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Final report

*The Power of Influencer Marketing: The Most Suitable and
Valuable Influencer Type for Sports Clothing Brands*

*A study about the effect of different influencer types on the
consumer attitude and the purchase intention of Dutch female
Instagram users from 15 to 30 years old*

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Abstract

This Master's Thesis investigates the influence of different influencer types on the consumer attitude, purchase intention and influencer credibility when it comes to sports clothing, and the moderating role of number of followers in this influence. This research provides sports clothing brands more insights into how useful influencer marketing will be for them and which influencer type will be their best choice. Using a two (types of influencers: entertainer and infotainer) by three (number of followers: micro, meso and macro) within-subjects experimental design survey, data was collected on how Dutch female Instagram users from 15 to 30 years old perceive six different influencers. By means of statements, the opinions of the respondents were asked about the perceived influencer's credibility, and the respondent's consumer attitude and purchase intention towards the promoted sports clothing. The findings of this study indicated that the influencer type does matter for a more positive consumer attitude, a higher purchase intention and a higher perceived credibility when it comes to sports clothing. In fact, the micro-infotainer would be the best option for a sports clothing brand to use in their marketing programs.

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Chapter 1 | Preface

This chapter will introduce the central topic of this research. Next, the problem, purpose and research question of this research will be explained. In this chapter, the societal and scientific relevance of this research will also be discussed. Finally, the structure of this Master's thesis will be explained.

1.1 | Introduction

Nowadays, young individuals cannot think of anything else but social media. Using social media is a daily, even hourly, activity for most individuals. According to Kastenholz (2021), the world arrived in a new era of democratic media consumption where consumers choose what they listen to and who they trust. *“With the rise of the attention economy, we see a new form of exchange where brands seek and attain customer attention by producing appealing, entertaining content”* (Kastenholz, 2021). With the growth of the online world, a new form of marketing has emerged: influencer marketing. Influencer marketing is an increasingly popular phenomenon. Nanji (2017) did research about influencer marketing in companies. The research was based on 102 marketers; 70% of the respondents worked for companies with more than 1,000 employees. He argues that many marketers are still experimenting with it (43%), 28% are involving influencers in individual campaigns, 24% have ongoing influencer programs, and 5% have integrated influencers across all marketing activities. Influencer marketing refers to a brand's process of identifying and activating individuals who have an influence on a specific target audience, to make this individual part of a campaign towards increased reach, sales, or engagement (Sudha & Sheena, 2017). Bailis (2019) discussed, based on survey results of 162 participants based in the United States, and a handful from the United Kingdom, Australia, Canada, Republic of Ireland, Germany, and France (52% worked at agencies, 37% at consumer-facing brands, and 11% at B2B companies), that 17% of the companies spend over half their marketing budget on influencers, and that 89% of all marketers find return on investment from influencer marketing comparable to or better than other marketing channels. Another study showed that 40% of the respondents have purchased an item after seeing it used by an influencer on Instagram, Twitter, Vine or YouTube (Swant, 2016). These are examples of how effective influencer marketing can be nowadays. As mentioned before, brands seek and attain consumer attention by producing appealing, entertaining content. Since influencers refer, among other things, to individuals who use their social media accounts to present new products to encourage users to increase their interaction with their accounts and users' interest in the promoted products (Belanche, Flavián & Ibáñez-Sánchez, 2020), they would be a valuable tool for brands

to use creating this appealing, entertaining content. Unfortunately, according to Araujo, Neijens and Vliegenthart (2017), it is a challenge for brands to identify and select the right influencer(s) to reach their target audience and to find a suitable influencer for a specific product. This research will highlight the importance of influencer marketing for brands, and how to find the right influencer to reach the target market.

