

Bachelor Thesis Economics and Business Economics

# Does the number of followers matter?

The effect of macro- and micro-influencers on purchase intention and the mediating role of credibility

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## **Abstract**

This study uses quantitative research to investigate to what extent influencers influence the purchase intention of 18-25 years old Dutch female Instagram users. Moreover, it explores to what extent credibility mediates this relationship. For this study, a between-subjects experimental design was executed. To measure the impact on purchase intention and the mediating role of credibility, a survey was conducted with a sample of 195 respondents ( $N = 195$ ). Results were analysed in SPSS using the PROCESS macro developed by Hayes. The results suggest that micro-influencers do not indirectly have a more positive effect on purchase intention than macro-influencers because micro-influencers are perceived less credible, and credibility plays a partial mediating role in the relationship between influencer and consumer purchase intention. A distinction was made between macro- and micro-influencer, however, a large proportion of participants did not know the micro-influencer. Thus, the study examined the effects of 'unknown' versus 'known' influencer rather than micro- versus macro-influencer.

Keywords: influencer marketing, Instagram, purchase intention, credibility

## Executive summary

In today's world, traditional marketing techniques have had to make room for more modern ones. The Internet and social media play a huge role in promoting brands and products and consumers' search for new items. Instagram has proven to be one of the fastest growing social media platforms. Influencer marketing has made a rise and more and more companies are using it. This study aims to analyse the influence of influencers on purchase intention of 18-25 years old Dutch female Instagram users. Furthermore, the extent to which credibility mediates this relationship is investigated. Hereby, a distinction is made between macro- and micro-influencers. In this way, this study aims to add value to the existing literature by investigating the effects of the different types of influencers on purchase intention and the role that credibility can play in this relationship. In addition, it is valuable for marketers in developing marketing strategies in the future and aims to assist in choosing the right influencer. The following research question is central:

*To what extent is the purchase intention of young female Instagram users influenced by influencers?*

The research question is divided into the following sub-questions:

1. To what extent do micro- and macro-influencers influence consumer behaviour?
2. What is a key driver that makes influencers effective?
3. What is the relation between purchase intention and that key driver?

The literature review shows that micro-influencers have fewer followers, but are more authentic and create a greater personal connection with their audience and higher engagement rates than macro-influencers. Furthermore, credibility has been proven to have a positive effect on purchase intention. This leads to the formulation of the following hypotheses:

H1: Micro-influencers have a larger positive effect on purchase intention than macro-influencers.

H2: Micro-influencers are perceived as more credible than macro-influencers.

H3: Higher perceived credibility will lead to higher purchase intention.

Following the literature review, a quantitative research design has been used gathering primary data. A between-subjects experimental design was executed to measure the impact of micro- and macro-influencers on purchase intention and the mediating role of credibility. A survey was conducted with a sample of 195 respondents ( $N = 195$ ). Results were analysed in SPSS using the PROCESS macro developed by Hayes. As becomes clear in this study, micro-influencers do not have a more positive effect on purchase intention and are considered less credible than macro-influencers, which is inconsistent with findings of the literature. However, the study did manage to find a positive effect of credibility on purchase intention, confirming partial mediating role in the relationship between influencer and consumer purchase intention.

Although this study distinguished between micro- and macro-influencers, the results show that only a few participants knew the micro-influencer. This leads to the conclusion that the study did not examine the difference between micro- and macro-influencer, but rather an ‘unknown’ and ‘known’ influencer. Thus, the current study led to a counter-intuitive conclusion, but it can be suggested that an ‘unknown’ influencer leads to lower credibility than a ‘known’ influencer. Unfortunately, the study was unable to examine the effects of micro-influencer due to the research design and time constraints. This could have been avoided in several ways, such as by having the participants in the experiment imagine a situation in which they know the influencer or by conducting a pre-test prior to the experiment and choosing the most appropriate influencers. The advice to companies would be to look for influencers that are perceived as credible in the eyes of the consumer and with whom the consumers are familiar, as credibility is positively related to purchase intention. Future research could conduct an in-depth qualitative research and a longitudinal study. Furthermore, it would be a suggestion to consider more brands and products to generalize it to industries. Finally, it would be interesting to investigate the effect on intention to spread eWOM as this encompasses people’s behaviour in the online world.

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## 1. Introduction

Social media platforms have grown to be immensely popular during the years. In terms of marketing and advertising, there has been a shift from more traditional advertising to newer techniques. Previous research has found that electronic word-of-mouth communication (eWOM) has an impact on product sales as it influences the consumer purchasing behaviour (Chevalier & Mayzlin, 2006). A relatively new phenomenon in this area that has received considerable attention is influencer marketing. This type of promotion is used on social media platforms such as Instagram and YouTube. Influencers have gained great popularity and people consider them more trustworthy than the so-called traditional celebrities (Jin, Muquddam, & Ryu, 2019; Schouten, Janssen, & Verspaget, 2020). It is therefore not surprising that brands and companies are starting to make more use of influencer marketing.

One industry where it is relevant to apply influencer marketing is the fashion industry. With so many different fashion trends (emerging), the digital world is a place for fashion companies to directly connect with potential customers. Instagram is one of the platforms where influencer marketing is applicable to use. Currently, Instagram is one of the fastest growing social networking services (Sheldon & Bryant, 2016) and as of June 2021, there are over 1.3 billion monthly active users worldwide (Statista, 2021). Due to the nature of the app, Instagram posts are easily accessible to consumers, leading to success for influencer marketing (Sudha & Sheena, 2017). A report by Ahmad (2018) stated that 94% of marketers who have used influencer marketing found it to be an effective tool. However, marketers may face a problem when determining which influencer is best suited to promote a brand, as there are different types of influencers available including micro- and macro-influencers.

It was thought that influencers with a large number of followers could reach more customers. However, it has been made clear now that “the reach of a message should not be the only criterion for successful persuasive communication” (De Veirman, Cauberghe, & Hudders, 2017). In fact, a social media influencer’s success depends on the ability to influence followers, which can be done through his/her authenticity, confidence, and interactivity to create a connection with the brand (Glucksman, 2017). Moreover, brands must look for the most likeable and credible influencer to promote their products. This raises the question of whether micro- or macro-influencers are more suitable for this purpose. For instance, macro-influencers with a large number of followers can reach a larger audience and are considered more popular (Ahmad, 2018; De Veirman et al., 2017). Yet, micro-influencers are considered more genuine

than larger celebrities and score higher on authenticity (Campbell & Farrell, 2020). For this reason, marketers have a choice to invest more in micro-influencers than larger ones.

Although some research has been done in the field of influencer marketing in recent years, these studies did not distinguish between different types of influencers (Lim, Radzol, Cheah & Wong, 2017; Lou & Yuan, 2019) and mainly focused on the effects of influencers versus traditional celebrities (Djafarova & Rushworth, 2017; Jin et al., 2019). The purpose of this study is to find out the extent to which influencers, especially micro- and macro-influencers, can influence the purchase intention of young female consumers and to what extent credibility plays a role in this. By providing insight into how credibility influences the relationship of influencers on purchase intention, this study adds value to existing literature. In addition, the results of this research will be valuable to companies for the development of marketing strategies in the future, additionally helping them to choose the right influencer. No comprehensive research has been done in the Netherlands yet, while it could be interesting to investigate the Dutch Instagram users and get new insights on this. As of 2021, 49.6% of the Dutch population used or is using Instagram, with women having a higher user share than men (Statista, 2021). This study will focus on Dutch women in the 18-25 age group, as women are more likely to follow influencers on Instagram compared to men (Olapic, 2018) and Instagram is the most popular social network among Generation Z (Kadekova & Holienčinova, 2018). Hence, this study will answer the following research question with the corresponding sub questions:

*To what extent is the purchase intention of young female Instagram users influenced by influencers?*

1. To what extent do micro- and macro-influencers influence consumer behaviour?
2. What is a key driver that makes influencers effective?
3. What is the relation between purchase intention and that key driver?

This study begins by outlining the theoretical framework. Using literature review, it will discuss word-of-mouth, Instagram, influencer marketing, micro- and macro influencers, purchase intention and credibility as one of the factors that drive purchase intention. The methodology section describes the research design, procedure, participants, measurements, and data analysis. Next, the results of the analyses are presented and interpreted. Finally, the study concludes with a conclusion and discussion, including limitations and recommendations for the future.

## **2. Theoretical framework**

The findings of existing literature are presented in this section. In doing so, the following concepts are explored: word-of-mouth marketing, Instagram, influencer marketing, micro- and macro-influencers, purchase intention and credibility as one of the factors that drive purchase intention.

### **2.1 Word-of-mouth**

Word-of-Mouth (WoM) marketing is a technique that has been used for ages already and is an important term in the marketing literature. The traditional form of WOM is defined as “oral, person to person communication between a receiver and a communicator whom the receiver perceives as non-commercial, concerning a brand, a product or a service” (Arndt, 1967). Various studies show that WOM has a significant impact on the choice of consumers (Arndt 1967; Engel, Kegerreis, & Blackwell, 1969; Katz and Lazarfeld 1955; Richins 1983). Evidence shows that from a range of service categories, about half of the users found a new provider through positive WOM or recommendation, which is more than through personal search or advertising (Keaveny, 1995). Another study found that positive WOM or recommendation can be responsible for 31% of brand choice, which again is more than in personal search or advertising (East, Hammond, Lomax & Robinson, 2005). Hence, WOM is considered as one of the most used valuable information sources for consumers about brands, products and services (Cakim, 2012).

The role of the internet and websites is changed since its introduction. Goldsmith and Horowitz (2016) indicate that the Internet allows users to not reveal their own identity and remain anonymous while searching or giving advice. The further development of the Internet has made it possible for individuals to make their thoughts and opinions easily available to the global community of Internet users (Dellarocas, 2003). This change has provided consumers with many opportunities to share product evaluations online (Zhang, Ye, Law & Li, 2010). Various types of electronic media such as blogs, virtual communities, and product reviews make it easy for consumers to exchange information about products and services (De Bruyn & Lilien, 2008). The advent of digital media has thus opened the doors to electronic word-of-mouth (eWOM). Hennig-Thurau, Gwinner, Walsh & Gremler (2004) define eWOM as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet” (p. 39). Doh and



Hwang (2009) mention that traditional media are declining as sources of information as 80% of customers use eWOM (postings about products or customer reviews) when looking for product information. As social media and new media platforms are rising, many changes take place in the marketing domain because of that. Brands have to adapt to these new platforms to promote and sell their products and services, as a strong link is found between eWOM and trust-based purchasing behaviour (Djafarova & Rushworth, 2017). Moreover, positive eWOM appears to have a positive relationship with brand attitude and purchase intention (Kudeshia & Kumar, 2017). One of the platforms where eWOM can be used is Instagram.

## **2.2 Instagram**

Instagram is a social media platform where people can share photos and videos with their followers. On Instagram, users can give a glimpse into their lives through images. Like Facebook and Twitter, anyone can create an account and users can scroll through their news feed. As with many social networks, it is possible to interact with other users by, for example, following or being followed by them, liking a post, writing a comment, tagging them or sending a private message. Instagram is an app based solely on visual aspects, such as posting photos and videos with the possibility of using filters (Djafarova & Rushworth, 2017). Additionally, it is aimed at the younger people. The app offers comfort through its instant qualities, which is why it is gaining great popularity. After all, the younger generation lives in a fast-paced world, where convenience and speed are the factors for success (Sudha & Sheena, 2017). Furthermore, users can choose which accounts they want to follow on Instagram. For example, if they choose to follow brands, the content shared by these brands will not come across as advertising (Kumar, Choi & Green, 2017). The term “Instafamous” is used to describe an individual that has gained fame through their profile on Instagram (Djafarova & Trofimenko, 2019). The possibility of social interaction and the visual and aesthetic aspects are unique features of Instagram that make it possible for users to attract audiences. Consequently, the phenomenon of Instafamous has been developed precisely on this platform (Abidin, 2016). With that, a determining element of social media marketing campaigns today is the use of Instafamous individuals (De Veirman et al., 2017). As a consequence, a strategy that marketers can use on Instagram is influencer marketing.

