

Impacts of Influencers on Customer’s Purchase Intentions in Instagram

Mohammad Mersa Bayu Wibisono, Handi Prasetyanto, Borsak Sitanggang, Armedya Dewangga, Merry Maryati

Magister Management Program, Universitas Prasetya Mulya, Cilandak Campus, Jl. RA. Kartini (TB Simatupang), Cilandak Barat, Jakarta Selatan 12430

ARTICLE INFO

ABSTRACT

Keyword :

Social Media Influencers, Purchase Intention, Instagram, Perceived Expertise, Opinion Leadership, Interest-Fit, Trustworthiness

Kata Kunci:

Influencer di media sosial, Intensi Pembelian, Instagram, Keahlian yang dirasakan, Kepemimpinan Opini, Kecocokan Minat, Kepercayaan

This paper examines the impacts of influencers on customers’ purchase intentions on social media, especially on Instagram. The social identity construct is introduced in this paper as of influencers in marketing, which also looks at how followers’ purchase intentions are influenced by the influencers’ perceived expertise, opinion leadership, and interest-fit. Data from 308 respondents who use the Instagram platform were gathered through a digital poll of respondents in Indonesia (Jabodetabek). Trustworthiness and perceived expertise had a negligible impact on customers’ purchasing intentions, according to the study. On the other hand, clients’ purchase intentions were positively impacted by interest fit and opinion leadership. This paper will explain The theoretical and practical implications of these findings.

SARI PATI

Makalah ini mengkaji pengaruh influencer di media sosial terhadap niat beli pelanggan di media sosial, khususnya di Instagram. Konstruksi identitas sosial diperkenalkan dalam makalah ini sebagai influencer dalam pemasaran, yang juga melihat bagaimana niat pembelian pengikut dipengaruhi oleh keahlian yang dirasakan influencer, kepemimpinan opini, dan kecocokan minat. Data dari 308 responden yang menggunakan platform Instagram dikumpulkan melalui polling digital responden di Indonesia (Jabodetabek). Kepercayaan dan keahlian yang dirasakan memiliki dampak yang dapat diabaikan pada niat pembelian pelanggan, menurut penelitian tersebut. Di sisi lain, niat beli klien dipengaruhi secara positif oleh kecocokan minat dan kepemimpinan opini. Makalah ini akan menjelaskan implikasi teoretis dan praktis dari temuan ini.

Corresponding author:
15132120016@student.
prasetyamulya.ac.id

Copyright © 2023 by Authors,
Published by IBR.
This is an open access article
under the CC BY-SA License



INTRODUCTION

The availability of numerous social media platforms has led users, particularly in Indonesia, to actively post personal stories and product reviews. These engaged users often become social media influencers. As the marketing industry has undergone a complete transformation due to the internet and social media, the methods of advertising have also drastically changed. Instead of distributing paper brochures, companies now rely on endorsements from the most influential social media personalities to promote their products or services.

In the context of social media, influencers are individuals who hold significant sway over their followers, effectively functioning as virtual artists. According to Hariyanti and Wirapraja (2018), influencers are people or community leaders on social media who have a substantial or diverse following, and their opinions and statements can influence the behaviors of their followers. Influencer Marketing has become increasingly important in the marketing world because influencers have the ability to convert mere visitors into customers. As such, they play a vital role in helping companies quickly amass a large customer base through the use of their services.

The primary reason why influencer marketing is important is that it enables companies to quickly and easily attract an audience without spending a significant amount of time and money on audience acquisition. Influencers play a critical role in the marketing world due to this reason, and their role continues to evolve as social media becomes more pervasive, and digital technology makes customer engagement more complicated. Companies must be mindful of novel marketing tactics and customer value propositions in addition

to established benchmarks such as sales, revenue, growth rates, customer satisfaction, and loyalty (Kannan and Li, 2017).

Our focus for gathering information is on Instagram, a social media platform that is becoming increasingly popular in Indonesia. According to data from the Meta advertising tool, Instagram will have 99.15 million members in Indonesia at the beginning of 2022. This statistic indicates that at the beginning of the year, Instagram ads reached 35.7% of Indonesia's population. It's worth noting that Instagram only allows users aged 13 and older to use its platform. However, by 2022, 45.8% of Indonesia's «eligible» audience is expected to use Instagram. Additionally, Instagram will begin running advertisements in Indonesia in 2022, which will reach 48.4% of the country's internet users (regardless of age). As of early 2022, Instagram's advertising audience in Indonesia was comprised of 52.3% females and 47.7% males (Gustiandi, 2022).

