to purchase promoted brands.

Consumers' attitude and preferences positively affect buying intentions toward endorsed brands and in many previous studies it had been stated that the intentions of consumers to buy products is firmly subject to their opinions. Consumer attitude has a mediating role on the relationship between Source Credibility and Consumers' buying intentions. Consumer attitude mediates the relationship between Influencer-Product Fit and consumers' intentions to purchase a promoted brand. Consumer Attitude has

mediating role on the relationship between Meaning Transfer and Consumers' intentions to purchase endorsed brands.

## REFERENCES

- Aaker, D A & Myers, J G. (1987). *Advertising Management* (3rd ed.). New Jersey: Prentice Hall.
- Adler, R.B, & Rodman, G. (2000). *Understanding Human Communication* (7th ed.). Harcourt College Publishers.
- Ahuvia, A. C. (2005). Beyond the extended self: Loved objects and consumers' identity narratives. *Journal of Consumer Research*, 32, 171-184.
- Alsmadi, S. (2006). The Power of Celebrity Endorsement in Brand Choice Behaviour: An Empirical Study of Consumer Attitudes. *Journal of Accounting, Business and Management*, 13, 69-84.
- Amos, C; Holmes, G & Strutton, D. (2015). Exploring the relationship between celebrity endorser effects and advertising effectiveness. *International Journal of Advertising*, 27.
- Amos, C; Holmes, G, & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International journal of advertising*, 27, 209-234.
- Anand, P; Holbrook, M B & Stephens, D. (1988). The information effective judgements: The cognitive affective model versus the independence hypothesis. *Journal of Consumer Research*, 15, 386-391.

Ananda, A F & Wandebori, H. (2016). The Impact of Drugstore Makeup Product Reviews By Beauty Vlogger on Youtube Towards Purchase Intention By Undergraduate Students In Indonesia. *In International Conference on Ethics of Business, Economics, and Social Science*, (pp. 255-263). Faculty of Economics YSU.

Anderson, K, & Clevenger, T. (1963). A Summary of Experimental Research in Ethos. *Speech Monographs*, 30, 59-78.

Applbaum, R L, & Anatol, K W E. (1972). The Factor Structure of Source Credibility as a Function of the Speaking Situation. *Speech Monographs*, 39, 216-222.

Aronson, E; A Turner, J, & Carlsmith, J M. (1963). Communicator credibility and communication discrepancy as determinants of opinion change. *The Journal of Abnormal and Social Psychology*, 67, 31.

Atkin, C, & Block, M. (1983). Effectiveness of Celebrity endorsers. *journal of advertising*, 23, 57-61.

Ayeh, J K; Au, N & Law, R. (2013). Predicting the intention to use consumer-generated media for travel planning. *Tourism Management*, 35, 132-143.

Bagozzi et al. (1979). The construct validity of the tripartite classification of attitudes. *Journal of Marketing Research*, 16, 88-95.

- Bagozzi, R & Burnkrant, R E. (1979). Attitude measurement and behavior change: A reconsideration of attitude organization and its relationship to behavior. *ACR North American Advances*, 6, 295-302.
- Baker, M, & Churchill, G. (1977). The Impact of Physical Attractive Models on Advertising Evaluations. *Journal of Marketing Research*, 14, 538-555.
- Balog, K M; Rijke, D & Weerkamp, W. (2008). Bloggers as experts: Feed distillation using expert retrieving models. In S. H. Myaeng, D. W. Oard, F. Sebastiani, T.-S. Chua, & M.-K. Leong (Ed.), *In Proceedings of the 31st annual international ACM SIGIR conference on research and development in information retrieval*, (pp. 753-54). New York: ACM.
- Bandura, A, & Walters, R H. (1963). Social learning and personality development.
- Bandura, A. (1971). Social Learning Theory. *General Learning Corporation*.
- Bardia, Y.H; Abed, A & Majid, N.Z. (2011). Investigate the impact of celebrity endorsement on brand image. *European Journal of Scientific Research*, 58, 116-132.
- Basil, M. (1996). Identification as a Mediator of Celebrity Effects. *Journal of Broadcasting and Electronic Media*, 40, 478-495.
- Batra, R & Homer, P M. (2004). The situational impact of brand image beliefs. *Journal of Consumer Psychology*, 14, 318-330.

- Bauer, R & Greyser, S. (1968). *Advertising in America: The Consumer View*. Boston: Harvard University Press.
- Belch, G & Belch, M. (1994). Introduction to advertising and promotion: An integrated Marketing communications perspective. *Irwin: Homewood*, 189-192.
- Belch, G E & Belch, M A. (2001). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (5th ed.). Boston, MA: McGraw-Hill.
- Belch, G.E & Belch, M.A. (2004). *Advertising and Promotion an Integrated Marketing Communications Perspective*. New York.
- Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15, 139-168.
- Belk, R. W. (1990). The role of possessions in constructing and maintaining a sense of past. *NA-Advances in Consumer Research*, 17.
- Bergin, A. (1962). The Effect of Dissonant Persuasive Communications upon Changes in Self-Referring Attitudes. *Journal of Personality*, 30, 423-438.
- Bergkvist, L, & Zhou, Kris Qiang. (2016). Celebrity endorseemnets: a literature review and research agenda. *International journal of Advertising*, 35, 642-663.
- Bergkvist, L; Hjalmarson, H & Magi, A. (2016). A new model of how Celebrity Endorsements work: attitude toward the endorsement as a mediator of celebrity

source and endorsement effects. *International Journal of Advertising*, 35, 171-184.

Berthon, P R; Pitt, L F; Plangger, K; Shapiro, D. (2012). Marketing meets web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business horizons*, 55, 261-271.

Bhatnagar, P M & Mittal, A. (2012). Measuring consumer's perception of the association between brand and celebrity endorser. *International Journal of Research in Management, Economics and Commerce*, 2, 105-115.

Bhatt, N; Jayswal, R & Patel, J. (2013). Impact of Celebrity Endorser's Source Credibility on Attitude towards Advertisements and Brands. *South Asian Journal of Management*, 20, 74-95. Retrieved April 24, 2014

Bianchi, C & Andrews, L. (2012). Risk, trust, and consumer online purchasing behaviour: A Chilean perspective. *International Marketing Review*, 29, 253-275.

Bochner, S, & Insko, C.A. (1966). Communicator Discrepancy, Source Credibility and Opinion Change. *Journal of Personality and Social Psychology*, 4, 614-621.

Bornstein, R. F. (1989). Exposure & affect: Overview and meta-analysis of research. *Psychological Bulletin*, 106, 265-289.



- Bradmore, D. (2004). Student attitudes to careers in sales: A Malaysian Perspective. *Malaysian Management Review*, 39, 51-58.
- Brannigan, M. (2016). *You don't need a blog anymore to be successful 'influencer'*. Retrieved March 20, 2017, from <http://fashionista.com/2016/03/influencer-marketing>
- Braunsberger, K & Munch, J M. (1998). Source expertise versus experience effects in hospital advertising. *Journal of Services Marketing*, 12, 23-38.
- Braunstein, J R & Zhang, J J. (2005). Dimensions of athletic star power: The consumer perspective. *Sport Marketing Quarterly*, 14, A81.
- Bright, L & Cunningham, N. (2012). The Power of a Tweet: An exploratory study measuring the Female Perception of Celebrity Endorsements on Twitter. *AMA Summer Educators' Conference Proceedings*, 23, pp. 416-423.
- Brinol, P; Petty, R E & Tormala, Z L. (2004). Self-validation of cognitive responses to advertisements. *Journal of Consumer Research*, 30, 559-573.
- Brownlow, S. (1992). Seeing is believing: Facial appearance, credibility, and attitude change. *Journal of Nonverbal Behavior*, 16, 101-115.
- Byrne, A; Whitehead, M & Breen, S. (2003). The naked truth of celebrity endorsement. *British Food Journal*, 105, 288-96.

- Caballero, M & Solomon, P. (1984). Effect of Model Attractiveness on Sales Response. *Journal of Advertising*, 13, 17-22, 33.
- Calder, B J; Phillips, L W & Tybout, A M. (1981). Designing research for application. *Journal of Consumer Research*, 8, 197-207.
- Canning, L E & West, D. (2006). Celebrity Endorsement in Business Markets. *In Proceedings of 22nd Industrial Marketing and Purchasing Group Conference* (pp. 1-9). Milan: IMP Group.
- Chaiken, S. (1979). Communicators Physical Attractiveness and Persuasion. *Journal of Personality and Social Psychology*, 37, 1387-1397.
- Chaiken, S. (1980). Heuristic versus systematic information processing and the use of source versus message cues in persuasion. *Journal of Personality and Social Psychology*, 39, 752-66.
- Chan, K; Leung Ng, Y & Luk, E.K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*, 14, 167-179.
- Chao, P; Wuhrer, G, & Werani, T. (2005). Celebrity and foreign brand name as moderators of country-of-origin effects. *International Journal of Advertising*, 24, 173-192.