1.2 | Problem, purpose, and research question

In a growing online world, social media is becoming a necessity for brands to compete and survive. Besides, influencer marketing could be a valuable marketing tool to increase reach, sales, or engagement. This makes influencer marketing an interesting topic to research. According to Boerman (2020), who researched the effect of the standardized Instagram disclosure for micro- and meso-influencers, more research is needed to gain insight into consumers perceptions of influencer marketing as a whole and how different types of posts and influencers affect people's responses to influencer marketing, the influencers, and the advertising brand. Boerman (2020) stresses these needed research topics because he only focused on ad recognition in his study. In addition, Escalas and Bettman (2017) argue that more research should focus on the differences in endorsement effect and parasocial relationships with different types of influencers because their study was mainly based on the modern phenomena of reality television and social media, and the celebrity endorsers they used were of a more traditional acting manner. Furthermore, Belanche et al. (2020) discuss in the limitations of their research that their results cannot be generalized because their study was only conducted in one industry, with one influencer and a sample only made up of women. Belanche et al. (2020), therefore, recommend further research to include other influencers, other industries than fashion, and a gender-balanced sample. The limitations and further recommendations of the above-mentioned studies report the importance of researching different types of influencers. This research will take this important concept into account.

Therefore, the purpose of this research is to research the effect of different influencer types on the consumer attitude, purchase intention and influencer credibility when it comes to sports clothing, to contribute to the literature of influencer marketing with new relevant information. Besides, another interesting thing to analyse is the moderating role of number of followers on this effect. From the purpose of this research the following research question arises: *“How does the influencer type influence the consumer attitude and purchase intention of followers and the perceived influencer credibility when it comes to sports clothing, and how does number of followers moderate this influence?”*

1.3 | Scientific and societal relevance

First, this research will provide sports clothing brands with more insight into how useful influencer marketing will be for them and which influencer type will be their best choice. This insight will provide these brands the possibility of saving money on the search for the right influencer(s) and the opportunity to make use of even more effective marketing programmes to increase reach, sales or engagement. Second, influencer marketing has become a frequently discussed topic over the past years (Gross & von Wangenheim, 2018). Since this research provides the literature more relevant information about influencer marketing, it can be stated that this research is a relevant and contemporary research. Based on the foregoing, this research can be considered as a socially relevant research.

As mentioned before, there is a lack of studies into the different influencer types. In the literature, many studies can be found about influencer marketing and the effect of influencer marketing on purchase intention (Lim, Radzol, Cheah & Wrong, 2017; Singh & Banerjee, 2019; Trivedi & Sama, 2020), but the effect of different types of influencers on purchase intention, consumer attitude and the perceived influencer credibility is discussed less. Gross and von Wangenheim (2018) argue in their article that future research should empirically test their presented influencer types and further define the characteristics of these types to create a starting point for properly scouting influencers as marketers. Therefore, it can be stated that this research could make an interesting contribution to the literature. In addition, this research might lead to multiple statements about influencer types, consumer attitude, number of followers, influencer credibility and purchase intention that earlier only could be made about influencer marketing and purchase intention. Therefore, based on the foregoing, this research could be considered as scientifically relevant.

1.4 | Structure

In this chapter, the problem, purchase, research question, scientific and social relevance were introduced. In the next chapter, the theoretical framework can be found. In the theoretical framework, the main concepts will be defined, and the hypotheses will be formulated. Besides, the conceptual model will be demonstrated. In the third chapter of this Master's thesis, the methodology used in this research and the quality of the research will be discussed. Concrete, this means that the research design will be explained and the way how the data is collected and analysed. Next, the results of the research will be analysed in chapter 4. Finally, the last chapter of this Master's thesis will address the conclusion, followed by a discussion and recommendations.

Chapter 2 | Theoretical framework

The theoretical framework of this research will be discussed in this chapter. In this theoretical framework, the main concepts will be defined, and the hypotheses will be formulated.