Can Instagram influencers influence customers' purchase intentions? This study investigates the role of influencers in measuring product recognition success on Instagram and contributes to both theoretical and practical understanding. The theoretical research model developed from this study highlights the importance of influencers in social media marketing and their relationship with the characteristics of their followers. In the context of a model, this becomes evident when considering strategic social media marketing. From a practical perspective, the findings provide insights that can assist influencers in refining their social media marketing approach while considering social media opinions. To explain the mechanism underlying social media influencer marketing, this study adopts and confirms the persuasion

theory, which is the process of attempting to persuade someone to change their mindset or behavior (Dotson and Hyatt, 2000).

The social identity hypothesis suggests that social identity is formed by a sense of belonging to a particular social category or group. Social groups are a collection of people who share the same social identity. On the other hand, people who are different from the self are considered as the out-group, while people who are similar to the self are gathered together and considered as the in-group through social comparison. In previous studies, social identity consisted of the psychological correlates of effective, evaluative, and other in-group classifications. Later studies separated the self-categorization component from the self-esteem and commitment components to examine their correlations experimentally.

four measurement items included Social Identity, Interest Fit, Opinion Leadership, and Purchase Intention, while Trustworthiness and Perceived Expertise were also measured.

We began our measurement by assessing Social Identity, which was the first item in our research model with three sub-constructs, based on a previous study. To measure Social Identity, we used six questions from the study by Samira Farivar and Fang Wang. The cognitive social identification questions were used to evaluate the extent to which a follower identified with others in the influencer's account. The evaluative social identity questions asked participants to rate their agreement with comments about their value to the influencer's account, while the affective social identity scale was used to gauge followers' devotion to the influencer's account.

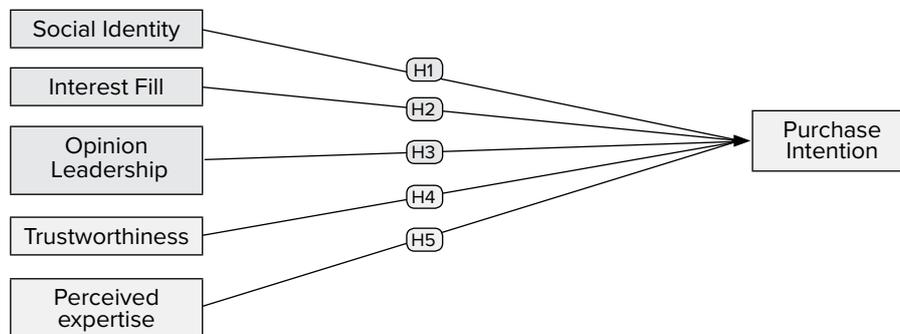


Figure 1. Research Model

METHODS

To achieve our research objectives and test our hypotheses, we conducted an online questionnaire survey in Indonesia. We adapted variables from previous research and incorporated them into our research model. We also used four measurement items from our own research and added two additional ones from another study. The

We also adapted five questions from Samira Farivar and Fang Wang to measure opinion leadership, three questions for interest fit, and three questions for followers' purchase intentions. In addition, we incorporated three questions for trustworthiness and four questions for perceived expertise from the study by Hisashi Masuda a, Spring H. Han a, and Jungwoo Lee b.

To ensure that our survey was relevant to our research, we started with screening questions to confirm whether the participants were Instagram users and if they followed at least one Instagram influencer. To aid respondents in completing the questionnaire, we provided illustrations and brief explanations of the questions based on feedback from our testing process. Participants who did not meet the qualifications were not given access to the survey. Instagram is the primary social media platform for influencer marketing, as it offers numerous features to help influencers create engaging and persuasive content (Lee, 2019). We conducted a pilot study with 15 participants to assess the comprehensibility of our questions. Based on feedback from the participants, we modified or clarified the questions to ensure that they were clear and easy to understand.

A scale from 1 to 7 was used to score the closed-ended questions in the survey. Seven choices, from “strongly disagree” to “strongly agree” for interest fit, perceived expertise, trustworthiness, and opinion leadership were given to respondents. Meanwhile, ranging from “strongly not similar” to “strongly similar”, “strongly disagree” to “strongly agree”, “strongly not attached” to “strongly attached” and “low to high” for Social Identity. The survey was rendered in the Indonesian language.