### **2.3 Influencer marketing**

De Veirman et al. (2017) define influencers as “people who built a sizeable network of people following them, and are regarded as trusted tastemakers in one or several niches” (p.1). Sudha and Sheena (2017) mention that influencer marketing is a very convenient way to build relationships for brands that want to grow their audience and transform them to loyal consumers by means of trust and authenticity. How influencers gained their fame is what distinguishes them from so-called traditional celebrities. Traditional celebrities become famous through their work in areas such as acting, music or sports and acquire a large following in the process (Khamis, Ang & Welling, 2016; McCracken, 1989). However, Jin et al. (2019) argue that traditional celebrities’ Instagram posts may come across as less credible or effective because they may be perceived as robotic or lacking a human touch. Influencers, on the other hand, gain fame by developing a personal brand through the creation and posting of content on social media platforms (De Veirman et al., 2017; Lou & Yuan, 2019). These posts can range from different categories, such as fashion, beauty, lifestyle, food and travel.

In influencer marketing, influencers promote and sell products or services to their own followers, but also to the brands’ intended customers (Yodel, 2017). Influencer marketing gets more positive responses than a sponsored post coming from the company itself (Woods, 2016). TapInfluence (2019) states that influencer marketing can provide 11 times more return on investment compared to other traditional advertising techniques. Research shows that social media influencers may even be perceived as ‘friends’ since feelings of intimacy develop and grow (Colliander & Dahlén, 2011; Lueck, 2015). The higher authenticity and credibility that influencers create allows the message to be delivered more effectively than traditional advertising tactics, and therefore, it is attractive for brands to use these influencers (De Vries, Gensler, & Leeflang, 2012). Brands are now more aware that change is necessary due to the emergence of influencer marketing, as people rely more on influencers promoting products from a brand than on a brand promoting itself. Therefore, there is a need to rethink brands’ promotion strategies. This can become a challenge when attempting to focus on the younger generation because, for example, Generation Z consumers have higher standards for the ad content they are exposed to, preferring fashion brands that post creative content rather than overly advertising their products (Djafarova & Bowes, 2021). Furthermore, in a comparison between non-celebrity influencers and traditional celebrities, 70% of the millennials prefer non-celebrity influencers over traditional celebrities for product recommendations (Sudha & Sheena, 2017). In particular, research has shown that non-traditional female celebrities have

more influence on young women (Djafarova & Rushworth, 2017). When taking a deeper look at influencers, there are several types of influencers, including macro- and micro-influencers.

#### **2.4 Macro- vs. micro-influencers**

In the literature, there does not yet seem to be a consistent definition for both micro- and macro-influencers. For example, Campbell & Farrell (2020) define macro-influencers as influencers with followers between 100,000 and one million, and micro-influencers with followers between 10,000 and 100,000. However, Boerman (2020) describes micro-influencers as Instafamous individuals having up to 10,000 followers, and macro-influencers more as celebrities with more than one million followers. In this study, an influencer with more than 100,000 followers is considered a macro-influencer, while an influencer with less than 100,000 followers is considered a micro-influencer.

Macro-influencers are more well-known than micro-influencers and are often first to be approached by brands (Hatton, 2018). They can reach more people and get more attention because they have more followers. As an influencer gains popularity, more brands want to partner with them, but this can come at the expense of the influencer's authenticity (Ehlers, 2021). Consumers may be more quickly aware that macro-influencers are paid when they promote a brand or product, as they have greater popularity than micro-influencers. According to the persuasion knowledge model, persuasion knowledge "helps someone identify how, when, and why marketers try to influence them" (Friestad & Wright, 1994). Stubb & Colliander (2019) argue that once people realize the persuasive intent in a message, people start acting and thinking differently and no longer perceive the message as neutral. Thus, it could lead people to trust or believe macro-influencers less than micro-influencers (Hatton, 2018).

Micro-influencers can be seen as 'normal' people (Hatton, 2018). Often, these influencers are operating in a specific niche such as fashion, food, or fitness. Therefore, brands can choose influencers to promote their products and services, whose followers match their target audience. Micro-influencers appear more authentic in a way that they attract more engagement, awareness and brand recall (Hatton, 2018). They are creating content about topics they are genuinely interested in, which has a positive impact on the authenticity and credibility of the post and the influencer itself (Barker, 2021; Bernazzani, 2019; Ehlers, 2021). Furthermore, they are more affordable and easier to approach than macro-influencers. Also, because of their smaller number of followers, they can create more interaction and lead to higher engagement rates

(Barker, 2021; Bernazzani, 2019; Ehlers, 2021). Having a smaller number of followers, leads to them being able to create a greater personal connection with their followers than macro-influencers (Baker, 2021). On the basis of these arguments, the following is expected:

H1: Micro-influencers have a larger positive effect on purchase intention than macro-influencers.

H2: Micro-influencers are perceived as more credible than macro-influencers.

## **2.5 Purchase intention**

Purchase intention is defined as the willingness of someone that will search for and buy a certain product in the future (Spears & Singh, 2004). By studying purchase intention, the decision-making process can be understood whereby the consumer has a reason to buy a particular brand or product (Shah et al., 2012). More studies argue that purchase intention positively affects the purchase decision of a customer (Ajzen, 1991; Lim, Osman, Salahuddin, Romle & Abdullah, 2016; Wee et al., 2014). The brand attitude that consumers have can influence purchase intention. According to the theory of planned behaviour, attitude is formed based on consumers' beliefs. These beliefs then determine whether the consumer will relate negatively or positively to the brand or product (Ajzen, 1991). A more negative belief will lead to a more negative attitude, and conversely, a more positive belief will lead to a more positive attitude. Thus, a lower brand attitude may lead to a lower purchase intention.

People do not only use social media to communicate with one another and post about their lives. These platforms are also used to gain knowledge about (new) products. A positive relationship has been found between social media influencers and purchase intention (Lim et al., 2017), where it appears that social media influencers create a greater impact on purchase decisions than traditional celebrities (Djafarova & Rushworth, 2017). A process that can cause the effects of influencer marketing on purchase intention is para-social interaction (PSI). PSI refers to the one-sided relationship individuals have with media characters (Giles, 2002). When individuals watch media personalities and listen to shared experiences, a bond of intimacy can develop over time (Horton & Wohl, 1956). According to Rubin and McHugh (1987), as more time passes, people can 'get to know' such a character better, in much the same way they know their friends. This is done by directly observing the character's appearance, gestures, voice conversation, and behaviour in various situations. PSI seems to be positively related to purchase intention

(Sokolova & Kefi, 2020). Furthermore, PSI appears to be related to credibility as female celebrities are generally more credible and have stronger persuasive power when young women can relate to them (Djafarova & Rushworth, 2017). Earlier research suggests that credibility positively affects the purchase intention (Pornpitakpan, 2004). Therefore, credibility is considered as one of the factors that influences purchase intention and makes influencers effective.

## **2.6 Credibility**

Source credibility can be analysed to measure how effective someone's endorsement is (Hovland & Weiss, 1951). The source credibility model is a model that evaluates credibility (Ohanian, 1990). This model uses three elements to measure credibility, namely, trustworthiness, expertise, and attractiveness. Hovland, Janis, and Kelley (1953) define trustworthiness as "the degree of confidence in the communicator's intent to communicate the assertions he considers most valid" and expertise as "the extent to which a communicator is perceived to be a source of valid assertions". In the source attractiveness model, the effectiveness of a message is related to the "familiarity", "likeability", "similarity", and "attractiveness" of the source (McGuire, 1985).

Research has shown that source credibility is one of the critical antecedents of persuasive eWOM messages (Teng, Khong, Goh & Chong, 2014). A credible endorser has a positive impact on the consumers' perception (Goldsmith, Lafferty & Newell, 2000). More specific, being a credible source can influence the consumers' beliefs, opinions, attitudes, and behaviour (Wang, Kao & Ngamsiriudom, 2017). For example, celebrities are considered more trustworthy if they manage to build a warm and personal connection with their audience (Silvera & Austad, 2004). Previous research shows that expertise has a positive effect on purchase intention (Till & Busler, 2000). People being viewed as experts have more success in persuading others. As a result, they are more capable of driving their purchase intention (Ohanian, 1991). Moreover, when a consumer perceives a source as highly reliable and knowledgeable, the consumer is more likely to be indifferent and accept the advertising message (Metzger, Flanagin, Eyal, Lemus & McCann, 2003). Relatively speaking, influencers with high expertise, trustworthiness, and attractiveness are considered to have more influence on the behaviour of their followers. Hence, the last hypothesis is proposed:

H3: Higher perceived credibility will lead to higher purchase intention.

Prior research has shown that credibility mediates the relationship between a traditional celebrity and consumers' purchase intentions (Wang et al., 2017). The mediator variable is a third variable that explains the relationship between an independent variable and a dependent or outcome variable (Bennett, 2000). It can be inferred that consumers' purchase intentions are not directly influenced by source characteristics, but rather mediated through other factors such as credibility. Applying this in the context of influencer marketing, it can also be argued that consumers' purchase intentions are influenced by influencers' characteristics via the mediating effect of credibility. With this, Figure 1 shows the following conceptual model of this research.

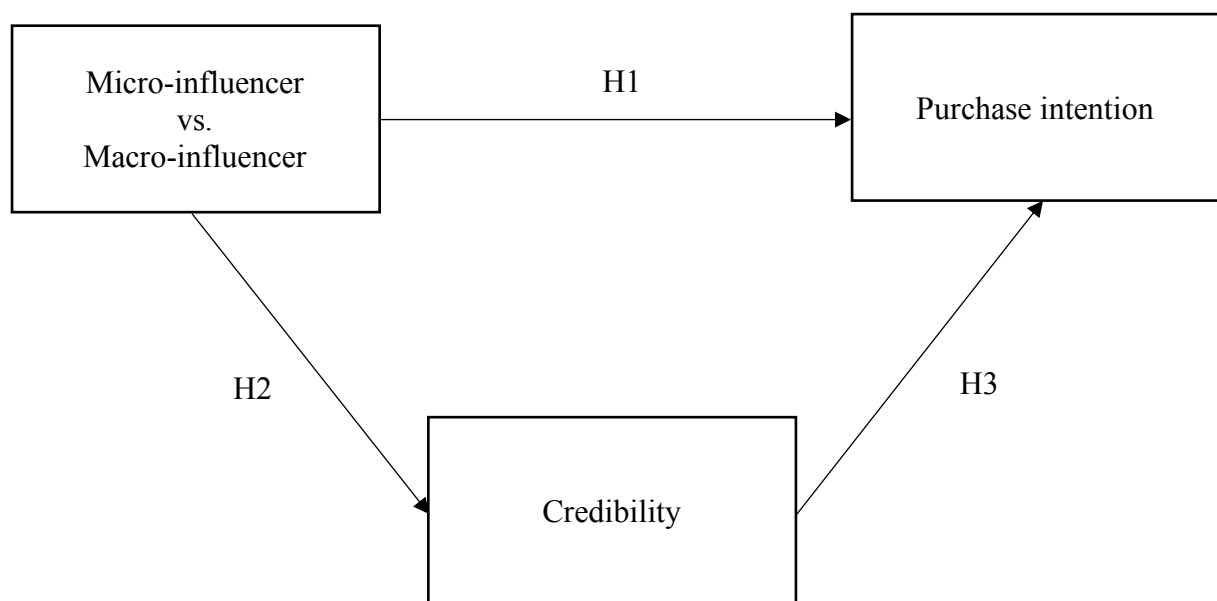


Figure 1. Conceptual model.

To summarize the theoretical framework of this study, it can be argued that influencer marketing is an eWOM method that can be used on the social media platform Instagram, where different types of influencers can operate, such as macro- and micro-influencers. It appears that micro-influencers are perceived as more credible than macro-influencers, which can have a positive impact on the purchase intention of a consumer.

### **3. Methodology**

This section will outline the methodology of the fieldwork of this research. First, the research design will be presented, followed by an explanation of the stimulus material, ethical considerations, sampling procedure, and participants. Next, the measurements of the variables will be argued. Finally, the data analysis will be presented.

#### **3.1 Research design**

The fieldwork part of this study is a quantitative research design to answer the research question to what extent influencers influence the purchase intention of a young female consumer. The fieldwork was conducted in the form of a survey, with primary data being gathered. To test the hypotheses, a between-subjects experimental design has been conducted where the participants were evenly distributed over the two conditions: the micro-influencer and the macro-influencer condition. An overview of the questionnaire can be found in Appendix B.