- Chapple, C & Cownie, F. (2017). An investigation into viewers' trust in and response towards disclosed paid-for-endorsements by YouTube lifestyle vloggers. *Journal of Promotional Communications*, 5, 110-36.
- Chen, M. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: moderating effects of food-related personality traits. *Food Quality and Preference*, 18, 1008-1021.
- Cheung, C M K; Lee, M K O, & Rabjohn, N. (2008). The impact of electronic word-of-mouth: the adoption of online opinions in online customer communities. *Internet Research*, 18, 229-247.
- Churchill, Jr; Gilbert, A and Urban, B O. (1971). Five dimensions of the industrial adoption process. *Journal of Marketing Research*, 8, 322-328.
- Cialdini, R. (1993). *The psychology of influence*. New York: William Morrow & Co.
- Clark, P W; Martin, C A & Bush, A J. (2001). The effect of role model influence on adolescents' materialism and marketplace knowledge. *Journal of Marketing Theory and Practice*, 9, 27-36.
- Comiati, R & Plaias, I. (2010). The Impact of Endorsers' Characteristics on Consumers' Reaction to Ads. *Management & Marketing*, 8, 37.
- Cooper, M. (1984). Can Celebrities Really Sell Products? *Marketing and Media Decisions*, 19, 64-65.

- Craig, S.C & McCann, J.M. (1978). Assessing Communication Effect of Energy Conservation. *Journal of Consumer Research*, 5, 82-88.
- Daneshvary, R & Schwer, R K. (2000). The Association Endorsement and Consumers' Intention to Purchase. *Journal of Consumer Marketing*, 17, 203-213.
- De Bruyn, A & Lilien, G L. (2008). A multi-stage model of word-of-mouth influence through viral marketing. *Internation Journal of Research in Marketing*, 25, 151-163.
- DeBono, K G & Harnish, R J. (1988). Source expertise, source attractiveness, and the processing of persuasive information: A functional approach. *Journal of Personality and Social Psychology*, 55, 541-546.
- Dholakia, R R & Sternthal, B. (1977). High credible sources: persuasive facilitators or persuasive liabilities? *Journal of Consumer Research*, 3, 223-232.
- Djafarova, E & Rushworth, C. (2017). Exploring the crediility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1-7.
- Dodds, W B; Monroe, K B & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28, 307-319.

- Dou, X; Walden, J A; Lee, S; Lee, J Y. (2012). Does source matter? Examining source effects in online product reviews. *Computers in Human Behavior*, 28, 1555-1563.
- Dwivedi, A; McDonald, R & Johnson, L. (2014). The impact of a celebrity endorser's credibility on consumer self-brand connection and brand evaluation. *Journal of Brand Management*, 21, 559-578.
- Eagly, A & Chaiken, S. (1993). *The psychology of attitude*. Fort Worth, TX: Harcourt: Brace & Janovich.
- Elliot, R & Wattanasuwan, K. (1998). Brands as symbolic resources for the construction of identity. *International Journal of Advertising*, 17, 131-144.
- Erdem, T & Swait, J. (2004). Brand credibility, brand consideration and choice. *Journal of Consumer Research*, 31, 191-199.
- Erdogan, B Z & Baker, M J. (2000). Towards a practitioner-based model of selecting celebrity endorsers. *International Journal of Advertising*, 19, 25-42.
- Erdogan, B Z; Baker, M J & Tagg, S. (2001). Selecting Celebrity Endorsers: The Practitioners' Perspective. *Journal of Advertising Research*, 41, 39-48.
- Erdogan, B. (1999). Celebrity endorsement: A literature review. *Journal of Marketing management*, 15, 291-314.

- Erz, A & Christensen, A B H. (2018). Transforming consumers into brands: Tracing transformation processes of the practice of blogging. *Journal of Interactive Marketing, 43*, 69-82.
- Escalas, J E; Bettman, J R. (2005). Self-construal, reference groups, and brand meaning. *Journal of Consumer Research. 32*, 378-389
- Evans, R. B. (2013). *Production and Creativity in Advertising*. Financial Times Management.
- Evans, R. B. (1988). *Production and Creativity in Advertising*. Financial Times Management.
- Eyal, K; Rubin, A M. (2003). Viewer aggression and homophily, identification, and para-social relationships with television characters. *Journal of Broadcasting & Electronic Media, 47*, 77-98.
- Farhat, R & Khan, B M. (2011). Celebrity Endorsement: A congruity Measure of Personalities. *Research on Humanities and Social Sciences, 1*, 30-38.
- Farr, A C & White, K. (2003). *Defining expertise to create a more effective conceptualization of source credibility*. Miami Beach, FL: Communication and Social Cognition Division of the National Communication Association.

- Farr, A. C. (2007). The Effect of Race and Expertise on Source Credibility Ratings While Considering Resumes. *Howard Journal of Communications*, 18, 239-258.
- Feick, L & Higie, R A. (1992). The effects of preference heterogeneity and source characteristics on ad processing and judgements about endorsers. *Journal of Advertising*, 21, 9-24.
- Ferle, L & Choi, M. (2005). The Importance of Percieved Endorser Credibility in South Korean Advertising. *Journal of Current Issues and Research in Advertising*, 27, 67.
- Fill, C. (2009). *Marketing Communications* (5th ed.). England: Pearson Education.
- Fishein, M & Ajzen, I. (1975). *Belief, Attitude, Intention, and behavior: An Introduction to Theory and Research*. U.S.A: Wesley Publishing Company.
- Fleck, N; Korchia, M & Le Roy, I. (2012). Celebrities in advertising: Looking for congruence or likability? *Psychology & Marketing*, 29, 651-662.
- Forbes.com. (2016). *How Influencer Marketplace Octoly Has Generated \$8.6 Million In Earned Media Value*. Retrieved February 14, 2017, from Forbes.com: <http://www.forbes.com/sites/breebrouwer/2016/10/16/influencer-marketing-octoly-thomas-owadenko/#f19754c6e529>

- Forkan, J. (1980). Product matchup key to effective star presentations. *Advertising Age*, 51, 42.
- Fornell, C; Larcker, D F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 39-50.
- Fortini-Campbell, L. (1992). Hitting the sweet spot. Copy Workshop.
- Fowles, J. (1996). *Advertising and Popular Culture*. London: Sage Publication Ltd.
- Freidman, L & Friedman, H. (1979). Endorser Effectiveness by Product Type. *Journal of Advertising Research*, 19, 63-71.
- Garson, G. D. (2016). *Partial Least Squares Regression & Structural Model Statistical Associates Blue Book Series*.
- Giffin, K. (1967). The contribution of studies of source credibility to a theory of interpersonal trust in the communication process. *Psychological Bulletin*, 68, 104-120.
- Goldberg, M & Hartwick, J. (1990). The Effects of Advertiser Reputation and Extremity of Advertising Claim on Advertising Effectiveness. *Journal of Consumer Research*, 19, 172-179.



- Goldsmith, R E; Lafferty, B A & Newell, S J. (2000). The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, 29, 43.
- Goldsmith, R E; Lafferty, B A & Newell, S J. (2002). The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions. *Journal of Marketing Theory and Practice*, 10, 1-11.
- Goldsmith, R.E, & Lafferty, B.A. (1999). Corporate Credibility's in Consumer's Attitudes and Purchase Intentions When a High versus a Low Credibility Endorser Is Used in the Ad. *Journal of Business Research*, 44, 109-116.
- Goldsmith, R.E, & Newell, S.J. (2001). The development of a scale to measure perceived corporate credibility. *Journal of Business Research*, 52, 235-247.
- Grave, J. F. (2017). Exploring the perception of influencers vs. traditional celebrities: Are social media stars a new type of endorser? *In Proceedings of the 8th International Conference on Social Media & Society* (p. 36). ACM.
- Griffitt, W. B. (1966). Interpersonal Attractions as a Function of Self-Concept and Personality Similarity-Dissimilarity. *Journal of Personality and Social Psychology*, 4, 581-584.
- Guillama, M. (2000). *How source credibility and message claims interaction in determining advertising effectiveness*. PhD research, Florida International University, Miami.