We distributed online surveys among our colleagues and friends at work and school, as well as inside family circles. The total number of samples was 308. Among the sample, 11.3 % were between the ages of 13-17, 23.7% between the ages of 19-24, 31.2% between the ages of 25-34, 22.7% between the ages of 35-44, 9.1% between the ages of 45-64, 1.9% between the ages of 55-64.

RESULTS AND DISCUSSION

Reliability Analysis

In this research, we try to test 5 independent variables into 1 dependent variable which is purchase intention. The model put these 5 independent variables on the same level of order in which each independent variable will be measured built upon each questionnaire response.

KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.922
Bartlett’s Test of Sphericity	Approx. Chi-Square	6175.716
	df	276
	Sig.	.000

The KMO test is the first step we take to assess the strength of the partial correlation (how the variables explain one another) between them. KMO values around 1.0 are excellent, whereas those below 0.5 are deemed unacceptable. Our analysis yielded a KMO value of 0.922, which is sufficient for the factor analysis’s following stage. Additionally, this suggests that there is a significant degree of information overlap or partial correlation between the variables. Therefore, it is reasonable to perform factor analysis.

The correlation matrix is examined using Bartlett’s test of sphericity to rule out the possibility that it is an identity matrix. An identical correlation matrix indicates that your variables are unrelated and not good candidates for factor analysis. The correlation matrix is in fact not an identity matrix, according to a significant statistical test (often less than 0.05). (rejection of the null hypothesis). Indicating that the correlation matrix is not an identity matrix and that the matrix is suitable for factor analysis, we obtained a value of 0.000 (around zero).

Table 1. Communalities

	Initial	Extraction		Initial	Extraction
SI1	1.000	.768	PE1	1.000	.768
SI2	1.000	.747	PE2	1.000	.747
SI3	1.000	.782	PE3	1.000	.782
SI4	1.000	.795	PE4	1.000	.795
SI5	1.000	.778	OL1	1.000	.778
SI6	1.000	.737	OL2	1.000	.737
IF1	1.000	.665	OL3	1.000	.665
IF2	1.000	.696	OL4	1.000	.696
IF3	1.000	.621	OL5	1.000	.621
TW1	1.000	.772	PI1	1.000	.772
TW2	1.000	.798	PI2	1.000	.798
TW3	1.000	.680	PI3	1.000	.680

Extra Method: Principal Component Analysis

This study evaluated the measuring model's validity—both convergent and discriminant. The independent variable utilized in this study explains fewer mistakes than the variances in the construct, according to Table 1, which demonstrates that the variance extracted for each variable is greater than 0.5.

In accordance with earlier studies (such as Chen et al., 2022), Table 2 displays all of the measurement items together with their respective factor loadings and reliability data. As shown in Table 2, the result of the reliability statistic (Cronbach's Alpha) is ranging from 0.771 (Interest Fit) to 0.939

(Purchase Intention) with Cronbach cut off at 0.7 (Nunnally, 1978). Meanwhile, Factor loading (representing validity) for each construct ranged from 0.732 to 0.967, with the smallest composite validity being OL4 with 0.732, which is much greater than the recommended threshold of 0.5. Meanwhile, PI2 has the highest value of 0.967. These evaluations attested to the measures' internal consistency for each construct. Additionally, every number was significantly higher than the necessary minimum threshold of 0.50, indicating strong levels of convergent validity for every measure.

Table 2. Result of Measurement Model Analysis Dimension Validity Analysis

Nama Variabel	Sub Variabel	Kuesioner Asli (Bahasa Inggris)		Reliability Statistic	Factor Loading
Social Identity	Cognitive	How would you express the degree of similarity between your personal identity and the identity of members in this influencer's account?	SI1		0.779
	Cognitive	Please indicate to what degree your self-image is similar to that of members of this influencer's account as you perceive it	SI2		0.732