#### **3.2 Stimulus material**

In the experiment for this study, two conditions were created: one with the micro-influencer and one with the macro-influencer. The validity of this study was ensured by a manipulation check to verify that the different conditions (micro-influencer vs. macro-influencer) were perceived as such by the subjects. For this experiment, real influencers and a real brand were used to make it as realistic as possible. Since the study specifically focused on Dutch women, Dutch influencers and a Dutch brand were used. For the macro-influencer condition, Noor de Groot was chosen, as she is a well-known Dutch influencer with 727,000 followers. For the micro-influencer condition, influencer Ophélie Evita was chosen, who has 19,900 followers. It was decided to choose these two influencers for the study because they have somewhat similar physical characteristics and post somewhat similar posts on Instagram (e.g. skin tone, hair colour, style, posing, etc.). This was done to prevent these factors from affecting the respondent. In reality, the follower count of the micro-influencer said '19.9,000' which could lead to confusion and give the impression that she has 199,000 followers. Therefore, the micro-influencer's follower count was manipulated so that it was clear that she has 19,000 followers and to make it consistent with how the macro-influencer's followers are displayed (see Appendix A, Figure A2).

For the macro-influencer condition, a post was used in which she is wearing a dress from the brand Loavies and promotes the brand. Loavies is a Dutch online web shop that sells fashion items for women. Because it is an online web shop, it does not have physical stores. Thus, the brand has to rely on online marketing, which makes it a good fit for this study. In addition, only one brand was used in the experiment, to prevent showing another brand from influencing the results. Also, a photo of the micro-influencer was used in which she is wearing a dress. The dresses worn by both influencers are somewhat similar (both purple and flower pattern) to avoid influencing the results when seeing a different dress. However, the micro-influencer's post was not an advertisement and the brand of the dress was a different brand than Loavies. Boerman, Willemsen and Van Der Aa (2017) argue that sponsorship disclosure leads to the activation of persuasion knowledge. Hence, the caption of the micro-influencer's post was manipulated to make it appear as if the post was intended to advertise the brand Loavies by changing the caption and including '#ad' (see Appendix A, Figure A4).

### **3.3 Ethical considerations**

Before beginning the questionnaire, participants first read the text on the introduction page explaining the purpose of the study. They were further told that no wrong answers were possible and that their answers would remain anonymous and would be used only for the purpose of this study. At the end, it was stated that by beginning the survey, the participant would agree that they understood the purpose of the survey and that they were voluntarily participating in this study. Providing these information prior to completing the questionnaire would only enhance the ethical considerations in this study.

### **3.4 Procedure**

The questionnaire was conducted online via [www.qualtrics.com](http://www.qualtrics.com). Conducting a questionnaire made it possible to receive a lot of data in a short period of time. The questionnaire was distributed via the social media platforms WhatsApp, Instagram, and Facebook. On WhatsApp and Instagram, the questionnaire could be reached through personal networks of the researcher as this was the easiest way to get access to respondents in a limited time span. Hence, the method of convenience sampling has been used. Besides that, people of the researcher's network were asked to share the link of the survey with their own network or even did it themselves, sharing it via WhatsApp or (re)posting an Instagram story, and ultimately resulting in snowball sampling. On Facebook, the survey link has been shared in two Facebook groups.



The reason why these Facebook groups were used is that the members are mainly young Dutch women, which corresponds to the target group of this study. Besides that, the researcher assumed that there must be many young women here who use Instagram if they also have a Facebook account. The two groups have many members as well, namely 113,600 and 44,300 members. In addition, it was an easy way to quickly get respondents who are scattered all around the Netherlands since anyone can submit a membership request to the groups. A message was posted in the two groups asking people to fill out the survey, which made it possible to use voluntary response sampling. These sampling procedures allow the study to collect many respondents in a short period of time. Nevertheless, they can lead to biases that are further explained in the section on the limitations of this study.

### **3.5 Participants**

This study focused exclusively on Dutch female Instagram users between the ages of 18 and 25. The questionnaire was written in Dutch so that only Dutch women could complete the questionnaire and other nationalities would be discouraged. A total of 244 responses were collected from the survey. Of these, 29 were removed because the participants had not completed the questionnaire in full. Additionally, there were 2 male respondents, 14 respondents older than 25 years and 4 respondents who did not use Instagram. Hence, these participants were also removed and a total of 195 participants remained ( $N = 195$ ). When asked what highest level of education the participants completed, 5.64% responded with high school, 21.03% with post-secondary vocational education (MBO), 47.69% with higher vocational education (HBO), 24.62% with university, and 1.03% with other. 96.41% of participants were found to use Instagram daily. 85.13% follow influencers on Instagram whereas 11.79% did not follow them and 3.08% did not know. Also, 61.54% of participants have ever made an online purchase after seeing the product/brand on Instagram while 29.23% have not and 9.23% do not know. Furthermore, 68 of 101 participants assigned to the macro-influencer condition knew the influencer ( $N = 68$ ), while 6 of 94 participants assigned to the micro-influencer condition knew the influencer ( $N = 6$ ). Ultimately, 87.69% of respondents were familiar with the brand Loavies and 12.31% were not.

### **3.6 Measurements**

This experiment measured one dependent variable, purchase intention, and two independent variables, influencer type and credibility.

**Credibility-** the independent variable credibility was measured with a total of 14 seven-point differential semantic scales for the variables attractiveness, trustworthiness and expertise, according to Ohanian's (1990) research. Although Ohanian (1990) originally used 15 items for the scale, one item was removed in this study because the experiment was conducted in Dutch and for two items, the Dutch translation was the same. These were the items 'undependable/dependable' and 'unreliable/reliable', of which the Dutch translation of both is 'onbetrouwbaar/betrouwbaar'. Hence, one of the items was removed leaving a total of 14 items: unattractive/attractive; not classy/classy; ugly/beautiful; not elegant/elegant; not sexy/sexy; undependable/dependable; dishonest/honest; insincere/sincere; untrustworthy/trustworthy; not an expert/expert; inexperienced/experienced; unknowledgeable/knowledgeable; unqualified/qualified; unskilled/skilled. The scale for credibility is reliable ( $M = 4.51$ ,  $SD = 0.87$ ,  $\alpha = 0.89$ ). The scale can be found in Appendix B.

**Purchase intention-** the dependent variable purchase intention was measured using a total of five seven-point differential semantic scales, used by Spears and Singh (2004). Participants were asked to indicate whether they intend to purchase the product (the dress) in the Instagram post. Purchase intention was measured by the following items: never/definitely; definitely not/definitely; very low interest/very high interest; will definitely not buy/will definitely buy; will probably not buy/will probably buy. The scale for purchase intention is reliable ( $M = 2.47$ ,  $SD = 1.41$ ,  $\alpha = 0.96$ ). The scale can be found in Appendix B.

Furthermore, the experiment also measured a control variable and included a manipulation check. The control variable is 'persuasion knowledge' which tells if the participant was aware of the fact that there was advertising in the post. To check whether the manipulation was successful, participants were tested if they had seen how many followers the influencer had. This was done by measuring it with one item and two responses: 'How many followers did the influencer on the photo have? Less than 100.000 followers/More than 100.000 followers.'

### 3.7 Data analysis

The data were processed, transformed and analysed in the software SPSS. Before analysing, the variables were transformed into new variables. For the manipulation control, a dummy variable was created that asked about the number of followers the influencer had, with 0 = "Less

than 100.000” and 1 = “More than 100.000”. Dummy variables were also created to indicate the type of influencer, “InfType”, with 0 = “macro-influencer” and 1 = “micro-influencer”, and whether the participant saw the Instagram post as advertising, “PersKnow”, with 0 = “No” and 1 = “Yes”. Then the averages of all responses about items that measure purchase intention and credibility were taken to create two scales, “PurchInt” and “Credibility” respectively. Descriptive statistics were analysed and statistical tools such as correlation matrix, chi square test and cross tabs were done. To analyse all three hypotheses, PROCESS macro developed by Hayes (2017) has been used. It led to a simple mediation analysis performed by model 4 of PROCESS macro. As depicted in Figure 2, influencer type is the independent variable (X), purchase intention is the dependent variable (Y) and credibility is the mediating variable (M). In total, there are three different paths. The indirect effect of X on Y is the product of  $a$  and  $b$ . The direct effect of X on Y is  $c'$ . The total effect of X on Y is  $c$ , which includes both  $ab$  and  $c'$  path. Finally, persuasion knowledge, “PersKnow”, was included as a covariate in all models.

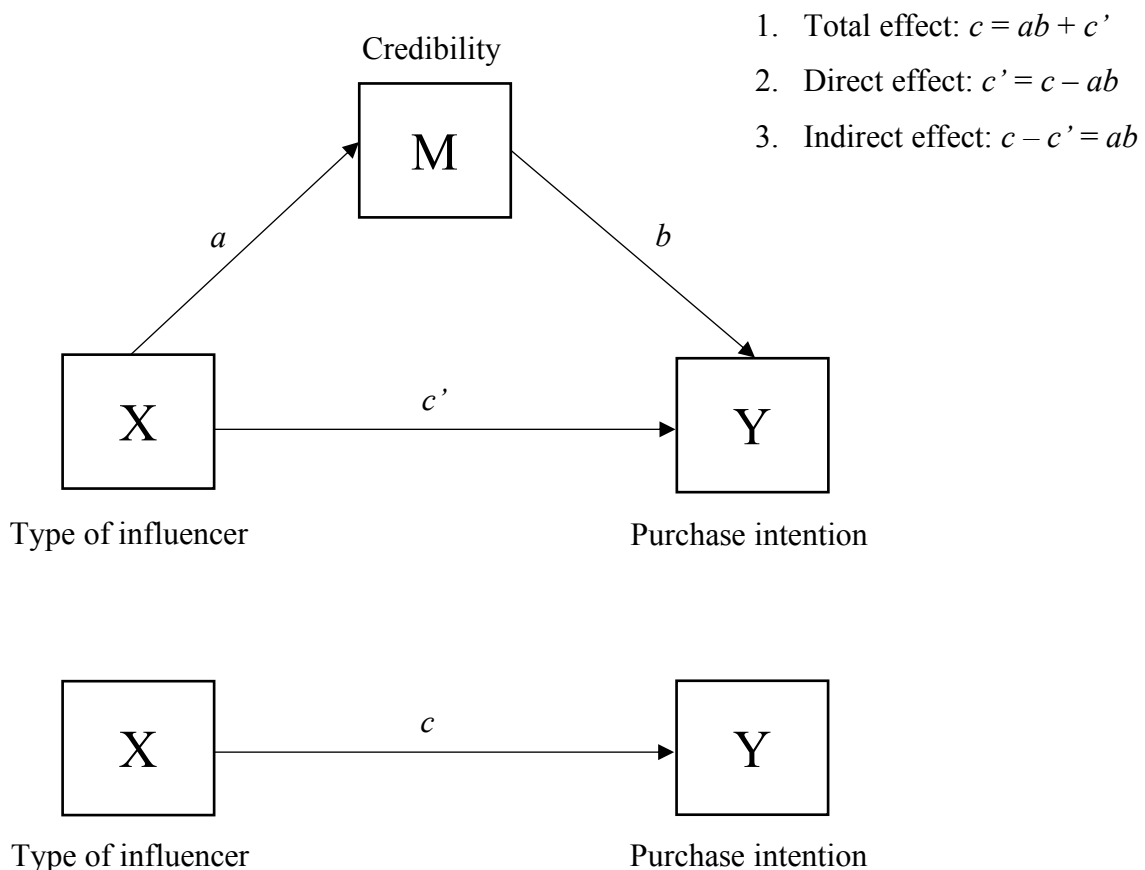


Figure 2. Diagram of the simple mediation model.

## 4. Results

The results of the analyses conducted in SPSS will now be presented and interpreted in this chapter, testing the hypotheses one by one. Before explaining these findings, a randomization and manipulation check was performed and overviews of the means, standard deviations and correlations are presented.

### 4.1 Randomization check

A randomization check was conducted to verify that the participants were equally distributed across the two types of influencers. The two groups did not differ in terms of highest level of education,  $\chi^2(4) = 4.069$ ,  $p = 0.397$ , frequency of use,  $\chi^2(2) = 1.609$ ,  $p = 0.447$ , whether they have ever made an online purchase after seeing a brand/product on Instagram,  $\chi^2(2) = 0.790$ ,  $p = 0.674$ , and brand familiarity,  $\chi^2(1) = 0.469$ ,  $p = 0.494$ . However, the groups did differ in persuasion knowledge,  $\chi^2(1) = 13.262$ ,  $p < 0.001$ . Thus, persuasion knowledge has been taken into account as covariate in the analysis. The randomization check showed that the groups differed in persuasion knowledge, but not in highest level of education, frequency use, whether they have ever made an online purchase after seeing a brand/product on Instagram and brand familiarity.