2.1 | Influencer marketing

Influencer marketing is an increasingly popular form of marketing. In the beginning, influencers were just celebrities who were used in advertising to recommend products and services (Gretzel, 2018). These celebrities are called '*celebrity endorsers*'. Nowadays, everyone can be an influencer (Gross & von Wangenheim, 2018) because you only need a social media channel and some followers. The main difference between the traditional celebrity and an influencer is their original source of fame. Traditional celebrities are mainly known for their outstanding performance within a specific field (Escalas & Bettman, 2017). However, influencers are known for their social media fame and their ability to boost their own image through social media use (Khamis, Ang & Welling, 2017). Examples of traditional celebrities are Selena Gomez, Justin Bieber, George Clooney, Jennifer Anniston and Zac Efron (Barker, 2018).

Keller and Fay (2016) describe influencers as everyday consumers who are significantly more likely than the average to seek out information and to share ideas, information, and recommendations with other people. "*They do this both through volunteering their opinions about products and services that they feel passionate about, and by being turned to for their knowledge, advice, and insights*" (Keller and Fay, 2016, p. 1). Hearn and Schoenhoff (as cited in Gretzel, 2018, p. 148) refer to social media influencers as people who work to generate a form of celebrity capital by cultivating as much as attention as possible and creating an authentic 'personal brand' in social media networks, which can then be used by companies and advertisers for consumer outreach. Gross and von Wangenheim (2018) use in their article the term of 'influencer' as an individual or a group of individuals who built their own audience through social media platforms and who influence others. These influencers can be considered opinion leaders who communicate with a large social network of people that follow them (De Veirman, Cauberghe and Hudders, 2016). Finally, according to Belanche et al. (2020) influencers can be seen as people who: "*use their Instagram accounts to present new products (e.g., fashion outfits) to encourage users to increase their interaction with their accounts (e.g., number of likes, comments, sharing content and attracting new followers) and users' interest in the promoted products (as a marketing goal)*" (p. 39). Influencers are extremely attractive to brands, because "*they are seen by consumers as personal, authentic, credible, and down-to-earth sources of information*" (Harrigan, Daly, Coussement, Lee, Soutar, & Evers, 2021, p. 2).

According to Gretzel (2018), both celebrities and micro-celebrities are increasingly used by marketers to spread messages to targeted audiences on social media. The use of these actors by brands to spread messages to targeted audiences on social media is called ‘influencer marketing’. Influencer marketing can be defined as a brand’s process of identifying and activating individuals who have an influence on a specific target audience, to make this individual part of a campaign towards increased reach, sales, or engagement (Sudha & Sheena, 2017). Inkybee (2016) defines influencer marketing as involving influencer discovery and outreach, design of influencer campaigns, influencer tracking/measurement and influencer relations. Further, Gross and von Wangenheim (2018) see influencer marketing as the focus on using social media influencers as a communication channel in the marketing mix.

Most of the products and services advertised by an influencer are those related to beauty, fashion, plastic surgery, food and travelling (Abidin, 2014; Tse, 2016). According to Abidin (2014) and Wheeler (2017), there are two main ways for a company to use an influencer as a marketing source: 1) using advertorials and 2) buy ad space on the influencer’s social media platforms. Using advertorials refers to a personal narrative form of advertising where the influencer actively promotes a certain product or service (Abidin, 2014; Wheeler, 2017). Buying ad space is a more passive way of advertisement. According to Krasniak (2016), the most important and effective influencer marketing tactics currently used by marketers are brand ambassadorship, product reviews, brand mentions, event coverage, sponsored content, and affiliate links.

The biggest question of influencer marketing is what ‘influential’ means on social media and how it can be identified. Many authors discuss the most important metrics to measure influence. Inkybee (2016) argues that the size of audience, posting frequency, level of engagement and search engine optimization-based metrics are the most important metrics of influence. Radey (2015) stresses that reach might not be as important as relevance and passion, and that real influence is not a matter of social media followers, as they can easily be amassed or faked. According to Krasniak (2016), authenticity matters the most, while Hearn and Schoenhoff (as cited in Gretzel, 2018, p. 148) stresses alignment with the brand as most important. De Veirman et al. (2016) discusses that a high number of followers increases the popularity perceptions and likeability of an influencer. According to Abidin (2018), an influencer’s market value is mainly set by looking at the number of followers, subscribers and likes, and companies are paying the influencer depending on this estimated reach. However, this market value is not completely reliable anymore because it is quite easy these days to buy likes and followers (Radey, 2015).