Nama Variabel	Sub Variabel	Kuesioner Asli (Bahasa Inggris)		Reliability Statistic	Factor Loading
Social Identity	Evaluative	I think I am a valuable member of this influencer's account	SI3	0.907	0.871
	Evaluative	I think I am an important member of this influencer's account	SI4		0.875
	Affective	How attached are you to this influencer's account	SI5		0.847
	Affective	How strong would you say your feelings of belongingness are toward this influencer's account?	SI6		0.828
Interest Fit	-	This influencer's account is relevant to my value	IF1	0.771	0.861
		The content of this influencer's account is congruent with my interest	IF2		0.775
		The content of this influencer's account matches my personality	IF3		0.871
Trustworthiness	-	I feel this influencer is honest-not telling lies	TW1	0.91	0.933
		I consider this influencer trustworthy	TW2		0.948
		I feel this influencer is truthful-tell the truth	TW3		0.896
Perceived Expertise	-	I feel this influencer knows a lot	PE1	0.906	0.853
		I feel this influencer is competent to make assertions about things that this influencer is good at..	PE2		0.914
		I consider this influencer an expert on his/her area	PE3		0.842
		I consider this influencer sufficiently experienced to make assertions about his/her area	PE4		0.926

Nama Variabel	Sub Variabel	Kuesioner Asli (Bahasa Inggris)		Reliability Statistic	Factor Loading
Opinion Leadership	-	The influencer offers interesting new ideas	OL1	0.875	0.831
		The influencer is one step ahead of others	OL2		0.848
		The influencer offers interesting pictures that suggest new ideas	OL3		0.893
		The influencer influences people's opinions	OL4		0.732
		I follow this influencer as a source of information	OL5		0.803
Purchase Intention	-	I will buy the product that this influencer advertised on instagram	PI1	0.939	0.929
		I have the intention to buy the product that this influencer advertised on instagram	PI2		0.967
		I am interested in buying the product that this influencer advertised on instagram	PI3		0.948

Regression Linear

We evaluated the measurement model's suitability before using regression analysis to test the structural model.

by the dependent variable, purchase intention. In this instance, 40.8% can be accounted for. The term "adjusted R-squared" refers to a version of R-squared that has been changed

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.639 ^a	.408	.398	1.16039	1.918

a. Predictors: (Constant), Opinion Leadership, Social Identity, Interest Fit, Trust Worthiness, Perceived Expertise
 b. Dependent Variable: Purchase Intention

The R-value, which stands for the simple correlation, is 0.639 (the "R" Column), indicating a sufficient level of correlation. The R-squared value (the "R Square" column) represents the proportion of the independent variable's variance that can be accounted for

to account for the number of predictors in the model. The corrected R-squared result was 39.8%, which is quite close to the R-squared value. The amount of R-squared will rise when a variable is added, while Adjusted R-squared, which won't rise when a variable

is introduced, explains how the additional variable affects the model (IBM 2005).

The Durbin Watson (DW) indicates the autocorrelation degree of the regression analysis (Will Kenton, 2021). We had 1.918 results, which indicates a positive degree of autocorrelation and shows a good regression analysis model.

The Coefficients table provides us with the necessary information to predict purchase intention from the independent variable (Social Identity, Interest Fit, Opinion Leadership, Trustworthiness, Perceived Expertise), as well as determine whether Social Identity, Interest Fit, Opinion Leadership, Trustworthiness, and Perceived Expertise contributes statistically significantly to the model (by looking at the

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	280.365	5	56.073	41.643	< .001 ^b
Residual	406.644	302	1.347		
Total	687.009	307			

a. Dependent Variable: Purchase Intention

b. Predictors : (Constant), Perceived Expertise, Social Identity, Interest Fit, Opinion Leadership, Trust Worthiness

This table indicates that the regression model predicts the dependent variable significantly well. The number of sig on ANOVA table shows “Sig” number <0.001, where the standard “Sig” number to claim significance should be less than 0.05. This is concluded that the regression model statistically significantly predicts the outcome variable (purchase intention).

“Sig.” column). Based on theory, if “Sig” result of the independent variable indicates a number below 0.05 (Kent State University 2021), it shows that the independent variable is significant to influence the dependent variable, purchase intention. Among 5 independent variables, only Social Identity, Interest Fit, and Opinion Leadership that contribute significantly to the dependent variable, Purchase Intention.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.352	.446		.789	.431		
Social Identity	.408	.051	.408	8.033	<.001	.759	1.318
Interest Fit	.263	.090	.186	2.927	.004	.483	2.068
Opinion Leadership	.324	.102	.225	3.164	.002	.389	2.572
Trust Worthiness	.003	.106	.002	.024	.981	.332	3.014
Perceived Expertise	-.082	.121	-.052	-.680	.497	.329	3.037