- Ha, H Y; Janda, S. (2012). Predicting Consumers Intentions to purchase energy-efficient products. *Journal of Consumer Marketing*, 29, 461-469
- HAIR, J F; HULT, G. T M; RINGLE, C M, & SARSTEDT, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Thousand Oaks, CA: Sage.
- Hair, J F; Ringle, C M & Sarstedt, M. (2011). PLS-SEM: indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19, 139-151.
- Hair, J F; Ringle, C M & Sarstedt, M. (2011). PLS-SEM: indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19, 139-151.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: rigorous applications, better results and higher acceptance. *Long Range Planning*, 46, 1-12.
- Hakimi, B Y; Abedniya, A, & Zaeim, M N. (2011). Investigate the impact of celebrity endorsement on brand images. *European Journal of Scientific Research*, 58, 116-132.
- Haley, E. (1996). Exploring the construct of organization as source: consumers' understanding of organizational sponsorship of advocacy advertising. *Journal of Advertising*, 25, 19.

Harmon, R.R & Coney, K.A. (1982). The Persuasive Effect of Source Credibility in Buy and Lease Situations. *Journal of Marketing Research*, 19, 255-260.

Harrison, K. (2017, January 9). *Top 10 trends that will transform digital marketing in 2017*. Retrieved from forbes.com: <https://www.forbes.com/sites/kateharrison/2017/01/09/top-10-trends-that-will-transform-digital-marketing-in-2017/#7e6d507d3bf5>

Heath, T B; McCarthy, M S & Mothersbaugh, D L. (1994). Spokesperson fame and vividness effects in the context of issue-relevant thinking: The moderating role of competitive setting. *Journal of Consumer Research*, 20, 520-534.

Heinonen, K. (2011). Consumer activity in social media: Managerial approaches to consumers' social media behavior. *Journal of Consumer Behavior*, 10, 356-364.

Hemamalini, K S & Kurup, S K. (2014). Effectiveness of television advertisement on purchase intention. *International Journal of Innovative Research in Science, Engineering and Technology*, 3, 9416-9422.

Henseler, J; Ringle, C M & Rudolf R, S. (2009). The use of partial least squares path modeling in international marketing. (R. R. Sinkoviks, & P. N. Ghauri, Eds.) *Advances in International Marketing*, 277-320.

- Henseler, J; Ringle, C M & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115-135.
- Henseler, J; Ringle, M R; Sarstedt, M. (2012). Using partial least squares path modeling in advertising research: basic concepts and recent issues. *Handbook of research on international advertising*.
- Hilker, C. D. (2017). *Influencer Marketing: Einfuhrung and uberblick*. Retrieved from <http://blog.hilker-consulting-de/iinfluencer-marketing>
- Hoffner, C & Buchanan, M. (2005). Young adults' wishful identification with television characters: the role of perceived similarity and character attributes. *Media Psychology*, 7, 325-51.
- Houston, C R; d'Ouville, E & Willis, T H. (2003). Race and gender affects on consumer identification of products with celebrities endorsers. *Marketing Management Journal*, 13, 85-99.
- Hovland, C.I; Janis, I.L, & Kelley, H.H. (1953). *Communications and persuasion: Psychological studies in opinion change*. New Haven: CT: Yale University Press.
- Hovland, C.I; Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 15, 635-650.

Hoyer, W.D & MacInnis, D.J. (1997). *Consumer behavior*. U.S.A.

Izea. (2017). *The power of your everyday influencer is stronger than celebrities*.

Retrieved February 3, 2017, from izea.com:  
<https://izea.com/2017/02/03/micro-influencers/>

Jaikumar, S & Sahay, A. (2015). Celebrity endorsements and branding strategies: Event study from India. *Journal of Product and Brand Management*, 24, 633-645.

Jain, S P & Posavac, S S. (2001). Prepurchase attribute verifiability, source credibility, and persuasion. *Journal of Consumer Psychology*, 11, 169-180.

Jamil, R A & Rameez ul Hassan, S. (2014). Influence of celebrity endorsement on consumer purchase intention for existing products: a comparative study. *Journal of Management Information*, 4, 1-23.

Jin, X-L; Cheung, C M & Lee, M K. (2009). How to keep members using the information in a computer-supported social network. *Computers in Human Behavior*, 25, 1172-1181.

Joseph, W. (1982). The Credibility of Physically Attractive Communicators: A Review. *Journal of Advertising*, 11, 954-961.

Kahle, L.R, & Homer, P.M. (1985). Physical attractiveness of the celebrity endorser: A social adaptation perspective. *Journal of Consumer Research*, 11, 954-961.

- Kamins, A M; Brand, J M; Hoeke, A S & Moe, C J. (1989). Two-sided Versus One-sided Celebrity Endorsements: The Impact on Advertising Effectiveness and Credibility. *Journal of Advertising*, 18.
- Kamins, M A & Marks, L J. (1991). The perception of Kosher as a third party certification claim in advertising for familiar & unfamiliar brands. *Journal of the Academy of Marketing Science*, 19, 177-185.
- Kamins, M. (1990). An investigation into the "match-up" hypothesis in celebrity advertising: When beauty may be only skin deep. *Journal of Advertising*, 19, 4-13.
- Kamins, M.A & Gupta, K. (1994). Congruence between spokesperson and product type: A matchup hypothesis perspective. *Psychology & Marketing*, 11, 569-586.
- Kanungo, R N & Pang, S. (1973). Effects of human models on perceived product quality. *Journal of Applied Psychology*, 57, 172-178.
- Kelman, H C; Eagly, A H. (1965). Attitude toward the communicator, perception of communication content, and attitude change. *Journal of Personality and Social Psychology*, 1, 63-78.
- Kelman, H. C. (1961). Process of Opinion Change. *Public Opinion Quarterly*, 25, 507-521.

- Kelman, H. C. (2006). Interests, Relationships, Identities: Three Central Issues for Individuals and Groups in Negotiating Their Social Environment. *Peer Reviewed Journal*, 57, 1-26.
- Khamis, S; Ang, L, & Welling, R. (2017). Self-branding, 'micro-celebrity' and the rise of social media influencers. *celebrity studies*, 8, 191-208.
- Kiecker, P; Cowles, D. (2001). Interpersonal communication and personal influence on the internet: A framework for examining online word-of-mouth. *Journal of Euromarketing*, 11, 71-88.
- Kietzmann, J H; Hermkens, K; McCarthy, I P; Silvestre, B S. (2011). Social media ? Get serious! Understanding the functional building blocks of social media. *Business horizons*, 54, 241-251.
- Kim, J; Kim, J E & Johnson, K K P. (2010). The customer-salesperson relationship and sales effectiveness in luxury fashion stores: the role of self-monitoring. *Journal of Global Fashion Marketing*, 1, 230-239.
- Kim, S S; Wang, K C & Ahn, T H. (2013). Which endorser and content are most influential in korean restaurant promotions? *International Journal of Hospitality Management*, 33, 208-218.
- Kim, S-B & Kim, D Y. (2013). The Effects of Message Framing and Source Credibility on Green Messages in Hotels. *Cornell Hospitality Quarterly*.

- King, M M, & Multon, K D. (1996). The effects of television role models on the career aspirations of African American junior high school students. *Journal of Career development, 23*, 111-125.
- Kirkpatrick, D. (2016, April 6). *Influencer Marketing Spurs 11 times the ROI over Traditional Tactics: Study*. Retrieved from Marketing Dive. Industry Dive: <http://www.marketingdive.com/news/influencer-marketing-spurs-11-times-the-roi-over-traditional-tactics-study/416911/>
- Ko, DG; Kirsch, L J, & King, W R. (2005). Antecedents of knowledge transfer from consultants to clients in enterprise system implementations. *MIS Quarterly, 29*, 59-85.
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of e-collaboration (ijec), 11*, 1-10
- Koering, S K & Boyd, T C. (2009). To catch a tiger or to let him go: The match-up Effect and athlete endorsers for sport and non-sport brands. *Sport Marketing Quarterly, 18*, 25-37.
- Kotler, P & Armstrong, G. (2010). *Principles of Marketing* (12th ed.). New Jersey: Prentice Hall.
- Kotler, P. (1997). *Marketing Management: Analysis, planning implementation and control* (9th ed.). Englewood Cliffs, NJ: Prentice Hall.



- Kotler, P. (2000). *Marketing Management*. New Jersey: Prentice Hall.
- Kotze, T. (2001). Parents and television advertisements as consumer socialization agents for adolescents: An exploratory study. *Journal of Family Ecology and Consumer Sciences*=*Tydskrif vir Gesinsekologie en Verbruikerswetenskappe*, 29, 91-99.
- Krasniak, M. (2016). *Social Influencer Marketing On The Rise: New Research*. Retrieved February 1, 2017, from [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com): <http://www.socialmediaexaminer.com/social-influencer-marketing-on-the-rise-new-research/>
- Kreutzer, R T, & Hinz, J. (2010). *Moglichkeiten und Grenzen von Social Media Marketing*. Institute of Management Berlin, Economics and Law. HWR Berlin.
- Kumar, K S & Velavan, A. (2014). Impact of Celebrity Endorsed FMCG Advertisements on Consumers Decision Making Process. *International Journal of Exclusive Management Research (IJEMR)*, 4, 1-6.
- Lafferty, B A; Goldsmith, R E & Newell, S J. (2002). The dual credibility model: the influence of corporate and endorser credibility on attitudes and purchase intentions. *Journal of Marketing Theory and Practice*, 10, 1-12.
- Lafferty, B. A., Goldsmith, R. E., & Newell, S. J. (2000). The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, 29, 43.