2.1.1 | Influencer type

In the literature, many different influencer types can be found. Gross and von Wangenheim (2018) distinguish four types of influencers: ‘snoopers’, ‘informers’, ‘entertainers’ and ‘infotainers’.

They defined ‘snoopers’ as discoverers of social media platforms and they love to make and share content. They share content for fun and entertainment. The motives of ‘snoopers’ to share content with like-minded people are self-expression, sharing and experiencing with others, or building and managing a social network of friends and contacts (Gross & von Wangenheim, 2018). According to Gross and von Wangenheim (2018), ‘snoopers’ explore content through knowledge-sharing, emotion-sharing, or entertainment-sharing. In addition, snoopers try to be inspirational, personal and encouraging (Gross & von Wangenheim, 2018). Lastly, they try to have close contact with their followers through answering individual comments or having one-to-one conversations (Gross & von Wangenheim, 2018). Snoopers usually do not collaborate with brands.

The researchers defined ‘informers’ as influencers who share their knowledge and their motives to share content are to provide informational, educational and supportive content that is searched for. They aim to fill in the gaps left by industry experts. According to Gross and Von Wangenheim (2018), informers have a high degree of competence, expertise and domain knowledge, and their followers seek advice and help on certain domain-specific issues. Informers share knowledge about the specific topics. They do not necessarily have more knowledge than their audience, but they like to share information on a fun and relevant way. Lastly, informers try to have intensive and frequent contact with their audience, and they would like to be perceived as trustworthy and credible (Gross & von Wangenheim, 2018).

The third type of influencers, the ‘entertainers’, love to share amusement, enjoyment and relaxation to their audience by creating entertaining content (Gross & von Wangenheim, 2018). Gross and von Wangenheim (2019) argue that the content entertainers share varies with influencer creativity, innovativeness, visions and narrative storytelling, and they often attach personal touch, connection and insight to their content. Besides, their audience contact is less frequent and close because they contact with their followers through Q&A videos, live-stream videos, meet-and-greets, or asking for feedback in the content (Gross & von Wangenheim, 2018).

Finally, ‘infotainers’ are a combination of informers and entertainers and are well-read experts in their domain (Gross & von Wangenheim, 2018). According to the researchers, the infotainers create entirely informational content, entertaining content and content including

both elements. ‘Infotainers’ contact with their followers less frequent and, like entertainers, through Q&A videos, live-stream videos, meet-and-greets, and asking for feedback in content (Gross & von Wangenheim, 2018). Figure 1 (Gross & von Wangenheim, 2018) shows a summary typology of the four influencer types.





Type	Motivation	Goal of Content	Audience Contact
 Snoopers	<ul style="list-style-type: none"> • Discovering social media platforms • Creating and sharing content 	<ul style="list-style-type: none"> • Personal insights 	<ul style="list-style-type: none"> • Individual & frequent
 Informers	<ul style="list-style-type: none"> • Sharing knowledge and expertise 	<ul style="list-style-type: none"> • Information & education 	<ul style="list-style-type: none"> • Individual & frequent
 Entertainers	<ul style="list-style-type: none"> • Giving people a good time 	<ul style="list-style-type: none"> • Entertainment • Personal insights 	<ul style="list-style-type: none"> • Aggregate & moderate
 Infotainers	<ul style="list-style-type: none"> • Sharing knowledge and expertise • Giving people a good time 	<ul style="list-style-type: none"> • Information & education • Entertainment within focal domain • (Personal insights) 	<ul style="list-style-type: none"> • Aggregate & moderate

Figure 1 | Summary typology influencer types (Gross & von Wangenheim, 2018)