a. Dependent Variable: Purchase Intention

The Coefficients table provides us with the necessary information to predict purchase intention from 5 variables (Social Identity, Interest Fit, Opinion Leadership, Trustworthiness, and Perceived Expertise), as well as determine whether 5 variables (Social Identity, Interest Fit, Opinion Leadership, Trustworthiness and Perceived Expertise) contribute significantly to the purchase intention model. Recalling on previous paragraph discussion, “Sig” value should be below 0.05, which can be seen that the Trustworthiness and Perceived Expertise of influencer’s attribute do not contribute significantly to the follower’s purchase intention (H4 and H5 not accepted). Where Social Influencer’s attributes of Social Identity, Interest Fit and Opinion Leadership contribute significantly to customer’s purchase intention (H1, H2 and H3 accepted).

Discussions

This research tested a research model by examining the roles played by followers’ social identity, interest fit, opinion leadership, trustworthiness, and perceived expertise had an impact on customers’ purchase intentions on Instagram. Influencer marketing is mostly social and occurs on social media platforms as well as through strong, comradery-based relationships between influencers and their followers, which are characterized by a sense of community. Through interaction and social networking, followers create a variety of social identities. We suggest and test a model to look at how followers’ social identity, interest-fit, opinion leadership, trustworthiness, and perceived expertise affect their propensity to follow advice on making purchases. The empirical findings from 308 Instagram followers reveal that followers’ social identification, interest fit, and opinion leadership have a favorable impact on

engagement but trustworthiness and perceived expertise had the least impact on customers’ purchase intention. These results indicate that followers’ social identity plays a larger role in determining customers’ purchase intentions than the other two variables which are interest fit and opinion leadership.

Theoretical contributions

This paper makes several contributions to the literature on influencer marketing. First, this paper expands the application of the social identity construct to the literature on influencer marketing and extends the social identity approach to influencer marketing research (Ellemers et al., 2002; Hogg, 2020). It clarifies how followers’ social identification with the influencer community can impact their purchase intention and demonstrates the significance of social identity in influencer marketing success when compared to conventionally studied factors like followers’ interest fit, influencer’s opinion leadership, perceived expertise, and trustworthiness.

Secondly, our analysis of followers’ social identities highlights influencer marketing’s social and group contexts. Social media communication falls under the category of social networking scenarios, where people participate in various online social groups and virtual communities (De Veirman et al., 2017). These group settings and their social traits have a big impact on the experiences and decisions of followers in influencer marketing. However, past research on influencer marketing (such Casalo et al., 2020; Ki et al., 2020) did not look at the group context or assess its effects on followers, losing significant opportunities to understand and guide influencer marketing. Our study adopts the social identity viewpoint (i.e., followers’ sense of the self in relation to the influencer

community) in order to show the impact of a group environment on influencer marketing. Additionally, research on influencer networks may be done from perspectives outside of social identity. Focusing on the neighborhood and collective environment broadens the reach of influencer marketing research and forges a fresh avenue for learning.

Practical Implication

The practical benefit of this research is to provide information for enterprises and influencers of social media that influencers can be used to enhance customers' purchase intention. Our findings may be useful to businesses that are thinking about implementing influencer marketing. Businesses should consider the influencers as well as their communities when choosing partners or collaborators because followers' reactions to influencer marketing are a product of interpersonal communication and group relationships. Businesses may want to take into account influencer groups that provide their members with a strong sense of community.

The sense of belonging and intimacy among influencers' followers should be developed and improved. Having a large following is a wonderful start, but maintaining a strong community may have a long-lasting impact on their ability to influence. Influencers can engage in a range of peer engagement strategies, such as responding to follower comments, encouraging follower peer interactions, uploading live streams on Instagram, forwarding follower direct messages to others in their stories, and others, to help foster community building.

The Customer's purchase intention is also positively influenced by influencers' interest

fit and opinion leadership. Meanwhile, our findings show that trustworthiness and perceived expertise had the least effect on customers' purchase intention.

Limitations and further research

This study captured followers' purchase intention as the outcome of influencers' attributes because the intention is a direct indicator of influencer marketing effectiveness. This research test how an influencer's 5 attributes (Social Identity, Interest Fit, Opinion Leadership, Trustworthiness, and Perceived Expertise) influence purchase intention. This research has limitations only for Instagram users who follow influencers who promote a product, so the rest of the respondents do not pass the questionnaire when saying no to following influencers who promote a product. The research does not limit age and gender of the respondent, so Instagram users who follow influencers that promote a product could be the respondent.