### 4.2 Manipulation check

Before testing the hypotheses, a manipulation check is performed. A Chi-square test was executed to determine whether the two types of influencers differed in number of followers. Participants reported that the micro-influencer had fewer followers ( $M = 0.21$ ,  $SD = 0.411$ ) compared to the macro-influencer ( $M = 0.77$ ,  $SD = 0.421$ ,  $t(193) = 9.370$ ,  $p < .001$ ). The types of influencers were found to be significantly different in number of followers,  $\chi^2(1) = 60.968$ ,  $p < 0.001$ . Frequencies of the manipulation check can be seen in Table 1. Of the participants in the macro-influencer condition, 77% were correct, while in the micro-influencer condition, 79% were correct. Based on the results, it can be concluded that the manipulation is satisfactory and that the participants were able to determine the type of influencer they were exposed to.

Table 1. Frequencies of the manipulation check.

		How many followers did the influencer have in the photo?		
		< 100.000	> 100.000	Total
Influencer type	Macro	23	78	101
	Micro	74	20	94
	Total	97	98	195

### 4.3 Means, standard deviations & correlations

The means and standard deviations of purchase intention and credibility are calculated for each condition (macro vs. micro) and presented in Table 2. The results indicate that purchase intention is higher with the micro-influencer ( $M = 2.57$ ,  $SD = 1.499$ ) compared to the macro-influencer ( $M = 2.38$ ,  $SD = 1.331$ ). Furthermore, the macro-influencer was found to generate higher credibility ( $M = 4.69$ ,  $SD = 0.965$ ) than the micro-influencer ( $M = 4.31$ ,  $SD = 0.716$ ). This shows that micro-influencers are less credible, but generate higher purchase intention than macro-influencers.

Table 2. Means and standard deviations ( $N = 195$ ).

	M	SD
Purchase intention – Macro	2.38	1.331
Purchase intention – Micro	2.57	1.499
Credibility – Macro	4.69	0.965
Credibility – Micro	4.31	0.716

Table 3 presents the means, standard deviations and Spearman correlation matrix for the variables purchase intention, credibility, influencer type, and persuasion knowledge. Participants were shown the macro-influencer slightly more often than the micro-influencer ( $M = 0.48$ ,  $SD = 0.501$ ). The majority of participants perceived the Instagram post as advertising ( $M = 0.89$ ,  $SD = 0.311$ ). Looking at the correlations, credibility was found to have a positive relationship with purchase intention ( $r(194) = 0.441$ ,  $p = 0.01$ ). Persuasion knowledge is also found to have a positive relationship with purchase intention ( $r(194) = 0.146$ ,  $p = 0.05$ ). Influencer type is found to be negatively correlated with credibility ( $r(194) = -0.225$ ,  $p = 0.01$ ), while persuasion knowledge is negatively correlated with credibility ( $r(194) = 0.148$ ,  $p = 0.05$ ).

Table 3. Means, standard deviations and Spearman correlation matrix ( $N = 195$ ).

	M	SD	1	2	3	4
1. PurchInt	2.47	1.414	1.000			
2. Credibility	4.51	0.874	0.441**	1.000		
3. InfType	0.48	0.501	0.057	-0.225**	1.000	
4. PersKnow	0.89	0.311	-0.146*	-0.148*	0.261**	0.135

Note. \* $p < 0.05$ , \*\* $p < 0.01$ .

#### 4.4 Simple mediation analysis

A simple mediation analysis has been performed to test for the hypotheses. Hypothesis 2 states that micro-influencers are perceived as more credible than macro-influencers. In Table 4, the results of the  $a$  path are shown. A negative significant relationship has been found between influencer type and credibility ( $\beta = -0.477$ ,  $t(194) = -3.829$ ,  $p = 0.002$ ). This indicates that credibility decreases by 0.477 when being exposed to a micro-influencer as compared to a macro-influencer, contradicting Hypothesis 2. A micro-influencer appears to be less credible than a macro-influencer. Based on this result, Hypothesis 2 is rejected. From this part of the study, it can be concluded that micro-influencers are less credible than macro-influencers, which is inconsistent with findings from previous literature. Next, the relationship between influencer type and purchase intention will be analysed, as well as the relationship between credibility and purchase intention.

Table 4. Model 1: Mediating effect:  $X \rightarrow M$  ( $N = 195$ ) –  $a$  path.

	Credibility			
	B	SE	T	P
Constant	5.242***	0.212	24.728	0.000
Influencer type	-0.477**	0.125	-3.829	0.002
Persuasion knowledge	-0.567**	0.201	-2.822	0.005
$R^2 = 0.087$				
$F(2,192) = 9.115$				

Note. \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

The  $b$  path as well as  $c'$  path are presented in model 2. Hypothesis 1 states that micro-influencers have a larger positive effect on purchase intention than macro-influencers ( $c'$  path). Table 5

shows that influencer type has a significant positive effect on purchase intention ( $\beta = 0.448$ ,  $t(194) = 2.290$ ,  $p = 0.023$ ). This means that purchase intention increases by 0.448 when a micro-influencer promotes a brand or product in comparison to a macro-influencer. Results suggest that a micro-influencer has a larger positive effect on purchase intention than a macro-influencer, which is in line with Hypothesis 1. Thus, Hypothesis 1 has been accepted.

Hypothesis 3 argues that higher perceived credibility will lead to higher purchase intention. In Table 5, the result shows that credibility has a significant positive effect on purchase intention ( $\beta = 0.729$ ,  $t(194) = 6.678$ ,  $p = 0.000$ ). Purchase intention seems to increase by 0.729 when credibility increases by one unit. Higher credibility leads to higher purchase intention. Therefore, Hypothesis 3 is accepted as the *b* path is significant and suggests a positive effect of credibility on purchase intention. In summary, micro-influencers have a larger positive effect on purchase intention than macro-influencers and credibility has a positive effect on purchase intention. Next, the total, direct and indirect effect of influencer type on purchase intention will be analysed.

Table 5. Model 2: Mediating effect: ( $N = 195$ ) – *b* and *c*’ path.

	Purchase intention			
	B	SE	T	P
Constant	-0.880	0.656	-1.341	0.181
Influencer type	0.448*	0.196	2.290	0.023
Credibility	0.729***	0.109	6.678	0.000
Persuasion knowledge	-0.169	0.310	-0.544	0.587
$R^2 = 0.206$				
$F(3,191) = 16.467$				

Note. \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

The *c* path represents the total effect of the influencer type on purchase intention, of which the results are shown in Table 6. Results show that micro-influencers have a larger and positive effect on purchase intention than macro-influencers ( $\beta = 0.100$ ,  $t(194) = 0.479$ ,  $p = 0.633$ ), but the effect is not significant. Therefore, no conclusions can be drawn based on this result. This leads to a contradiction with the output of model 1, where Hypothesis 1 can no longer be accepted.

Table 6. Total effect model: Mediating effect: X → Y (N = 195) – c path.

	Purchase intention			
	B	SE	T	P
Constant	2.943***	0.355	8.281	0.000
Influencer type	0.100	0.209	0.479	0.633
Persuasion knowledge	-0.582	0.337	-1.729	0.086
$R^2 = 0.020$				
$F(2,192) = 1.958$				

Note. \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

The results of the total, direct and indirect effects are shown in Table 7. First, the total effect shows that micro-influencers have a larger positive effect on purchase intention than macro-influencers ( $\beta = 0.100$ ,  $t(194) = 0.479$ ,  $p = 0.633$ ), but the effect is not significant. Next, the direct effect shows a significant and larger positive effect of micro-influencers than macro-influencers on purchase intention ( $\beta = 0.448$ ,  $t(194) = 2.290$ ,  $p = 0.023$ ). Lastly, the indirect effect tests the effect of influencer type on purchase intention through the mediating variable credibility, based on 5000 bootstrap samples. Result shows that micro-influencers have a larger negative effect on purchase intention than macro-influencer ( $\beta = -0.348$ ,  $LLCI = -0.568$ ,  $ULCI = -0.167$ ). The confidence interval does not include zero, which means that the indirect effect is significant. This implies that a micro-influencer indirectly reduces the purchase intention by 0.348 compared to a macro-influencer. Rucker, Preacher, Tormala & Petty (2011) argue that in the absence of a significant total effect, significant indirect effects can still occur. Although the direct effect is positive, the indirect effect is opposite and thus cancels out the positive effect of the direct path. Moreover, if there is a significant direct effect of X on Y after finding a significant indirect effect of X on Y, it can be reported that the mediator only partially mediates the effect of X on Y (Rucker et al., 2011). Therefore, the finding that micro-influencers have an indirect negative effect on purchase intention can be explained by the fact that they generate lower credibility and credibility simultaneously has a positive effect on purchase intention.



Table 7. Total, direct and indirect effect model ( $N=195$ ).

	Purchase intention					
	B	SE	T	P	LLCI	ULCI
Total effect of X on Y	0.100	0.209	0.479	0.633	-0.312	0.512
Direct effect of X on Y	0.448*	0.196	2.290	0.023	0.062	0.834
Indirect effect of X on Y	-0.348	0.102	-	-	-0.568	-0.167

Note. \* $p < 0.05$ , X = influencer type, Y = purchase intention.

Considering all the results, it can be concluded there is a partial mediation effect. The total effect of micro-influencers on purchase intention is not significant, which means that Hypothesis 1 is rejected. At the same time, micro-influencers generate lower levels of credibility than macro-influencers, which means that Hypothesis 2 is also rejected. Hypothesis 3 is accepted, as higher credibility leads to higher purchase intention. Indirectly, micro-influencers lead to lower purchase intention because they generate lower credibility, which confirms the mediating role of credibility. Figure 3 visualizes the tested simple mediation model.

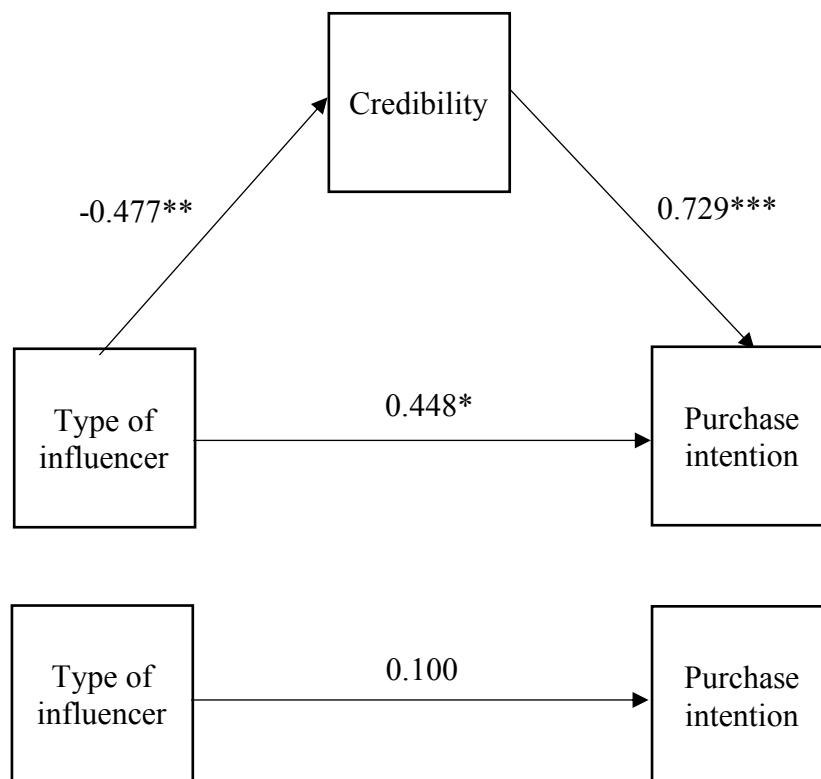


Figure 3. Tested simple mediation model.

Note. \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

## 5. Conclusion and discussion

This section will begin by outlining the conclusion of the study and answering the corresponding research question. Then, it will discuss the limitations of this research. Finally, recommendations for in the future will be made.

### 5.1 Conclusion

The purpose of this study was to investigate to what extent influencers influence the purchase intention among young female consumers. Furthermore, credibility has been analysed as one of the variables that drives purchase intention and makes influencers effective. By providing insight into how credibility might mediate this relationship, this study aims to add value to the existing literature. The study aimed to answer the following research question:

*To what extent is the purchase intention of young female Instagram users influenced by influencers?*

To investigate and answer the research question, hypotheses were formulated based on literature review. First, it was hypothesized that a micro-influencer has a greater positive influence on purchase intention than macro-influencer. Second, micro-influencers were assumed to have higher credibility than macro-influencers. Finally, it was hypothesized that higher credibility leads to higher purchase intention. Here, a quantitative study was conducted with a between-subjects design. A questionnaire was designed and completed among female Instagram users between the ages of 18 and 25 in the Netherlands, ultimately working with a sample of 195 respondents ( $N = 195$ ). The results were then processed and analysed in the software SPSS. To test the hypotheses, PROCESS macro by Hayes (2017) was used.