- Laroche, M; Kim, C & Zhou, L. (1996). Brand familiarity and confidence as determinants of purchase intention: An empirical test in a multiple brand context. *Journal of Business Research*, 37, 115-120.
- Lee, Z C & Yurchisin, J. (2011). The impact of website attractiveness, consumer-website identification, and website trustworthiness on purchase intention. *International Journal of Electronic Customer Relationship Management*, 5, 272-287.
- Levy, S. J. (1959). Symbols for sale. *Harvard Business Review*, 37, 117-124.
- Li, C.-Y. (2013). Persuasive messages on information system acceptance: A theoretical extension of elaboration likelihood model and social influence theory. *Computers in Human Behavior*, 29, 264-275.
- Lloyd, A E & Luk, S T K. (2010). The devil wears Prada or Zara: a revelation into customer perceived value of luxury and mass fashion brands. *Journal of Global Fashion Marketing*, 1, 129-141.
- Lutz, R.J; Mackenzie, S.B, & Belch, G.E. (1983). Attitude toward the ad as a mediator of advertising effectiveness: determinants and consequences. *Advances in Consumer Research*.
- Lynch, J & Schuler, D. (1994). The match-up effect of spokesperson and product congruency: a schema theory interpretation. *Psychology and Marketing*, 11, 417-445.

- MacInnis, D J; Rao, A G & Weiss, A M. (2002). Assessing when Increased Media Weight of Real World Advertisements Helps Sales. *Journal of Marketing Research*, 39, 391-407.
- MacKenzie, S B; Lutz, R J & Belch, G E. (1986). The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanation. *Journal of Marketing Research*, 23, 130-143.
- Mackenzie, S.B, & Lutz, R.J. (1989). An empirical examination of the structural antecedents of attitude toward the Ad in an advertising pretesting context. *Journal of Marketing*, 53, 48-65.
- Maddux, J E, & Rogers, R W. (1980). Effects of Sources Expertise, Physical Attractiveness and Supporting Arguments on persuasion: A case of Brains Over Beauty. *Journal of Personality and Social Psychology*, 39, 235-244.
- Magnini, V; Garcia, C & Honeycutt, E D. (2010). Identifying the Attributes of an Effective Restaurant Chain Endorser. *Cornell Hospitality Quarterly*, 51, 238-250.
- Makgosa, R. (2010). The influence of vicarious role models on purchase intentions of Botswana teenagers. *Young Consumers*, 11, 307-319.
- Malhotra, N. K. (2006). Questionnaire design and scale development. *Handbook of marketing research: Uses, misuses, and future advances*, 83-94.

- Malhotra, N. K. (2012). *Basic Marketing Research: Integration of social media*. Pearson.
- Mangold, W G, & Faulds, D J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52, 357-365.
- Markethub. (2016). *markethub.io*. Retrieved from Influencer marketing vs word-of-mouth marketing: <https://www.markethub.io/influencer-marketing-vs-word-of-mouth-marketing/>
- Martin, C A, & Bush, A J. (2000). Do role models influence teenagers' purchase intentions and behavior? *Journal of Consumer Marketing*, 17, 441-453.
- Martin, J. H. (1996). Is the Athlete's Sport Important when Picking an Athlete to endorse a Nonsupport Product? *Journal of Consumer Marketing*, 13, 28-43.
- Marwick, A. (2015). Instafame: Luxury selfies in the attention economy. *Public Culture*, 27, 137-60.
- Mateos-Aparicio, G. (2011). Partial Least Squares (PLS) methods: origins, evolution, and application to social sciences. *Communications in Statistics-Theory and Methods*, 40, 2305-2317.
- McCartney, G, & Pinto, J.F. (2014). Influencing Chinese Travel decisions: The impact of celerity endorsement advertising on the chinese traveler to Macao. *Journal of Vacation Marketing*, 20(3), 253-266.

- McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of Retailing and Consumer Services*, 32, 39-45.
- McCracken, G. (1986). Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods. *Journal of Consumer Research*, 13, 71-84.
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16, 310-321.
- McCroskey, J. C. (1966). Scales for the Measurement of Ethos. *Speech Monographs*, 33, 65-72.
- McCroskey, J. C., & McCain, T. A. (1974). The Measurement of interpersonal attraction. *Speech Monographs*. 4, 261-266.
- McGinnis, E, & Ward, C D. (1980). Better Liked than Right: Trustworthiness and Expertise as Factor in Credibility. *Personality and Social Psychology Bulletin*, 6, 467-472.
- McGuire, W. (1985). Attitudes and attitude change. *Handbook of Social Psychology*, 2.
- McGuire, W. J. (1969). The nature of attitudes and attitude change. In G. Lindzey and E. Aronson(Eds). *The Handbook of Social Psychology*, 136-314.

- Mehta, A. (2000). Advertising Attitudes and Advertising Effectiveness. *Journal of Advertising Research*, 40, 67-72.
- Mehulkumar, P. (2005). *An Examination of Universal Personality Endorser and Interaction between Percieved Celebrity Image (PCI) and Percieved Brand Image (PBI) across National Boundaries*. Retrieved May 15, 2013, from <http://business.leeds.ac.uk/fileadmin/webfiles/research/WPS/Pajuani.pdf>
- Metzger, M. J. (2007). Making Sense of Credibility on the Web: Models for Evaluating Online Information and Recommendations for Future Research. *Journal of the American Society for Information Science and Technology*, 58, 2078-2091.
- Miciak, A & Shanklin, W. (1994). Choosing Celebrity Endorsers. *Marketing Management*, 3, 50-59.
- Miller, G R, & Baseheart, J. (1969). Source Trustworthiness, Opinionated Statements, and Responses to persuasive Communication. *Speech Monographs*, 36, 1.
- Mills, Judson, & Harvey, John. (1972). Opinion change as a function of when information about the communicator is recieved and whether he is attarctive or expert. *Journal of Personality and Social Psychology*, 21, 52.
- Mishra, A S; Roy, S & Bailey, A A. (2015). Exploring brand personality-celebrity endorser personality congruence in celebrity endorsements in the Indian context. *Psychology & Marketing*, 32, 1158-1174.

- Misra, S & Beatty, S.E. (1990). Celebrity spokesperson and brand congruence: An assessment of recall and affect. *Journal of Business Research*, 21, 159-173.
- Mitchell, A.A & Olson, J.C. (1981). Are product attribute beliefs the only mediator of advertising effects on brand attitude? *Journal of Marketing Research*, 18, 318-331.
- Mittelstaedt, J D; Riesz, P C & Burns, W J. (2000). Why are endorsements effective? Sorting among theories of product and endorser effects. *Journal of Current Issues and Research in Advertising*, 22, 55-66.
- Morin, R. (2016, February 20). *The rise of niche and micro-influencers*. Retrieved from maximizesocialbusiness.com: <https://maximizesocialbusiness.com/the-rise-of-niche-and-micro-influencers-24286/#>
- Moschis, G P, & Churchill Jr, G A. (1978). Consumer socialization: A theoretical and empirical analysis. *Journal of Marketing Research*, 15, 599-609.
- Newman, D. (2015). *Love it or hate it: Influencer marketing works*. Retrieved December 12, 2016, from <https://www.forbes.com/sites/danielnewman/2015/06/23/love-it-or-hate-it-influencer-marketing-works/#7e53c09150b3>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness and attractiveness. *Journal of Advertising*, 19, 39-52.

- Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research*, 31, 46-54.
- O'Hara, B S; Netemeyer, R G & Burton, S. (1991). An examination of the relative effects of source expertise, trustworthiness, and likability. *Social Behavior and Personality: An International Journal*, 19, 305-314.
- Oskamp, S. (1999). *Attitudes and Opinions* (2nd ed.). New Jersey.
- Ostrom, T. M. (1969). The relationship between the affective, behavioral, and cognitive components of attitude. *Journal of Experimental Social Psychology*, 5, 12-30.
- Oyserman, D. (2009). Identity-based motivation: implications for action-readiness, procedural-readiness, and consumer behavior. *Journal of Consumer Psychology*, 19, 250-260.
- Patel, D. (2016, December 6). *Top 8 marketing trends that will define 2017*. Retrieved from [www.entrepreneur.com: https://www.entrepreneur.com/article/284525](https://www.entrepreneur.com/article/284525)
- Patzer, G. L. (1983). Source Credibility as a Function of Communicator Physical Attractiveness. *Journal of Business Research*, 11, 229-241.
- Paul, J & Bhakar, S. (2018). Does celebrity image congruence influences brand attitude and purchase intention? *Journal of Promotion Management*, 24, 153-177.