First, further research could be conducted about to what degree of actively publishing material and having a sizable network of followers the influencers have to evaluate a different dimension of purchase intention. When assessing the effect of influencers' attributes, followers believe post authenticity and sponsorship disclosure can be relevant. Authenticity and sponsorship disclosure should be another independent variable to assess the impact of purchase intention.

Second, Instagram is a highly used social media that is being utilized by influencers to promote a product. Most fashion industries utilize influencers' attributes of fashion to promote their product. Further research could be conducted to assess the effect of fashion attributes of Instagram influencers in

the fashion industry can affect the purchase intention of the followers.

Third, this research sample is limited to Instagram social media, further research could be conducted to have more than one social media such as YouTube, Tik Tok, and Twitter as a cross-functional approach.

CONCLUSION

This study was conducted to clarify the influence of 5 independent variables (Social Identity, Interest Fit, Opinion Leadership, Trustworthiness, and Perceived Expertise) which are considered as the 5 main factors seen in social media influencer marketing. The research performs an online survey of followers who have social media account, this term Instagram, and follow an influencer whose content affects their followers to buy a product, to examine the marketing effect of the

influencer's Social Identity, Interest Fit, Opinion Leadership, Trustworthiness, and Perceived Expertise on Purchase Intention. The result shows that the Influencer's character of Social Identity, Interest Fit, and Opinion Leadership is very influential on Purchase Intention respectively. Showing that Social Identity, Interest Fit, and Opinion Leadership might affect more on Purchase Intention compared to Trustworthiness and Perceived Expertise. In Summary, this study weighs the social character of followers into influencers' ability of marketing and shows how an influencer's marketing effectiveness on Instagram could affect the Purchase Intention of their followers. Overall, the study demonstrates how corporations and influencers may work together to increase the effectiveness of both relationships through social media marketing, particularly Instagram.

REFERENCES

- Adler, A. (1956). In H. L. Ansbacher & R. R. Ansbacher (Eds.), *The individual psychology of Alfred Adler: A systematic presentation in selections from his writing*. New York, NY: Basic Books.
- Arora, A., Bansal, S., Kandpal, C., Aswani, R., Dwivedi, Y., 2019. Measuring social media influencer index- insights from facebook, Twitter and Instagram. *J. Retailing Consum. Serv.* 49, 86–101. <https://doi.org/10.1016/j.jretconser.2019.03.012>.
- Ashforth, B.E., Rogers, K.M., Corley, K.G., 2011. Identity in organizations: exploring cross-level dynamics. *Organ. Sci.* 22, 1144–1156.
- Bao, T., Chang, T.L.S, 2014. Finding disseminators via electronic word of mouth message for effective marketing communications. *Decis. Support Syst.* 67, 21–29.
- Belanche, D., Casal, L.V., Flavian, ´ M., Ibanez-Sanchez, ´ S., 2021. Understanding influencer marketing: the role of congruence between influencers, products and consumers. *J. Bus. Res.* 132, 186–195. <https://doi.org/10.1016/j.jbusres.2021.03.067>.
- Breves, P.L., Liebers, N., Abt, M., Kunze, A., 2019. The perceived fit between instagram influencers and the endorsed brand. *J. Advert. Res.* 59 (4), 440–454.
- Casalo, ´ L.V., Flavian, C., Ibanez-Sanchez, ´ S., 2020. Influencers on Instagram: antecedents and consequences of opinion leadership. *J. Bus. Res.* 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>.
- Chapple, C., Cownie, F., 2017. An investigation into viewers’ trust in and response towards disclosed paid-for-endorsements by YouTube lifestyle vloggers. *J. Promot. Commun.* 5 (2), 110–136.
- Chen, Y.L., Tang, K., Wu, C.C., Jheng, R.Y., 2014. Predicting the influence of users’ posted information for eWOM advertising in social networks. *Electron. Commer. Res. Appl.* 13 (6), 431–439.
- Coelho, P.S., Rita, P., Santos, Z.R., 2018. On the relationship between consumer-brand identification, brand community, and brand loyalty. *J. Retailing Consum. Serv.* 43, 101–110. <https://doi.org/10.1016/J.JRETCONSER.2018.03.011>.
- De Veirman, M., Cauberghe, V., Hudders, L., 2017. Marketing through instagram influencers: the impact of number of followers and product divergence on brand attitude. *Int. J. Advert.* 36, 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- Djafarova, E., Bowes, T., 2020. ‘Instagram made Me buy it’: generation Z impulse purchases in fashion industry. *J. Retailing Consum. Serv.* 59, 102345 <https://doi.org/10.1016/j.jretconser.2020.102345>.
- Djafarova, E., Rushworth, C., 2017. Exploring the credibility of online celebrities’ Instagram profiles in influencing the purchase decisions of young female users. *Comput. Hum. Behav.* 68, 1–7.
- Ellemers, Naomi and Ad van Knippenberg. 1997. “Stereotyping in Social Context.” Pp. 208-35 in *The Social Psychology of Stereotyping and Group Life*, edited by Russell Spears, Penelope J. Oakes, Naomi Ellemers, and S. Alexander Haslam. Cambridge, MA: Blackwell.
- Flanagin, A.J., Hocevar, K.P., Samahito, S.N., 2014. Connecting with the user-generated Web: how group identification impacts online information sharing and evaluation. *Inform. Commun. Soc.* 17, 683–694.
- Fransen, K., McEwan, D., Sarkar, M., 2020b. The impact of identity leadership on team functioning and well-being in team sport: Is psychological safety the missing link? *Psychol. Sport Exerc.* 51, 101763.
- Hisashi Masuda a , Spring H. Han a , Jungwoo Lee b, 2022. Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations
- Haslam, S.A., Cornelissen, J., Werner, M.D., 2017a. Metatheories and metaphors of organizational identity: Integrating social constructionist, social identity, and social actor perspectives within a social interactionist model. *Int. J. Manage. Rev.* 19, 318–336.
- Haslam, S.A., Platow, M.J., 2001. The link between leadership and followership: how affirming social identity translates vision into action. *Pers. Soc. Psychol. Bull.* 27, 1469–1479.