The results were partly not as predicted. Hypotheses 1 and 2 are both rejected, as the results found that micro-influencers are less credible and in turn have a less positive effect on purchase intention than macro-influencers. This is contrary to what has been discussed in the theoretical framework, where people were less likely to trust macro-influencers because they might be more aware that these influencers are being paid to promote a brand or product (Ehlers, 2021). In addition, micro-influencers are said to be more authentic (Hatton, 2018) and create a greater personal connection with their followers by having fewer followers but more interaction (Baker, 2021). However, current study shows that only a few participants knew the micro-influencer

( $N = 6$ ), while more than half of the participants assigned to the macro-influencer condition knew the influencer ( $N = 68$ ). Thus, it can be inferred that there was less engagement between the participants and the micro-influencer than the participants and the macro-influencer. This could possibly have influenced the results, causing the micro-influencer to be perceived as less credible and to have a less positive effect on purchase intention than the macro-influencer.

Nevertheless, Hypothesis 3 is accepted, meaning that higher credibility leads to higher purchase intention. This is in line with previous studies, where credibility was found to have a positive impact on consumers' perceptions (Goldsmith et al., 2000) and influences consumers' beliefs, opinions, attitudes, and behaviours (Wang et al., 2017). Trustworthiness, expertise, and attractiveness play a role in this regard and a source that possesses these can influence a consumer's purchase intention (Ohanian, 1991). For example, a consumer may even be indifferent and accept an advertising message more readily when it comes from a credible source (Metzger et al., 2003). In addition, credibility also plays a mediating role between a traditional celebrity and a consumer's purchase intention (Wang et al., 2017). This explains why micro-influencers have a less positive influence on purchase intention than macro-influencers, as they are perceived as less credible. Thus, it can be concluded that credibility plays a partial mediating role in the relationship between a micro- or macro-influencer and a consumer's purchase intention.

In conclusion, current study was unable to find that micro-influencers are more credible than macro-influencers and generate higher purchase intention. This may be due to the fact that only a small proportion of respondents were familiar with the micro-influencer, while the majority of respondents exposed to the macro-influencer were familiar with the influencer. This could have affected how the micro-influencer is perceived as less credible than the macro-influencer, as earlier research has found that female celebrities are generally more credible when young women can relate to them (Djafarova & Rushworth, 2017). However, the study did manage to find that higher credibility leads to higher purchase intention and confirms a partial mediating role of credibility on purchase intention. This result may further suggest that a 'known' influencer may be perceived as more credible by consumers and have a greater positive influence on purchase intention than an 'unknown' influencer. In the end, the study successfully tested between 'known' and 'unknown' influencers, but was unable to test for the effects of micro-influencers due to the research design, which led to a counterintuitive conclusion.

## **5.2 Limitations**

Like many other studies, this study does not come without limitations. First, a limitation of this research is that it only collected data from one time point. It would have been better to investigate whether the participants still produce the same results when asked to complete the survey again at a different time point. However, due to time constraints in this study, it was not possible to carry this out. Another consequence of lack of time is that no preliminary test was conducted in the study. A crucial limitation of this study is, namely, that there seems to be a bias in whether or not knowing the influencer that could have influenced the results. Only 6 of the 94 participants knew the micro-influencer, while 68 of the 101 participants knew the macro-influencer. The study could have produced more concrete results by conducting a preliminary test with different influencers to determine which influencers the participants are most familiar with, and thus which ones are most appropriate for the experiment. Another option could have been to read the following message to the respondents: “Imagine you are following this influencer. You scroll through your feed and you see the following post.” In this way, a situation could be created where it seemed that the participant knew the influencer.

Next, the dress used in this study could be considered more of a hedonic product, where a person’s taste could have a greater influence on whether they would buy the product or not. The fact that it is a hedonic product could influence the results about the purchase intention. Moreover, the study used only one brand, which could distort the results, since again it could depend on a person’s taste whether they like the brand or not. This also means the results cannot be generalized to other products, brands or industries. Furthermore, collecting primary data through a questionnaire may result in respondents not filling out the questions truthfully. A limitation, therefore, is that the results may be different in reality. Finally, the methods of sampling used in this study are not necessarily considered good methods, because they can be biased. Convenience and snowball sampling are not randomly selected, and voluntary response sampling may result in individuals participating in the study who actually have strong opinions on the subject.

## **5.3 Recommendations**

Although the study has limitations, it also allows for recommendations to be made. For example, research has shown that greater credibility leads to higher purchase intention. The advice for marketers would therefore be to choose influencers who are perceived as credible in the eyes of the customer, which then have a positive effect on purchase intention. As a matter

of fact, higher purchase intention is associated with higher purchase decisions. In other words, it is not just about the number of followers of the influencer, as De Veirman et al. (2017) suggest. Also, current research shows that an influencer with whom a consumer is familiar may be considered more credible than an unknown influencer. From this, it can be advised that companies should therefore look for influencers that consumers are familiar with.

Recommendation for future research would be to conduct a longitudinal research to collect data over a longer period of time, rather than conducting a cross-sectional research. Future research should also take more brands and products into account. Next, it would be interesting to examine the effect on the intention to spread eWOM. With the rise of the Internet, social media apps and influencer marketing, there is a need to include people's behaviour in the online world. After all, eWOM on social media networks can increase the consumers' purchase intent (Alhidari, Iyer & Paswan, 2015). As Instagram is not the only social media app around here, future research can also take look on other social media platforms, like TikTok. In addition, this study conducted a quantitative research, whereas a qualitative research could go into more depth and provide more insight in how and why influencers affect the purchase intention of consumers. Now that is proven that credibility plays a partial role, future research should take credibility into account as one of the mediators between purchase intention and influencers.

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## Appendix A. Stimulus material

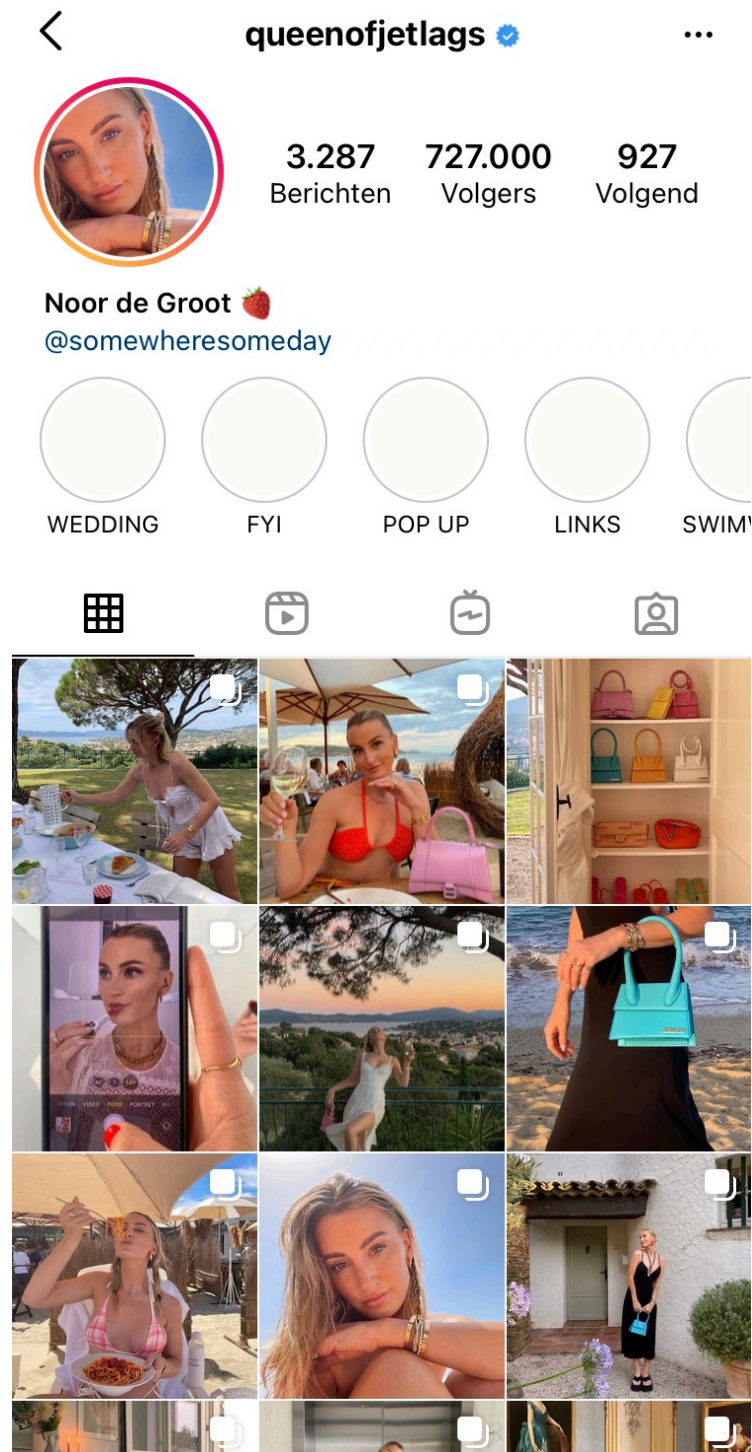


Figure A1. Instagram profile of the macro-influencer.

< ophelievita ...



1.255 Berichten 19.900 Volgers 840 Volgend

**OPHÉLIE EVITA**

Digitale maker  
you can call me oof  
creative business amsterdam  
[@reloved.studio](#)  
❤️ [ophelie@habslouis.com](mailto:ophelie@habslouis.com)  
[relovedstudio.com](http://relovedstudio.com)

< ophelievita ...

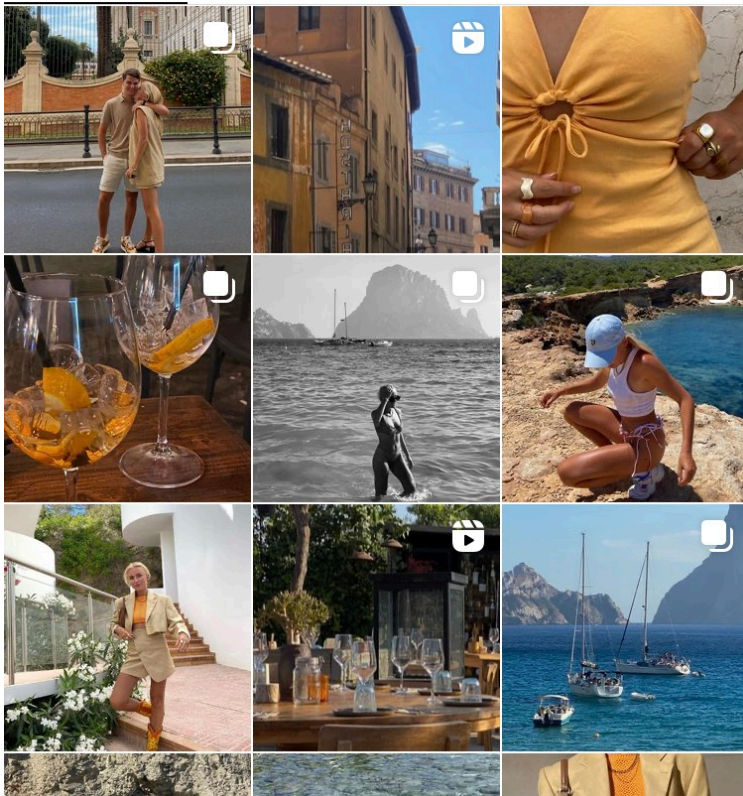


Figure A2. Instagram profile of the micro-influencer.



queenofj...

Betaald partnerschap met loavies



20.334 vind-ik-leuks

queenofjetlags Lilac and guys its giveaway time again! You & your bestie can win €500 @loavies shopping money What you have to do? 1. Follow me and @loavies 2. Like this post 3. Tag your bestie Winners will be announced on Wednesday, July 22 with a comment under this post.

10 juli 2020 · Vertaling bekijken

Figure A3. Instagram post of the macro-influencer.



ophelievita  
Amsterdam



en 1.186 anderen vinden dit leuk

ophelievita never wore dresses, but fell in love with this cute flowerdress from @loavies 🌻🌸🌺🌻 #ad

10 mei 2020 · Vertaling bekijken

Figure A4. Instagram post of the micro-influencer.