- Peetz, T.B; Parks, J.B & Spencer, N.E. (2004). Sport heroes as sport product endorsers: The Role of Gender in the Transfer of Meaning Process for Selected Undergraduate Students. *Sport Marketing Quarterly*, 13, 141-150.
- Perloff, R. M. (2003). *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*. Mahwah, N.J: Lawrence Erlbaum Associates. E-book.
- Perrey, Jesko, Spillecke & Dennis. (2013). *Retail Marketing and Branding: A definite guide to Maximizing ROI*, 399 pages.
- Peterson, R A & Kerin, R A. (1977). The female role in advertisements: Some experimental evidence. *Journal of Marketing*, 41, 59-63.
- Petroshius, S & Crocker, K. (1989). An Empirical Analysis of Spokesperson Characteristics on Advertisement and Product Evaluations. *The Academy of Marketing Science*, 17, 217-225.
- Petty, R. E., & Cacioppo, J. T. (1980). Effects of Issue Involvement on Attitudes in an Advertising Context. In: *Proceedings of the Division 23 program, 88th Annual American Psychological Association Meeting*, (pp. 75-79).
- Petty, R. E., & Cacioppo, J. T. (1986). The Elaboration Likelihood Model of Persuasion. In L. Berkowitz (Ed). *Advances in experimental social psychology*, 19, 123-205.

- Petty, R.E; Cacioppo, J.T & Schumann, D. (1983). Central and Peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10, 135-146.
- Phelps, J.E & Hoy, M.G. (1996). The Aad-Ab-PI relationship in children: The impact of brand familiarity and measurement timing. *Psychology & Marketing*, 13, 77-105.
- Phua, J; Jin, S V; Kim, J. (2017). Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intentio. *Telematics and Informatics*, 34, 412-424.
- Pickton, D & Broderick, A. (2005). *Integrated Marketing Communications* (2nd ed.). England: Pearson Education.
- Pornpitakpan, C. (2004). Cross-cultural Differences in the Effect of Ad Repetition and Ad Size: Experiments with Americans, Germans, and Singaporeans. *Journal of Euro Marketing*, 13, 49-59.
- Pornpitakpan, P. (2003). Validation of the celebrity endorsers' credibility scale: Evidence from Asians. *Journal of Marketing Management*, 19, 179-195.

- Pradhan, D; Duraipandian, I & Sethi, D. (2016). Celebrity endorsement: How celebrity-brand-user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communications*, 22, 456-473.
- Preacher, K J & Hayes, A F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40, 879-891.
- Raithel, S; Sarstedt, M; Scharf, S & Schwaiger, M. (2012). On the value relevance of customer satisfaction. Multiple drivers and multiple markets. *Journal of the Academy of Marketing Science*, 40, 509-525.
- Richins, M. L. (1994). Special possessions and the expression of material values. *Journal of Consumer Research*, 21, 522-533.
- Ridgon, E. E. (2012). Rethinking partial least squares path modeling: in praise of simple methods. *Long Range Planning*, 45, 341-358.
- Ringle, C M; Wende, S & Becker, J M. (2015). *SmartPLS 3*. Bonningstedt.
- Ringle, C; Wende, S & Will, A. (2005). *SmartPLS 2.0 (Beta)*. Hamburg. Retrieved from [www.smartpls.de](http://www.smartpls.de)
- Ross, J. A. (1973). Influence of Expert and Peer Upon Negro Mothers of Low Socio-economics Status. *The Journal of Social Psychology*, 89, 79-84.

- Roy, S. (2006). An exploratory study in Celebrity Endorsements. *Journal of Creative Communications, 1*, 139-153.
- Sallam, M A A & Wahid, N A. (2012). Endorser Credibility Effects on Yemeni Male Consumer's Attitudes towards Advertising, Brand Attitude and Purchase Intention: The Mediating Role of Attitude toward Brand. *International Business Research, 5*, 55-66.
- Sallam, M. A. (2011). The Impact of Source Credibility on Saudi Consumer's Attitude toward Print Advertisement: The Moderating Role of Brand Familiarity. *International Journal of Marketing Studies, 3*, 63-77.
- Sam, M F M & Tahir, M N H. (2009). Website quality and consumer online purchase intention of air ticket. *International Journal of Basic & Applied Sciences, 9*, 4-9.
- Sarstedt, M; Ringle, C M & Hair, J F. (2017). Partial least squares structural equation modeling. In H. Springer, C. Homburg, M. Klarmann, & A. Vomberg (Eds.), *Handbook of Market Research*.
- Schiffman, L G & Kanuk, L L. (2000). *Customer behavior* (7th ed.). Englewood Cliffs, New Jersey: Prentice Hall.
- Schiffman, L G; Kanuk, L I. (2004). *Consumer Behavior*. New Jersey: Prentice Hall Inc.

- Schlecht, C. (2003). Celerities' Impact on Branding. Center on Global Brand Leadership.
- Schmidt, J. (2007). Blogging practices: an analytical framework. *Journal of Computer-Mediated Communication*, 12, 1409-27.
- Schouten, J. W. (1991). Personal rites of passage and the reconstruction of self. *NA-Advances in Consumer Research*, 18.
- Schroder, K. (2017). *Wie funktioniert Influencer Marketing? So setzt man Blogger and Social-Media Stars als Werbepartner ein*. Retrieved from <https://www.impulse.de/management/marketing/wie-funktioniert-influencer-marketing/3559482.html>
- Senecal, S, & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80, 159-169.
- Shimp, T. A. (2003). *Advertising, promotion, and supplemental aspects of integrated marketing communication*. Mason, OH: south-western.
- Shimp, T. E. (1997). *Advertising, promotion and supplemental aspects of integrated marketing communication* (4th ed.). Fort Worth: TX: The Dryden Press.
- Shimp, T.A & Gresham, L.G. (1985). Attitude toward the advertisement and brand attitudes: a classical conditioning perspective. *Journal of Advertising*, 14, 10-18.

- Shmueli, G & Koppius, O R. (2011). Predictive analytics in information systems research. *MIS Quarterly*, 553-572.
- Sia, CL; Lim, K H; Leung, K; Huang, W W, and Benbasat, I. (2009). Web strategies to promote internet shopping. is cultural-customization needed? *MIS Quarterly*, 33, 491-512.
- Simons, H W; Berkowitz, N N & Moyer, R J. (1970). Similarity, credibility, and attitude change: A review and a theory. *Psychological Bulletin*, 73, 1-15.
- Solis, B. (2011). *Engage! Revised and Updated*. Wiley, Hoboken: NJ.
- Speck, P S; Schumann, D W & Thompson, C. (1988). Celebrity endorsement-scripts, schema and roles: Theoretical framework and preliminary tests. *Advances in Consumer Research*, 15, 68-76.
- Spry, A, Pappu, R & Cornwell, T B. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45, 882-909.
- Steadman, M. (1969). How Sexy Illustrations Affect Brand Recall. *Journal of Advertising*, 9, 15-19.
- Strenthal, B; Dholakia, R, & Leavitt, C. (1978). The persuasive Effect of Source Credibility: Test of Cognitive Response. *Journal of Consumer Research*, 4, 252-260.