- Hogg, Michael A. and Dominic Abrams. 1988. *Social Identifications: A Social Psychology of Intergroup Relations and Group Processes*. London: Routledge.
- Hausser, J.A., Junker, N.M., van Dick, R., 2020. The how and the when of the social cure: A conceptual model of group- and individual-level mechanisms linking social identity to health and well-being. *Eur. J. Soc. Psychol.* 50, 721–732.
- Hwang, K., Zhang, Q., 2018. Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Comput. Hum. Behav.* 87, 155–173. <https://doi.org/10.1016/j.chb.2018.05.029>.
- Jimenez-Castillo, D., Sanchez-Fernandez, R., 2019. The role of digital influencers in brand recommendation: examining their impact on engagement, expected value and purchase intention. *Int. J. Inf. Manag.* 49, 366–376.
- Kay, S., Mulcahy, R., Parkinson, J., 2020. When less is more: the impact of macro and micro social media influencers' disclosure. *J. Market. Manag.* 36 (3–4), 248–278.
- Ki, C., Cuevas, L.M., Chong, S.M., Lim, H., 2020. Influencer marketing: social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *J. Retailing Consum. Serv.* 55, 102133 <https://doi.org/10.1016/j.jretconser.2020.102133>.
- Ku, Y.C., Wei, C.P., Hsiao, H.W., 2012. To whom should I listen? Finding reputable reviewers in opinion-sharing communities. *Decis. Support Syst.* 53 (3), 534–542.
- Liu, Z., Park, S., 2015. What makes a useful online review? Implication for travel product websites. *Tourism Manag.* 47, 140–151.
- Lou, C., Kim, H.K., 2019. Fancying the new rich and famous? Explicating the roles of influencer content, credibility, and parental mediation in adolescents' parasocial relationship, materialism, and purchase intentions. *Front. Psychol.* 10, 2567. <https://doi.org/10.3389/fpsyg.2019.02567>.
- Lou, C., Yuan, S.P., 2019. Influencer marketing: how message value and credibility affect consumer trust of branded content on social media. *J. Interact. Advert.* 19 (1), 58–73.
- Martínez-Lopez, F.J., Anaya-Sanchez, R., Esteban-Millat, I., Torrez-Meruvia, H., D'Alessandro, S., Miles, M., 2020. Influencer marketing: brand control, commercial orientation and post credibility. *J. Market. Manag.* 36 (17–18), 1805–1831.
- Martínez-Lopez, F.J., Anaya-Sanchez, R., Fernandez Giordano, M., Lopez-Lopez, D., 2020. Behind influencer marketing: key marketing decisions and their effects on followers' responses. *J. Market. Manag.* 36, 579–607. <https://doi.org/10.1080/0267257X.2020.1738525>.
- Ott, M., Choi, Y., Cardie, C., Hancock, J.T., 2011. Finding deceptive opinion spam by any stretch of the imagination. In: *Proceedings of the 49th Annual Meeting of the Association for Computational Linguistics: Human Language Technologies-Volume 1*, pp. 309–319. Association for Computational Linguistics.
- Petty, R., Brinol, P., 2011. The elaboration likelihood model. In: *Handbook of Theories of Social Psychology*, pp. 224–245.
- Reichelt, J., Sievert, J., Jacob, F., 2014. How credibility affects eWOM reading: the influences of expertise, trustworthiness, and similarity on utilitarian and social functions. *J. Mark. Commun.* 20 (1-2), 65–81.
- Reinikainen, H., Munnukka, J., Maity, D., Luoma-aho, V., 2020. 'You really are a great big sister'—parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *J. Market. Manag.* 1–20. <https://doi.org/10.1080/0267257X.2019.1708781>, 00.
- Samira Farivar a, Fang Wang b, 2022. Effective influencer marketing: A social identity perspective
- Schouten, A.P., Janssen, L., Verspaget, M., 2020. Celebrity vs. influencer endorsements in advertising: the role of identification, credibility, and product-endorser fit. *Int. J. Advert.* 39 (2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>.
- Sheldon, P., Bryant, K., 2016. Instagram: motives for its use and relationship to narcissism and contextual age. *Comput. Hum. Behav.* 58, 89–97. <https://doi.org/10.1016/j.chb.2015.12.059>.