## Appendix B. Survey questionnaire

The survey consisted of the following questions. Depending on condition they were assigned to, participants were presented with questions 8-16 (macro-influencer condition) or questions 17-25 (micro-influencer condition).

Beste respondent,

Hartelijk dank voor uw deelname aan mijn enquête.

Voor mijn bachelorscriptie aan de Erasmus Universiteit Rotterdam doe ik onderzoek naar influencer marketing op Instagram, specifiek onder vrouwen tussen de 18 en 25 jaar. Dit onderzoek is dus bedoeld voor deze doelgroep en u moet een Instagram account hebben. Deelname aan deze enquête is vrijwillig, wat betekent dat u op elk moment kunt stoppen. Er zijn geen foute antwoorden mogelijk. Uw antwoorden zijn volledig anoniem en zullen alleen voor dit onderzoek worden gebruikt. Het invullen van deze enquête duurt ongeveer 3-5 minuten.

Als u vragen of opmerkingen heeft over dit onderzoek, aarzel dan niet om contact met mij op te nemen: [457178bg@student.eur.nl](mailto:457178bg@student.eur.nl)

Klik hieronder om met de enquête te beginnen. Door dit te doen, stemt u ermee in dat u het doel van deze enquête begrijpt en dat u vrijwillig deelneemt aan dit onderzoek.

Q1. Wat is uw geslacht?\*

- Man (1)
- Vrouw (2)
- Anders (3)

\*Survey ended when respondents answered 'Man' or 'Anders'.

---



Q2. Wat is uw leeftijd?\*

- < 18 jaar (1)
- 18-25 jaar (2)
- > 25 jaar (3)

\*Survey ended when respondents answered '< 18 jaar' or '> 25 jaar'.

---

Q3. Wat is uw hoogst genoten opleiding?

- Geen (1)
- Basisschool (2)
- Middelbare school (3)
- MBO (4)
- HBO (5)
- WO (6)
- Anders (7)

**End of Block: Demografie**

---

**Start of Block: Instagramgebruik**

Q4. Gebruikt u Instagram?\*

- Ja (1)
- Nee (2)

\*Survey ended when respondents answered 'Nee'.

Q5. Hoe vaak gebruikt u Instagram?

- Dagelijks (1)
  - Wekelijks (2)
  - Maandelijks (3)
- 

Q6. Volgt u influencers op Instagram?

- Ja (1)
  - Nee (2)
  - Weet ik niet (3)
- 

Q7. Heeft u ooit een aankoop gedaan nadat u een product/merk op Instagram had gezien?

- Ja (1)
- Nee (2)
- Weet ik niet (3)

**End of Block: Instagramgebruik**

---

**Start of Block: Macro-influencer**

U krijgt nu het Instagram profiel van Noor de Groot te zien, ook bekend als @queenofjetlags. Noor de Groot is een influencer met 727.000 volgers. Bekijk haar profiel zorgvuldig.

---

Q8. Bent u bekend met de influencer?

- Ja (1)
- Nee (2)

-----

Q9. Volgt u de influencer op Instagram?

Ja (1)

Nee (2)

-----

Bekijk deze Instagram post van de influencer aandachtig. Beantwoord dan de vragen hieronder.

-----

Q10. Geef aan wat u vindt van de aantrekkelijkheid van de influencer.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
1 - Onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Aantrekkelijk
1 - Niet stijlvol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Stijlvol
1 - Lelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Mooi
1 - Niet elegant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Elegant
1 - Niet sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Sexy

-----

Q11. Geef aan wat u vindt van de betrouwbaarheid van de influencer.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
1 - Onbetrouwbaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Betrouwbaar
1 - Oneerlijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Eerlijk
1 - Onoprecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Oprecht
1 - Ongeloofwaardig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Geloofwaardig

Q12. Geef aan wat u vindt van de expertise van de influencer.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
1 - Geen expert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Expert
1 - Onervaren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ervaren
1 - Niet goed geïnformeerd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Goed geïnformeerd
1 - Ongeschikt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Geschikt
1 - Onbekwaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Bekwaam

Q13. Geef aan of u van plan bent het product (de jurk) in de Instagram post te kopen.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
1 - Ik zal dit product nooit kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ik zal dit product zeker kopen
1 - Ik ben zeker niet van plan dit product te kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ik ben zeker van plan dit product te kopen
1 - Ik heb zeer weinig interesse om dit product te kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ik heb zeer veel interesse om dit product te kopen
1 - Ik zal dit product beslist niet kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ik zal dit product beslist kopen
1 - Ik zal dit product waarschijnlijk niet kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ik zal dit product waarschijnlijk kopen

Q14. Kent u het merk Loavies?

- Ja (1)
- Nee (2)

Q15. Hoeveel volgers had de influencer op de foto?

- Minder dan 100.000 (1)
- Meer dan 100.000 (3)

Q16. Is de Instagram post volgens u reclame?

- Ja (1)
- Nee (2)

**End of Block: Macro-influencer**

---

**Start of Block: Micro-influencer**

U krijgt nu het Instagram profiel van Ophélie Evita te zien. Ophélie Evita is een influencer met 19.900 volgers. Bekijk haar profiel zorgvuldig.

-----

Q17. Bent u bekend met de influencer?

- Ja (1)
- Nee (2)

-----

Q18. Volgt u de influencer op Instagram?

- Ja (1)
- Nee (2)

-----

Bekijk deze Instagram post van de influencer aandachtig. Beantwoord dan de vragen hieronder.

Q19. Geef aan wat u vindt van de aantrekkelijkheid van de influencer.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
1 - Onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Aantrekkelijk
1 - Niet stijlvol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Stijlvol
1 - Lelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Mooi
1 - Niet elegant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Elegant
1 - Niet sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Sexy

Q20. Geef aan wat u vindt van de betrouwbaarheid van de influencer.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
1 - Onbetrouwbaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Betrouwbaar
1 - Oneerlijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Eerlijk
1 - Onoprecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Oprecht
1 - Ongeloofwaardig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Geloofwaardig

Q21. Geef aan wat u vindt van de expertise van de influencer.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
1 - Geen expert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Expert
1 - Onervaren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ervaren
1 - Niet goed geïnformeerd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Goed geïnformeerd
1 - Ongeschikt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Geschikt
1 - Onbekwaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Bekwaam

Q22. Geef aan of u van plan bent het product (de jurk) in de Instagram post te kopen.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
1 - Ik zal dit product nooit kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ik zal dit product zeker kopen
1 - Ik ben zeker niet van plan dit product te kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ik ben zeker van plan dit product te kopen
1 - Ik heb zeer weinig interesse om dit product te kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ik heb zeer veel interesse om dit product te kopen
1 - Ik zal dit product beslist niet kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ik zal dit product beslist kopen
1 - Ik zal dit product waarschijnlijk niet kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 - Ik zal dit product waarschijnlijk kopen



Q23. Kent u het merk Loavies?

- Ja (1)
- Nee (2)

Q24. Hoeveel volgers had de influencer op de foto?

- Minder dan 100.000 (1)
- Meer dan 100.000 (3)

Q25. Is de Instagram post volgens u reclame?

- Ja (1)
- Nee (2)

In dit onderzoek werd het onderschrift van @ophelieevita's Instagram post veranderd. Dit is dus niet zoals de werkelijkheid. **Vergeet niet op de pijl hieronder te klikken om uw antwoorden op te slaan.**

## Appendix C. Results of the questionnaire

Table C1. Demographics of the participants.

	<i>N</i>
Male	2
Female	213
18-25 years	199
>25 years	14
High school degree	12
Post-secondary vocational education (MBO)	44
Higher vocational education (HBO)	93
University	48
Other	2

Table C2. Instagram behaviour.

		<i>N</i>
Do you use Instagram?	Yes	195
	No	4
How often do you use Instagram?	Daily	188
	Weekly	6
	Monthly	1
Do you follow influencers on Instagram?	Yes	166
	No	23
	I don't know	6
Have you ever made a purchase online after seeing a product/brand on Instagram?	Yes	120
	No	57
	I don't know	18

Table C3. Frequencies of influencer familiarity.

		Are you familiar with the influencer?		
		Yes	No	Total
Influencer type	Macro	68	33	101
	Micro	6	88	94
	Total	74	121	195

Table C4. Frequencies of influencer following.

		Do you follow the influencer on Instagram?		
		Yes	No	Total
Influencer type	Macro	16	85	101
	Micro	1	93	94
	Total	17	178	195

Table C5. Descriptive statistics of perceived credibility of the macro-influencer.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	1 - Onaantrekkelijk:7 - Aantrekkelijk	2.00	7.00	5.17	1.34	1.78	101
2	1 - Niet stijlvol:7 - Stijlvol	1.00	7.00	5.43	1.20	1.43	101
3	1 - Lelijk:7 - Mooi	1.00	7.00	5.42	1.44	2.08	101
4	1 - Niet elegant:7 - Elegant	1.00	7.00	5.37	1.27	1.62	101
5	1 - Niet sexy:7 - Sexy	1.00	7.00	4.57	1.44	2.09	101
6	1 - Onbetrouwbaar:7 - Betrouwbaar	1.00	7.00	4.10	1.31	1.71	101
7	1 - Oneerlijk:7 - Eerlijk	1.00	7.00	4.34	1.27	1.61	101
8	1 - Onoprecht:7 - Oprecht	1.00	7.00	3.84	1.37	1.88	101
9	1 - Ongeloofwaardig:7 - Geloofwaardig	1.00	7.00	4.14	1.32	1.74	101
10	1 - Geen expert:7 - Expert	1.00	7.00	4.15	1.66	2.74	101
11	1 - Onervaren:7 - Ervaren	1.00	7.00	4.84	1.55	2.41	101
12	1 - Niet goed geïnformeerd:7 - Goed geïnformeerd	1.00	7.00	4.65	1.43	2.05	101
13	1 - Ongeschikt:7 - Geschikt	1.00	7.00	4.93	1.52	2.32	101
14	1 - Onbekwaam:7 - Bekwaam	1.00	7.00	4.75	1.47	2.15	101

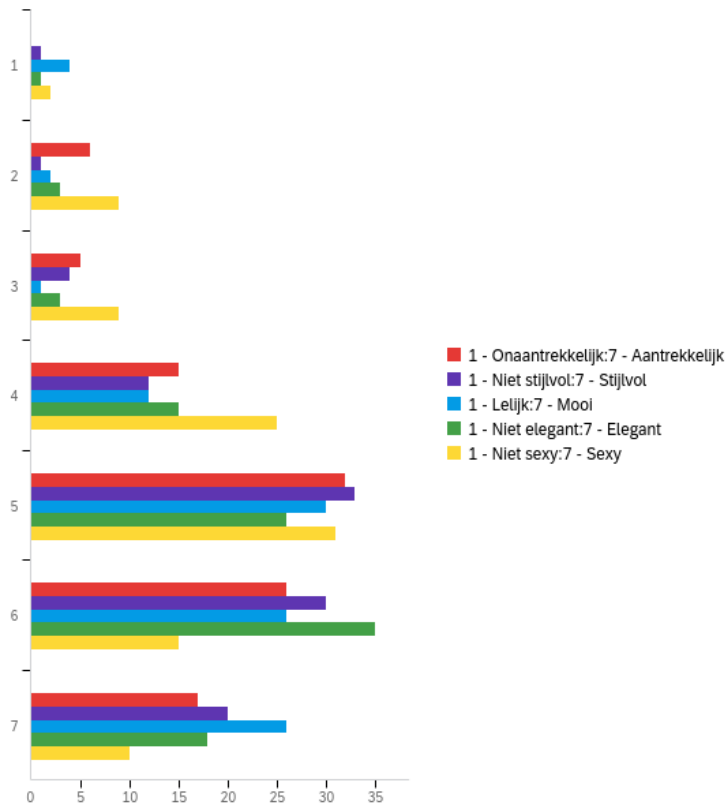


Figure C1. Graph of perceived attractiveness of the macro-influencer.