- Subhadip, R. (2012). To use the obvious choice: Investigating the relative effectiveness of an overexposed celebrity. *Journal of Research for Consumers*, 15.
- Subramanian, S, & Subramanian, A. (1995). Reference Group Influence on Innovation Adoption Behavior: Incorporating Comparative and Normative Referents. *European Advances in Consumer Research*, 2, 14-18.
- Sussman, S W & Siegal, W S. (2003). Informational Influence in Organizations: An Integrated Approach to Knowledge Adoption. *Information Systems Research*, 14, 47-65.
- Swant, M. (2016). *twitter says users now trust influencers nearly as much as their friends*. Retrieved February 21, 2017, from [www.adweek.com: http://www.adweek.com/digital/twitter-says-users-now-trust-influencers-nearly-much-their-friends-171367/](http://www.adweek.com/digital/twitter-says-users-now-trust-influencers-nearly-much-their-friends-171367/).
- Taghipoorreynh, M & de Run, E.C. (2016). Online Advertising: An Investigation of Factors Affecting Positive Attitude among the Malays in Malaysia. *Asian Journal of Business Research*, 6, 70-80.
- Talaverna, M. (2015). *10 reasons why influencer marketing is the next big thing*. Retrieved from [adweek.com: http://adweek.com/digital/10-reasons-why-influencer-marketing-is-the-next-big-thing/](http://adweek.com/digital/10-reasons-why-influencer-marketing-is-the-next-big-thing/)

- Tapinfluence. (2017). *What is influencer marketing?* Retrieved from tapinfluence.com: <https://www.tapinfluence.com/blog-what-is-influencer-marketing/>
- Tapinfluence. (n.d.). *The Ultimate Influencer Marketing Guide*. Retrieved from <https://www.tapinfluence.com/the-ultimate-influencer-marketing-guide/>
- Tarkiainen, A & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finish consumers in buying organic food. *British Food Journal*, 107, 808-822.
- Teng, S; Khong, K W; Goh, W W & Chong, A Y L. (2014). Examining the antecedents of persuasive eWOM messages in social media. *Online Information Review*, 38, 746-768.
- Thwaites, D; Lowe, B; Monkhouse, L.L & Barnes, B.R. (2012). The impact of negative publicity on celebrity ad endorsements. *Psychology & Marketing*, 29, 663-673.
- Till, B.D & Busler, M. (2000). The matchup hypothesis: physical attractiveness, expertise and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29, 1-13.
- Ting, H & de Run, E C. (2015). Attitude towards advertising: A young generation cohort's perspective. *Asian Journal of Business Research*, 5.



- Tirtiroglu, E., & Elbeck, M. (2008). Qualifying purchase intentions using queuing theory. *Journal of Applied Quantitative Methods*, 3, 167-179.
- Tripp, C; Jensen, T D & Carlson, L. (1994). The Effects of Multiple Product Endorsements by Celebrities on Consumers' Attitudes and Intentions. *Journal of Consumer Research*, 20, 535-547.
- Tripp, C; Jensen, T D & Carlson, L. (1994). The Effects of Multiple Product Endorsements by Celebrities on Consumers' Attitudes and Intentions. *Journal of Consumer Research*, 20, 535-546.
- Tseng, L Y & Lee, T S. (2013). Investigating the factors influence tweens' purchase intention through peer conformity in Taiwan. *Advances in Management and Applied Economics*, 3, 259-277.
- Uzunoglu, E, & Kip, S M. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management*, 34, 592-602.
- Van der Veen, R, & Song, H. (2014). Impact of the perceived image of celebrity endorsers on tourists' intentions to visit. *Journal of Travel Research*, 53, 211-224.
- Van der Waldt, D; Van Loggerenberg, M; Wehmeyer, L. (2009). Celebrity Endorsements versus Created Spokespersons in Advertising:A survey among students. *SAJEMS*, 12, 110-114.

- Wang, C. H. (2012). *The impact of self-congruity and identification on consumers' purchase intention for character licensed merchandise*. Ann Arbor, United States-Michigan: ProQuest Dissertations Publishing .
- Wang, Hui-Chih & Doong, Her-Sen. (2010). Argument form and spokesperson type: The recommendation strategy of virtual salespersons. *International Journal of Information Management*, 30, 493-501.
- Wang, J S; Cheng, Y F & Chu, Y L. (2012). Effect of Celebrity Endorsements on Consumer Purchase Intentions: Advertising Effect and Advertising Appeal as Mediators. *Human Factors and Ergonomics in Manufacturing & Service Industries*, 23, 357-363.
- Wang, J S; Cheng, Y F & Chu, Y L. (2013). Effect of celebrity endorsements on consumer purchase intentions: advertising effect and advertising appeal as mediators. *Human Factors and Ergonomics in Manufacturing & Service Industries*, 23, 357-367.
- Wang, S. W., & Kao, G. H.-Y. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management*, 60, 10-17.
- Wansink, B & Ray, M L. (2000). Estimating an advertisement's impact on one's consumption of a brand. *Journal of Advertising Research*, 40, 106-113.

Wehype. (2016, June 16). *5 reasons to why influencer marketing works*. Retrieved from <http://wehype.it/advertise-on-a-global-level-reach-the-whole-word-in-just-some-clicks/>

Whitehead, J. L. (1968). Factors of source credibility. *Quarterly Journal of Speech*, 54, 59-63.

Whitler, K. (2014, July 17). *Why word of mouth marketing is the most important social media*. Retrieved from forbes.com: <http://forbes.com/sites/kimberlywhitler/2014/07/17/why-word-of-mouth-marketing-is-the-most-important-social-media/#18575cf87a77>

William & Saliagas . (1987). Product Novelty: Does it moderate the Relationship between Ad Attitudes and Brand Attitude? *Journal of Advertising*, 16.

Wilson, R D & Machleit, K A. (1988). Emotional feelings and attitude toward the advertisement: The roles of brand familiarity and repetition. *Journal of Advertising*, 17, 27-35.

Wold, H. O. (1982). Soft modeling: the basic design and some extensions. In K. G. Joreskog, & H. O. Wold (Eds.), *Systems under Indirect Observations* (pp. 1-54). Amsterdam, North-Holland.

Woodside, A G, & Davenport, W J. (1974). The Effect of Salesman Similarity and Expertise on Consumer Purchasing ehavior. *Journal of Marketing Research*, 11, 198-202.

- Woodside, A G, & Davenport, W J. (1976). Effects of Price and Salesman Expertise on Customer Purchasing Behavior. *Journal of Business*, 49, 51-59.
- World Academy of Science, Engineering and Technology. (2014). *International Journal of Information and Communication Engineering*, 8. Retrieved from [waset.org/Publication/9997953](http://waset.org/Publication/9997953)
- Wright, J. (2006). *Blog Marketing*. McGraw Hill.
- Wu, C, & Shaffer, D. (1987). Susceptibility to Persuasive Appeals as a Function of Source Credibility and Prior Experience with the Attitude Object. *Journal of Personality and Social Psychology*, 52, 677-688.
- Wu, W Y; Linn, C T; Fu, C S & Sukoco, B M. (2012). The Role of Endorsers, Framing, and Rewards on the Effectiveness of Dietary Supplement Advertisements. *Journal of Health Communication*, 17, 54-75.
- Yang, S U & Lim, J S. (2009). The effects of blog-mediated public relations (BMPR) on relational trust. *Journal of Public Relations Research*, 21, 341-359.
- Yen, C.H, & Teng, H.Y. (2015). Celebrity involvement, perceived value, and behavioral intentions in popular media-induced tourism. *Journal of hospitality & tourism research*, 39, 225-244.
- Yi. (1990). Cognitive and Affective Priming Effects of the Content for Print Advertisements. *Journal of Advertising*, 19, 40-48.

- Yoon, K; Kim, C H, & Kim, M S. (1998). A cross-cultural comparison of the effects of source credibility on attitudes and behavioral intentions. *Mass Communication and Society, 1*, 153-173.
- Zajonc, R. B. (1968). Attitudinal effects of mere exposure. *Journal of Social Psychology, 9*, 1-27.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing, 51*, 2-22.
- Zhang, J & Ghorbani, A A. (2004). Familiarity and Trust: Measuring Familiarity with a Website. In. *PST*, 23-28.

## **APPENDICES**

## Appendix A: Questionnaire (English)



### QUESTIONNAIRE

This academic project is concerned with the impact of social media influencers on consumers' purchase intentions. Taking the time to complete the questionnaire is vitally important and your contribution is highly appreciated. Your responses will remain anonymous and be treated in the strictest of confidence. There are no right or wrong answers; what really matters is your honest opinion. Thank you very much for your help.

Do you follow influencer(s) on social media ?

Yes

No

If your response to the question above is "Yes" please answer the following questions.

**Q1: Please indicate the extent to which you agree or disagree with each of the following statements**

(Please tick/circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) I follow influencers on social media because they are attractive.	1	2	3	4	5	6	7
b) I follow influencers on social media because they are handsome.	1	2	3	4	5	6	7
c) The influencers appear trustworthy.	1	2	3	4	5	6	7
d) The influencers appear dependable.	1	2	3	4	5	6	7
e) The influencers appear experienced.	1	2	3	4	5	6	7
f) I follow influencers on social media because they are knowledgeable.	1	2	3	4	5	6	7
g) I follow influencers on social media because they are qualified.	1	2	3	4	5	6	7

**Q2: Please indicate the extent to which you agree or disagree with each of the following statements.**

(Please tick/circle only one box per line)

Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

a) I think the influencer I follow on social media is quite pretty.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

b) I find the influencer I follow on social media is very attractive physically.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

c) I think the influencer I follow on social media could be a friend of mine.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

d) I would like to have a friendly chat with the influencer I follow on social media.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

e) The influencer I follow on social media thinks like me.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

f) The influencer I follow on social media shares my value.