- Sokolova, K., Kefi, H., 2020. Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *J. Retail. Consum. Serv.* 53 <https://doi.org/10.1016/j.jretconser.2019.01.011>.
- Statista, 2020. Influencer Marketing. Retrieved from. <https://www.statista.com/study/28362/influence-marketing-statista-dossier/>
- Swaab, R., Postmes, T., van Beest, I., Spears, R., 2007. Shared cognition as a product of, and precursor to, shared identity in negotiations. *Pers. Soc. Psychol. Bull.* 33, 187–199.
- Turner, John C., Michael A. Hogg, Penelope J. Oakes, Stephen D. Reicher, and Margaret S. Wetherell. 1987. *Rediscovering the Social Group: A Self-Categorization Theory*. New York: Basil Blackwell.
- Turner, J., & Oakes, P. (1986). The significance of the social identity concept for social psychology with reference to individualism, interactionism and social influence. *British Journal of Social Psychology*, 25(3), 237–252. <https://doi.org/10.1111/j.2044-8309.1986.tb00732.x>
- Turner, J. C., Hogg, M. A., Oakes, P. J., Reicher, S. D., & Wetherell, M. S. (1987). *Rediscovering the social group: A self-categorization theory*. Oxford, England: Blackwell.
- Wu, P.F., 2013. In search of negativity bias: an empirical study of perceived helpfulness of online reviews. *Psychol. Market.* 30 (11), 971–984.
- Yu, B., Chen, M., Kwok, L., 2011. Toward predicting popularity of social marketing messages. In: *International Conference on Social Computing, Behavioral-Cultural Modeling, and Prediction*. Springer, Berlin, Heidelberg, pp. 317–324.
- Zhao, J., Abrahamson, K., Anderson, J.G., Ha, S., Widdows, R., 2013. Trust, empathy, social identity, and contribution of knowledge within patient online communities. *Behav. Inform. Technol.* 32, 1041–1048.
- Understanding the role of technology attractiveness in promoting social commerce engagement: Moderating effect of personal interest Xiao-Liang Shena , Yang-Jun Lia , Yongqiang Sun,□ , Zhen Jiao Chen , Feng Wang University Library 2022. SPSS TUTORIALS: ONE-WAY ANOVA. Kent State University. <https://libguides.library.kent.edu/spss/onewayanova>
- Merriam-Webster, n.d. Merriam-Webster.Com Dictionary.
- role of closeness. *J. Prod. Brand Manag.* 29, 767–782. <https://doi.org/10.1108/JPBM-03-2019-2292>.