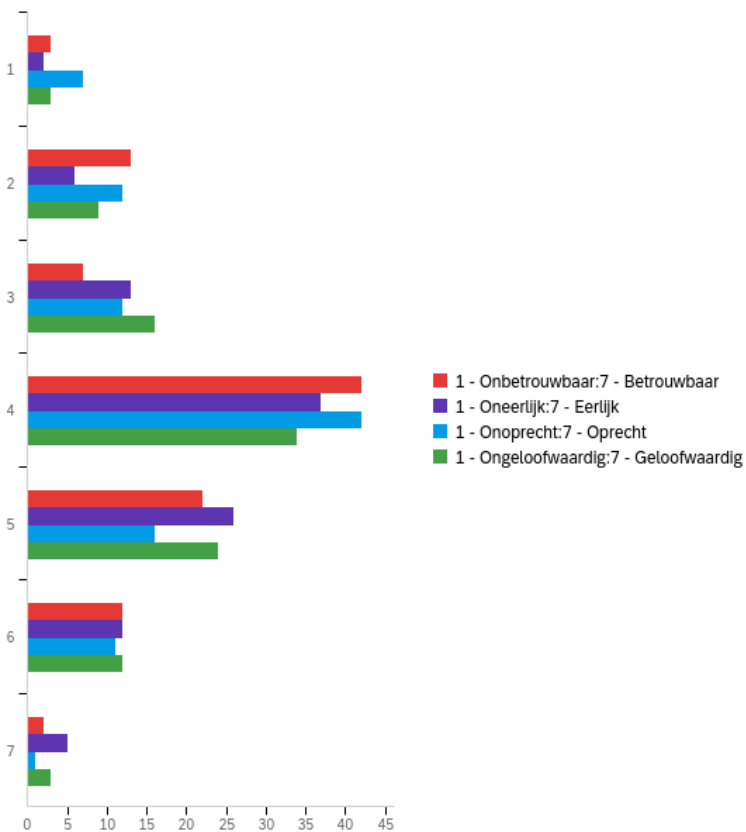


Figure C2. Graph of perceived expertise of the macro-influencer.

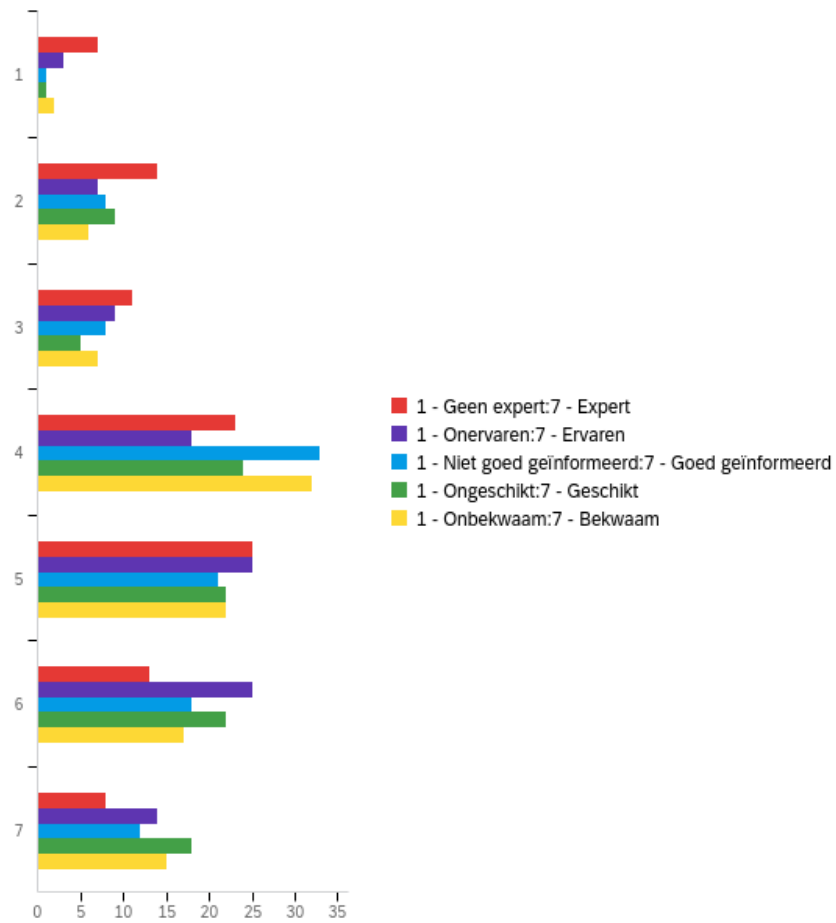


Figure C3. Graph of perceived trustworthiness of the macro-influencer.

Table C6. Descriptive statistics of perceived credibility of the micro-influencer.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	1 - Onaantrekkelijk:7 - Aantrekkelijk	1.00	7.00	4.56	1.40	1.95	94
2	1 - Niet stijlvol:7 - Stijlvol	1.00	7.00	4.94	1.28	1.63	94
3	1 - Lelijk:7 - Mooi	1.00	7.00	4.56	1.65	2.74	94
4	1 - Niet elegant:7 - Elegant	1.00	7.00	4.67	1.30	1.69	94
5	1 - Niet sexy:7 - Sexy	1.00	7.00	3.69	1.30	1.68	94
6	1 - Onbetrouwbaar:7 - Betrouwbaar	1.00	7.00	4.24	1.21	1.46	94
7	1 - Oneerlijk:7 - Eerlijk	1.00	6.00	4.24	0.95	0.91	94
8	1 - Onoprecht:7 - Oprecht	1.00	7.00	4.16	1.10	1.22	94
9	1 - Ongeloofwaardig:7 - Geloofwaardig	1.00	7.00	4.22	1.20	1.45	94
10	1 - Geen expert:7 - Expert	1.00	7.00	3.76	1.18	1.40	94
11	1 - Onervaren:7 - Ervaren	1.00	7.00	4.18	1.15	1.32	94
12	1 - Niet goed geïnformeerd:7 - Goed geïnformeerd	1.00	7.00	4.04	0.98	0.96	94
13	1 - Ongeschikt:7 - Geschikt	1.00	7.00	4.49	1.15	1.31	94
14	1 - Onbekwaam:7 - Bekwaam	2.00	7.00	4.53	1.02	1.04	94

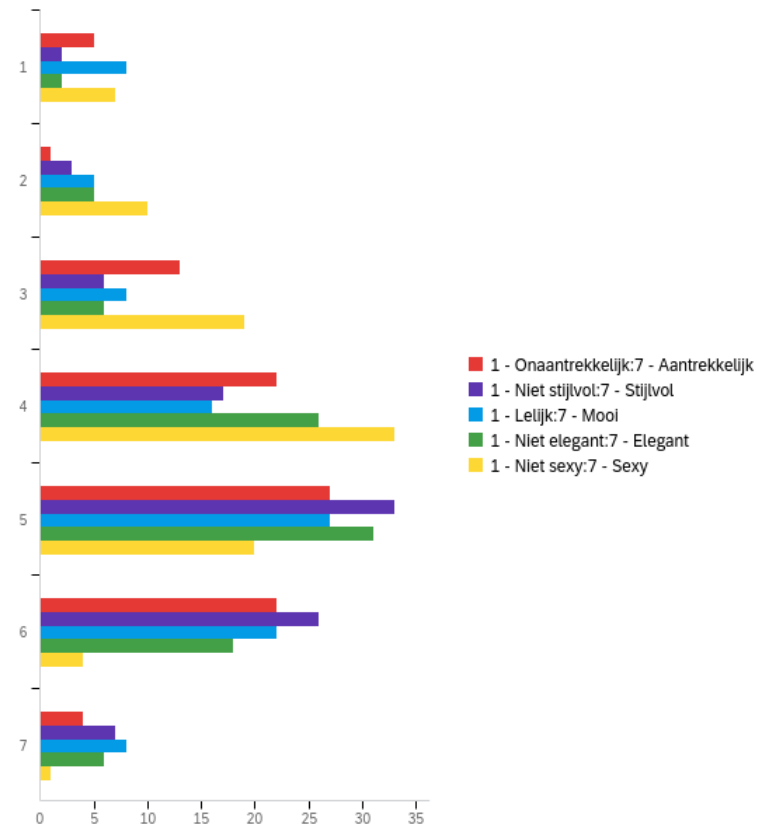


Figure C4. Graph of perceived attractiveness of the micro-influencer.

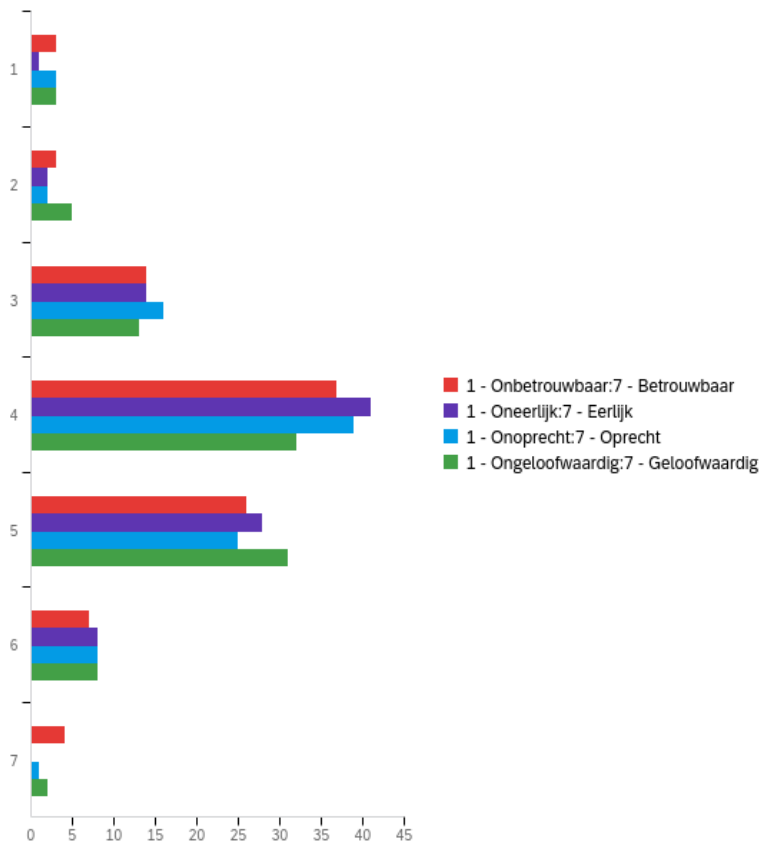


Figure C5. Graph of perceived expertise of the micro-influencer.

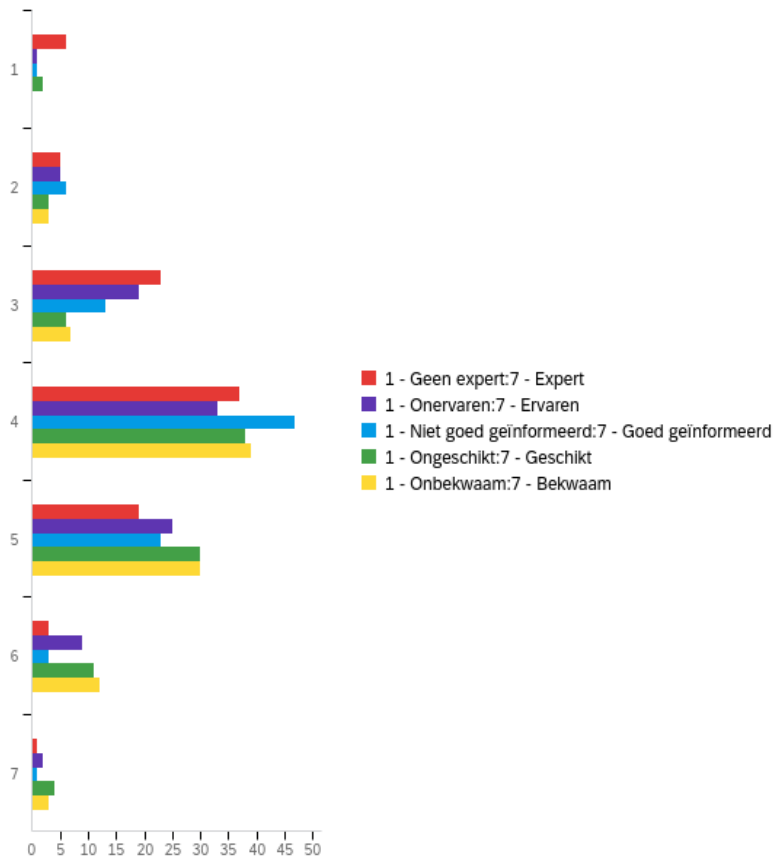


Figure C6. Graph of perceived trustworthiness of the micro-influencer.