**Q3: Please indicate the extent to which you agree or disagree with each of the following statements.**

(Please tick/circle only one box per line)

Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

a) I watch with interest the ads of a brand that uses influencers in its ads and I do not usually forget them easily.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

b) I would like to watch again and again the ads in which influencers who I adore and like.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

c) I find ads featuring influencers more fun and I watch them many times.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

d) I think some influencers represent (fit) some brands very well.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

e) I do not easily forget the brands in whose ads influencers have appeared.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

f) I am led to think that a brand which influencers I like a lot in its ads is a big brand.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

g) Seeing very famous influencers acting in the ads or a brand leads me to think that brand is a big brand.



**Q4: Please indicate the extent to which you agree or disagree with each of the following statements.**

(Please tick/circle only one box per line)

	Strongly Disagree	Disagree	Slightly Agree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) I think brands that use influencers in their ads are stronger.	1	2	3	4	5	6	7
b) Ads in which influencers appear attract me more.	1	2	3	4	5	6	7
c) I find ads where influencers are used, more interesting than other ads.	1	2	3	4	5	6	7
d) I think that brands in ads which influencers appear are more reliable.	1	2	3	4	5	6	7
e) I think that brands that feature influencers in their ads are more prestigious.	1	2	3	4	5	6	7
f) I think respectable and reliable influencers are important role models for the society.	1	2	3	4	5	6	7
g) When influencers who I trust appear in ads, this causes me to trust the brand they represent.	1	2	3	4	5	6	7

**Q5: Please indicate the extent to which you agree or disagree with each of the following statements.**

(Please tick/circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Disagree nor Agree	Slightly Agree	Agree	Strongly Agree
a) I like to look at influencer endorsed advertising.	1	2	3	4	5	6	7
b) On average, brands that are advertised with influencers are better in quality.	1	2	3	4	5	6	7
c) Most of the products perform as well as the influencer endorsed ones.	1	2	3	4	5	6	7
d) Generally speaking, buying influencer endorsed products is a better choice.	1	2	3	4	5	6	7
e) I like shopping for influencer endorsed products.	1	2	3	4	5	6	7

**Q6: Please indicate the extent to which you agree or disagree with each of the following statements**

(Please tick/circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) I am considering purchasing the product endorsed by the influencers.	1	2	3	4	5	6	7
b) I would seriously contemplate buying the product endorsed by the influencers.	1	2	3	4	5	6	7
c) It is likely that I am going to buy the product which is promoted by the influencers.	1	2	3	4	5	6	7
d) I would like to purchase the brand endorsed by my favorite influencer.	1	2	3	4	5	6	7
e) I would consider purchasing the brand endorsed by my favorite influencer.	1	2	3	4	5	6	7
f) I would definitely purchase the brand endorsed by my favorite influencer.	1	2	3	4	5	6	7

**Q7. Please specify below your:**

(Tick only one box per question)

Q7a) Gender: Male

Female

Q7b) Age \_\_\_\_\_

Q7c) Marital Status:

Single

Married

Divorced

Other (Please specify): \_\_\_\_\_

Q7d) Highest Education Level:

Primary School	<input type="checkbox"/>
Secondary School	<input type="checkbox"/>
High National Diploma (HND)	<input type="checkbox"/>
First Degree	<input type="checkbox"/>
Masters Degree	<input type="checkbox"/>
PhD	<input type="checkbox"/>
Other (Please specify):	_____

---

Q7e) Annual Income (Optional):

<input type="checkbox"/>	Up to 240,000,000 IRR
<input type="checkbox"/>	240,000,001-480,000,000 IRR
<input type="checkbox"/>	480,000,001-720,000,000 IRR
<input type="checkbox"/>	More than 720,000,001 IRR

---

Thank you very much for your participation

## Appendix B: Questionnaire (Farsi)



### پرسشنامه

هدف از این پروژه بررسی تأثیر اینفلوئنسرهای رسانه های اجتماعی بر تصمیم خرید کنندگان است. اختصاص وقت برای تکمیل این پرسشنامه بسیار مهم است و از شرکت شما بسیار تشکر می کنیم. پاسخ های شما ناشناس باقی می ماند. پاسخ صحیح یا غلط وجود ندارد. آنچه حائز اهمیت است نظرات صادقانه شما است. از کمک و همراهی شما کمال تشکر را داریم.

آیا در رسانه های اجتماعی، اینفلوئنسری (هایی) را دنبال می کنید؟

بله  خیر

چنانچه پاسخ شما به پرسش فوق بله می باشد لطفاً به سوالات زیر پاسخ دهید.

سوال ۱: لطفاً میزان موافقت یا عدم موافقت خود را با هریک از جملات زیر نشان دهید.

(لطفاً تنها یک مربع را برای هر خط تیک بزنید)

بسیار موافق	موافق	نسبتاً موافق	نه موافق	نسبتاً نه موافق	مخالف	بسیار مخالف
۱	۲	۳	۴	۵	۶	۷

الف) من اینفلوئنسرها را در رسانه های اجتماعی دنبال می کنم زیرا جذاب هستند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ب) من اینفلوئنسرها را در رسانه های اجتماعی دنبال می کنم زیرا زیبا هستند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ج) اینفلوئنسر ها راستگو به نظر می آیند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

د) اینفلوئنسرها قابل اعتماد به نظر می آیند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ه) اینفلوئنسرها با تجربه به نظر می آیند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

خ) من اینفلوئنسرها را در رسانه های اجتماعی دنبال می کنم زیرا آگاه هستند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

چ) من اینفلوئنسرها را در رسانه های اجتماعی دنبال می کنم برای اینکه شایسته هستند.

سوال ۲: لطفا میزان موافقت یا عدم موافقت خود را با هر یک از جملات زیر نشان دهید.

(لطفا تنها یک مربع را برای هر خط علامت بزنید)

بسیار موافق	موافق	نسبتا موافق	نه موافق	نسبتا نه موافق	مخالف	مخالف	بسیار مخالف
۱	۲	۳	۴	۵	۶	۷	

الف) من فکر می‌کنم اینفلوئنسری که در رسانه اجتماعی دنبال می‌کنم زیبا است.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ب) به نظر من اینفلوئنسری که در رسانه اجتماعی دنبال می‌کنم از لحاظ جسمی بسیار جذاب است.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ج) من فکر می‌کنم اینفلوئنسری که در رسانه اجتماعی دنبال می‌کنم می‌تواند دوست من باشد.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

د) من علاقه دارم با اینفلوئنسری که در رسانه اجتماعی دنبال می‌کنم گفتگوی دوستانه داشته باشم.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ه) اینفلوئنسری که در رسانه اجتماعی دنبال می‌کنم مانند من فکر می‌کند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

خ) اینفلوئنسری که در رسانه اجتماعی دنبال می‌کنم هم ارزش من است.

سوال ۳: لطفا میزان موافقت یا عدم موافقت خود را با هر یک از جملات زیر نشان دهید.

(لطفا تنها یک مربع را برای هر خط علامت بزنید)

بسیار موافق	موافق	نسبتا موافق	نه موافق	نسبتا نه موافق	مخالف	مخالف	بسیار مخالف
۱	۲	۳	۴	۵	۶	۷	

الف) من تبلیغات برندهایی را که در آنها از اینفلوئنسرها استفاده شده است با علاقه تماشا می‌کنم و معمولا این تبلیغات را به آسانی فراموش نمی‌کنم.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ب) من تمایل دارم تبلیغاتی را که در آنها اینفلوئنسر مورد علاقه ام حضور دارد بارها تماشا کنم.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ج) به نظر من تبلیغاتی که در آنها اینفلوئنسرها حضور دارند جذاب تر است و من آنها را دفعات زیادی تماشا می‌کنم.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

د) به نظر من برخی از اینفلوئنسرها برای برخی برندها بسیار مناسب هستند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ه) من به آسانی تبلیغاتی را که در آنها اینفلوئنسرها حضور دارند فراموش نمی‌کنم.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

خ) من فکر می‌کنم برندهایی که در تبلیغاتشان اینفلوئنسرها حضور دارند برندهای بزرگی هستند.

ج) دیدن اینفلوئنسرهای بسیار مشهور که در تبلیغات یا برند ها فعالیت دارند من را به این فکر وا می دارد که این برند برند بزرگی است.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

سوال ۴: لطفا میزان موافقت یا عدم موافقت خود را با هر یک از جملات زیر نشان دهید.

( لطفاً تنها یک مربع را برای هر خط علامت بزنید)

بسیار موافق	موافق	نسبتاً موافق	نه موافق	نسبتاً مخالف	مخالف	بسیار مخالف
۱	۲	۳	۴	۵	۶	۷

الف) من فکر می کنم برندهایی که از اینفلوئنسرها در تبلیغاتشان استفاده می کنند قوی تر هستند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ب) تبلیغاتی که در آنها اینفلوئنسرها حضور دارند من را بیشتر جاب می کنند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ج) به نظر من تبلیغاتی که در آنها اینفلوئنسرها حضور دارند جذاب تر از سایر تبلیغات هستند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

د) به نظر من برندهایی که در تبلیغات آنها اینفلوئنسرها حضور دارند قابل اعتمادتر هستند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ه) من فکر می کنم برندهایی که از اینفلوئنسرها در تبلیغاتشان استفاده می کنند با اعتبار تر هستند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

خ) من فکر می کنم اینفلوئنسرهای قابل اعتماد و محترم الگوهای مهمی برای جامعه هستند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

چ) زمانی که اینفلوئنسری که من به او اعتماد دارم در تبلیغی حضور دارد باعث می شود که من به برندی که نمایش داده می شود اعتماد کنم.

سوال 5: لطفا میزان موافقت یا عدم موافقت خود را با هر یک از جملات زیر نشان دهید.

(لطفا تنها یک مربع را برای هر خط علامت بزنید)

بسیار موافق	موافق	نسبتا موافق	نه مخالف	نسبتا مخالف	مخالف	بسیار مخالف
۱	۲	۳	۴	۵	۶	۷

الف) من علاقه دارم تبلیغاتی که در آن از اینفلوئنسرها استفاده شده است را تماشا کنم.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ب) به طور میانگین برندهایی که توسط اینفلوئنسرها تبلیغ می شوند کیفیت بهتری دارند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ج) بسیاری از محصولات کارایی یکسانی با محصولاتی که اینفلوئنسرها تبلیغ می کنند دارند.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

د) به طور کلی خرید محصولاتی که اینفلوئنسرها تبلیغ می کنند انتخاب بهتری است.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ه) من علاقه به خرید محصولاتی که اینفلوئنسرها تبلیغ می کنند دارم.

سوال 6: لطفا میزان موافقت یا عدم موافقت خود را با هر یک از جملات زیر نشان دهید.

(لطفا تنها یک مربع را برای هر خط علامت بزنید)

بسیار موافق	موافق	نسبتا موافق	نه مخالف	نسبتا مخالف	مخالف	بسیار مخالف
۱	۲	۳	۴	۵	۶	۷

الف) من در نظر دارم محصول تبلیغ شده توسط اینفلوئنسر را بخرم.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ب) من به طور جدی به خرید محصولات تبلیغ شده توسط اینفلوئنسرها فکر می کنم.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ج) به نظر محصولات تبلیغ شده توسط اینفلوئنسرها را خواهم خرید.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

د) من علاقه دارم از برندی که توسط اینفلوئنسر مورد علاقه ام تبلیغ شده است خرید کنم.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

ه) من در نظر دارم از برندی که توسط اینفلوئنسر مورد علاقه ام تبلیغ شده است خرید کنم.

۱	۲	۳	۴	۵	۶	۷
---	---	---	---	---	---	---

خ) من حتما از برندی که توسط اینفلوئنسر مورد علاقه ام تبلیغ شده است خرید می کنم.

سوال ۷: لطفا سوالات زیر را پاسخ دهید:  
(لطفا برای هر سوال یک مربع را علامت بزنید)

---

س ۷.۱) جنسیت

مرد

زن

---

س ۷.۲) سن \_\_\_\_\_

---

س ۷.۳) وضعیت تاهل

مجرد

متاهل

مطلقه

سایر (لطفا مشخص کنید): \_\_\_\_\_

---



س ۷.۴) بالاترین مدرک تحصیلی

<input type="checkbox"/>	دبستان
<input type="checkbox"/>	متوسطه
<input type="checkbox"/>	دیپلم
<input type="checkbox"/>	کارشناسی
<input type="checkbox"/>	کارشناسی ارشد
<input type="checkbox"/>	دکتری
سایر (لطفا مشخص کنید):	
<hr/>	

س ۷.۵) درآمد سالیانه (اختیاری)

<input type="checkbox"/>	تا ۲۴۰.۰۰۰.۰۰۰ ریال
<input type="checkbox"/>	از ۲۴۰.۰۰۰.۰۰۱ تا ۴۸۰.۰۰۰.۰۰۰ ریال
<input type="checkbox"/>	از ۴۸۰.۰۰۰.۰۰۱ تا ۷۲۰.۰۰۰.۰۰۰ ریال
<input type="checkbox"/>	بیشتر از ۷۲۰.۰۰۰.۰۰۱

از همراهی شما بسیار سپاسگزاریم

## Appendix C: Software Outputs/Structural Equation Modeling

### SEM Analysis

#### Base Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
IPF->BI	0.303	0.307	0.05	6.096	0
MT->BI	0.416	0.416	0.049	8.456	0
SC->BI	0.189	0.19	0.042	4.506	0

#### R2

	R Square	R Square Adjusted
BI	0.521	0.516

#### Outer Loadings

	BI	CA	IPF	MT	SC
BI1	0.816				
BI2	0.777				
BI3	0.81				
BI4	0.799				
BI5	0.78				
BI6	0.749				
CA2		0.797			
CA4		0.858			
CA5		0.843			
IPF1			0.813		
IPF2			0.797		
IPF3			0.711		
IPF5			0.778		
IPF6			0.722		
MT1				0.8	
MT2				0.747	
MT3				0.766	
MT4				0.806	
MT5				0.802	
SC3					0.833
SC5					0.722
SC6					0.778
SC7					0.766

## Measurement Model

### Reliability Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BI	0.879	0.881	0.908	0.622
CA	0.779	0.781	0.872	0.694
IPF	0.823	0.827	0.876	0.586
MT	0.844	0.848	0.889	0.615
SC	0.784	0.822	0.858	0.602

### Fornell-Larcker

	BI	CA	IPF	MT	SC
BI	0.789				
CA	0.748	0.833			
IPF	0.592	0.558	0.765		
MT	0.642	0.653	0.565	0.784	
SC	0.394	0.38	0.284	0.289	0.776

### HTMT

	BI	CA	IPF	MT	SC
BI					
CA	0.894				
IPF	0.686	0.688			
MT	0.742	0.8	0.673		
SC	0.457	0.464	0.338	0.336	

## Structural Model

### Collinearity Stats

	BI	CA	IPF	MT	SC
BI					
CA	2.028				
IPF	1.627	1.503			
MT	1.941	1.508			
SC	1.18	1.117			

## Mediation

### Direct Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
CA->BI	0.478	0.477	0.047	10.091	0
IPF->BI	0.185	0.187	0.046	4.022	0
IPF->CA	0.247	0.248	0.056	4.447	0
MT->BI	0.195	0.196	0.049	3.958	0
MT->CA	0.462	0.463	0.056	8.314	0
SC->BI	0.103	0.105	0.036	2.826	0.005
SC->CA	0.176	0.177	0.043	4.084	0

### Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
IPF->CA->BI	0.118	0.118	0.028	4.249	0
MT->CA->BI	0.221	0.221	0.036	6.14	0
SC->CA->BI	0.084	0.084	0.023	3.672	0

### Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
CA->BI	0.478	0.477	0.047	10.091	0
IPF->BI	0.304	0.305	0.051	5.991	0
IPF->CA	0.247	0.248	0.056	4.447	0
MT->BI	0.416	0.417	0.048	8.679	0
MT->CA	0.462	0.463	0.056	8.314	0
SC->BI	0.187	0.189	0.043	4.36	0
SC->CA	0.176	0.177	0.043	4.084	0

### R2

	R Square	R Square Adjusted
BI	0.633	0.628
CA	0.507	0.502

## T-test

### Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means	
	F	Sig.	t	df
BI_Mean	.027	.870	-1.608	294
			-1.618	218.228

### Independent Samples Test

	t-test for Equality of Means		
	Sig. (2-tailed)	Mean Difference	Std. Error Difference
BI_Mean	.109	-.229	.142
	.107	-.229	.141

### Independent Samples Test

	t-test for Equality of Means	
	95% Confidence Interval of the Difference	
	Lower	Upper
BI_Mean	-.509	.051
	-.508	.050

## Common Bias Method

	BI	CA	IPF	MT	SC
BI					
CA	2.737				
IPF	1.959				
MT	2.327				
SC	1.298				

	BI	CA	IPF	MT	SC
BI		2.135			
CA					
IPF		1.9			
MT		2.083			
SC		1.27			

	BI	CA	IPF	MT	SC
BI				2.728	
CA				3.201	
IPF				1.915	
MT					
SC				1.316	

	BI	CA	IPF	MT	SC
BI			2.834		
CA			3.654		
IPF					
MT			2.297		
SC			1.316		

	BI	CA	IPF	MT	SC
BI					2.754
CA					3.595
IPF					1.978
MT					2.442
SC					