Table C7. Descriptive statistics of purchase intention of the macro-influencer condition.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	1 - Ik zal dit product nooit kopen:7 - Ik zal dit product zeker kopen	1.00	6.00	2.58	1.52	2.32	101
2	1 - Ik ben zeker niet van plan dit product te kopen:7 - Ik ben zeker van plan dit product te kopen	1.00	7.00	2.29	1.45	2.11	101
3	1 - Ik heb zeer weinig interesse om dit product te kopen:7 - Ik heb zeer veel interesse om dit product te kopen	1.00	7.00	2.44	1.45	2.11	101
4	1 - Ik zal dit product beslist niet kopen:7 - Ik zal dit product beslist kopen	1.00	6.00	2.39	1.43	2.06	101
5	1 - Ik zal dit product waarschijnlijk niet kopen:7 - Ik zal dit product waarschijnlijk kopen	1.00	6.00	2.20	1.41	2.00	101



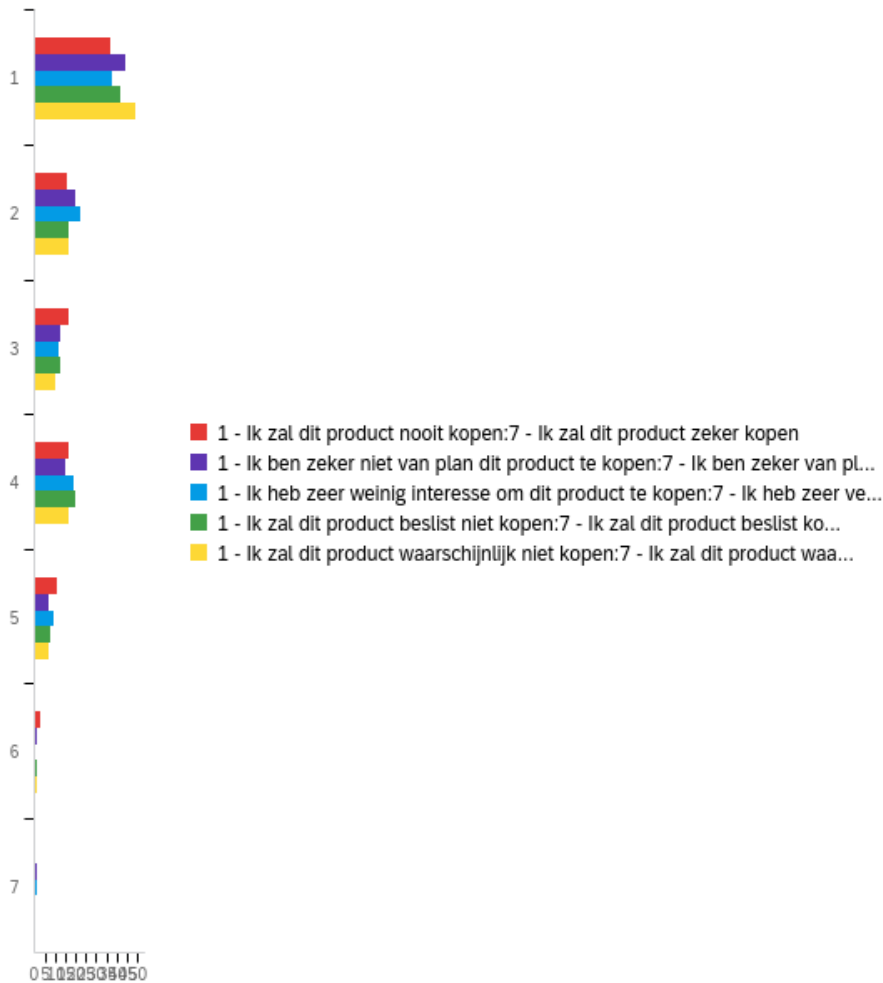


Figure C7. Graph of purchase intention of the macro-influencer condition.

Table C8. Descriptive statistics of purchase intention of the micro-influencer condition.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	1 - Ik zal dit product nooit kopen:7 - Ik zal dit product zeker kopen	1.00	5.00	2.66	1.55	2.39	94
2	1 - Ik ben zeker niet van plan dit product te kopen:7 - Ik ben zeker van plan dit product te kopen	1.00	7.00	2.59	1.59	2.52	94
3	1 - Ik heb zeer weinig interesse om dit product te kopen:7 - Ik heb zeer veel interesse om dit product te kopen	1.00	7.00	2.55	1.65	2.72	94
4	1 - Ik zal dit product beslist niet kopen:7 - Ik zal dit product beslist kopen	1.00	6.00	2.60	1.57	2.45	94
5	1 - Ik zal dit product waarschijnlijk niet kopen:7 - Ik zal dit product waarschijnlijk kopen	1.00	7.00	2.47	1.65	2.74	94

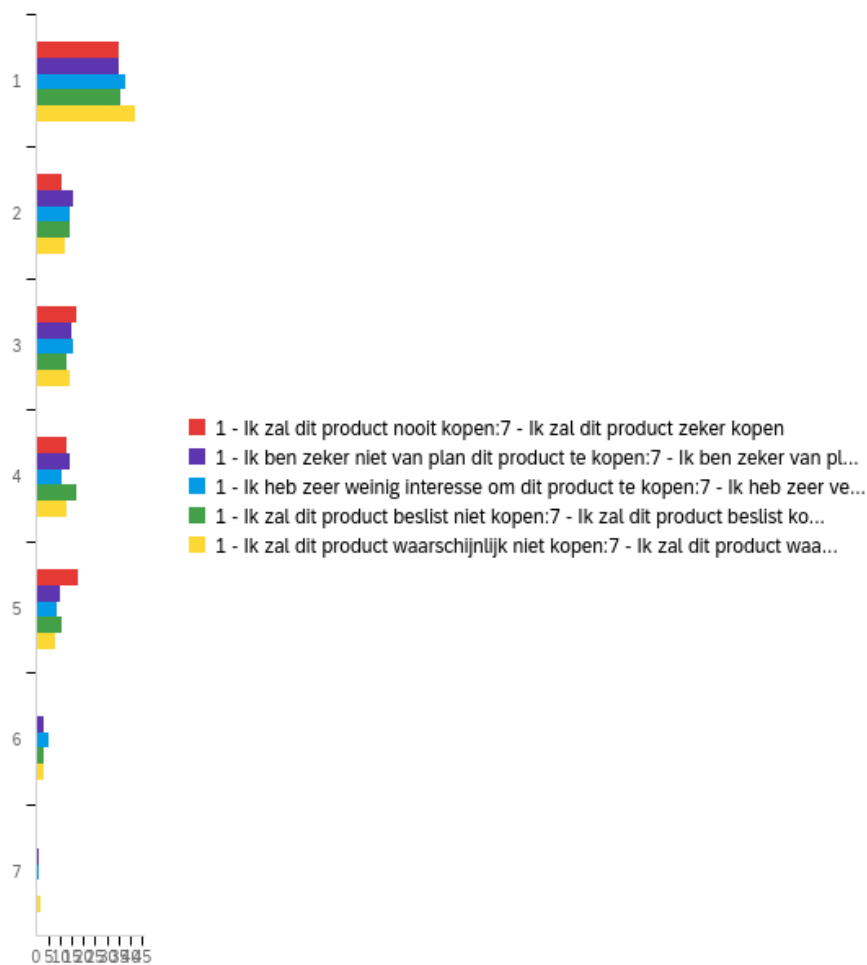


Figure C8. Graph of purchase intention of the micro-influencer condition.

Table C9. Frequencies of brand familiarity.

		Are you familiar with the brand Loavies?		
		Yes	No	Total
Influencer type	Macro	87	14	101
	Micro	84	10	94
	Total	171	24	195

Table C10. Persuasion knowledge.

		In your opinion, is the Instagram post advertising?		
		Yes	No	Total
Influencer type	Macro	98	3	101
	Micro	76	18	94
	Total	174	21	195

## Appendix D. Results of the analyses in SPSS

### Type influencer \* Hoeveel volgers had de influencer op de foto? Crosstabulation

		Hoeveel volgers had de influencer op de foto?		Total	
		Minder dan 100.000	Meer dan 100.000		
Type influencer	Macro-influencer	Count	23	78	101
		Expected Count	50.2	50.8	101.0
	Micro-influencer	Count	74	20	94
		Expected Count	46.8	47.2	94.0
Total		Count	97	98	195
		Expected Count	97.0	98.0	195.0

Figure D1. Results of the manipulation check.

### Report

#### Aankoopintentie

Type influencer	N	Mean	Std. Deviation
Macro-influencer	101	2.38	1.331
Micro-influencer	94	2.57	1.499
Total	195	2.47	1.414

Figure D2. Means and standard deviations of influencer type on purchase intention.

### Report

#### Credibility

Type influencer	N	Mean	Std. Deviation
Macro-influencer	101	4.69	.965
Micro-influencer	94	4.31	.716
Total	195	4.51	.874

Figure D3. Means and standard deviations of influencer type on credibility.

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Aankoopintentie	195	1	6	2.47	1.414
Credibility	195	2	6	4.51	.874
Type influencer	195	0	1	.48	.501
Persuasion knowledge	195	0	1	.89	.311
Valid N (listwise)	195				

Figure D4. Descriptive statistics of purchase intention, credibility, influencer type, and persuasion knowledge.

**Correlations**

			Aankoopint ntie	Credibility	Type influencer	Persuasion knowledge
Spearman's rho	Aankoopintentie	Correlation Coefficient	1.000	.441**	.057	-.146*
		Sig. (2-tailed)	.	<.001	.432	.042
		N	195	195	195	195
	Credibility	Correlation Coefficient	.441**	1.000	-.225**	-.148*
		Sig. (2-tailed)	<.001	.	.002	.039
		N	195	195	195	195
	Type influencer	Correlation Coefficient	.057	-.225**	1.000	-.261**
		Sig. (2-tailed)	.432	.002	.	<.001
		N	195	195	195	195
	Persuasion knowledge	Correlation Coefficient	-.146*	-.148*	-.261**	1.000
		Sig. (2-tailed)	.042	.039	<.001	.
		N	195	195	195	195

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Figure D5. Correlation matrix of purchase intention, credibility, influencer type, and persuasion knowledge.

**Simple mediation model:**

Run MATRIX procedure:

\*\*\*\*\* PROCESS Procedure for SPSS Version 3.5.3 \*\*\*\*\*

Written by Andrew F. Hayes, Ph.D. [www.afhayes.com](http://www.afhayes.com)  
 Documentation available in Hayes (2018). [www.guilford.com/p/hayes3](http://www.guilford.com/p/hayes3)

\*\*\*\*\*

Model : 4  
 Y : PurchInt  
 X : InfType  
 M : Credibil

Covariates:  
 PersKnow

Sample  
 Size: 195

\*\*\*\*\*

OUTCOME VARIABLE:  
 Credibil

Model Summary

R	R-sq	MSE	F	df1	df2	p
.2945	.0867	.7043	9.1151	2.0000	192.0000	.0002

Model

coeff	se	t	p	LLCI	ULCI
-------	----	---	---	------	------

constant	5.2422	.2120	24.7284	.0000	4.8241	5.6604
InfType	-.4771	.1246	-3.8292	.0002	-.7228	-.2313
PersKnow	-.5667	.2008	-2.8220	.0053	-.9628	-.1706

\*\*\*\*\*

OUTCOME VARIABLE:

PurchInt

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4533	.2055	1.6128	16.4668	3.0000	191.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.8803	.6563	-1.3414	.1814	-2.1747	.4141
InfType	.4479	.1956	2.2899	.0231	.0621	.8337
Credibil	.7293	.1092	6.6780	.0000	.5139	.9447
PersKnow	-.1686	.3101	-.5438	.5872	-.7804	.4431

\*\*\*\*\* TOTAL EFFECT MODEL

\*\*\*\*\*

OUTCOME VARIABLE:

PurchInt

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1414	.0200	1.9790	1.9579	2.0000	192.0000	.1440

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.9429	.3554	8.2814	.0000	2.2420	3.6438
InfType	.1000	.2088	.4787	.6327	-.3119	.5119
PersKnow	-.5819	.3366	-1.7288	.0855	-1.2459	.0820

\*\*\*\*\* TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

\*\*\*\*\*

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps
.1000	.2088	.4787	.6327	-.3119	.5119	.0707

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
.4479	.1956	2.2899	.0231	.0621	.8337	.3168

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Credibil	-.3479	.1030	-.5591	-.1631

Partially standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI	
Credibil	-.2461	.0712	-.3939	-.1158

\*\*\*\*\* ANALYSIS NOTES AND ERRORS \*\*\*\*\*

Level of confidence for all confidence intervals in output:  
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:  
5000

WARNING: Variables names longer than eight characters can produce incorrect output when some variables in the data file have the same first eight characters. Shorter variable names are recommended. By using this output, you are accepting all risk and consequences of interpreting or reporting results that may be incorrect.

----- END MATRIX -----