Gross and von Wangenheim (2018) also discussed two factors to identify and distinguish the previous four described types of influencers: domain breadth and social presence. Domain breadth refers to the extent to which the influencer creates content in multiple domains (Gross & von Wangenheim, 2018). Social presence is defined as the influencer’s willingness to connect and exchange with members in his or her audience (Gross & von Wangenheim, 2018). Figure 2 (Gross & von Wangenheim, 2018) shows the influencer scheme with transition. Gretzel (2018) discusses that marketers divide influencers in four different categories: 1) celebrities, 2) industry experts and thought leaders, 3) bloggers and content creators, and 4) micro-influencers. These categories partially overlap the categories used by Gross and von Wangenheim (2018) but the categories of Gross and von Wangenheim (2018) describe the content type the influencers post and Gretzel (2018) describes the influencer characteristics and their number of followers.

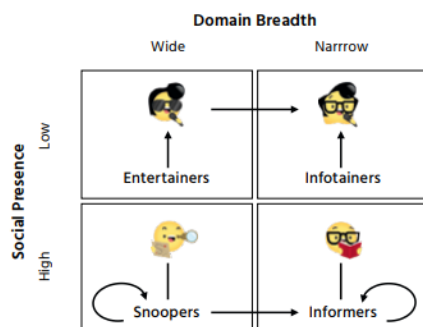


Figure 2 | The influencer scheme with transition (Gross & von Wangenheim, 2018)

2.1.2 | Number of followers

In the article of Boerman (2020), three different levels of influencers based on their number of followers are distinguished: ‘micro-’, ‘meso-’ and ‘macro-influencers’. The ‘micro-influencers’ are the largest group influencers, and they are the ‘normal’ people who turned Instafamous and have up to 10,000 of followers (Boerman, 2020). ‘Meso-influencers’ have 10,000 to a million followers and have national prominence (Boerman, 2020). They are characterized as full-time professional influencers. Finally, ‘macro-influencers’ are the international celebrities with over one million followers (Boerman, 2020). According to the article of Boerman (2020), ‘meso-’ and ‘macro-influencers’ are mostly interesting because of their large reach. ‘Meso-influencers’ are typically seen as an authority in their field of experience. ‘Micro-influencers’ are interesting because of their ability to create high-quality content. Izea (2017) also uses the number of followers to distinguish influencers. One difference is that Izea (2017) distinguishes only two types: 1) micro- and 2) macro-influencers. According to Izea (2017), micro-influencers are influencers with 500 to 10,000 followers. Macro-influencers have up to 10,000 followers (Izea, 2017). Finally, Ariestya, Waluyo and Faramita (2020) distinguish four types of influencers: nano, micro, meso and macro. Table 1 shows a clearer overview of the influencer types Ariestya et al. (2020) discuss.

Type of influencer	Nano	Micro	Meso	Macro
Number of followers	Less than 1,000	1,000 to 100,000	100,000 to 1 million	More than 1 million

Table 1 | Influencer types (Ariestya et al., 2020)

2.2 | The use of social media

Social media is an important part of our daily lives today. According to Tankovska (2021), social networking sites are now estimated to have 2.6 billion users. There are many different social media platforms people can use. The most popular ones in January 2021 are Facebook, YouTube, WhatsApp, Facebook Messenger and Instagram (Tankovska, 2021). These platforms are the way to interact and connect with others through information sharing, but it is also the way for organizations to build brand awareness and loyalty. According to Globalwebindex (2019), internet users have an average of seven different social media accounts on different platforms. That is why social media is an interesting marketing channel for organizations. Therefore, social media becomes more and more interesting for companies to use.

Sudha and Sheena (2017) discuss in their article the most relevant platforms for influencer marketing in the fashion industry. One of them are fashion blogs that consist of commentary, description of events, or other material such as graphics or video. Fashion influencers with many followers have power in the fashion world (Sudha & Sheena, 2017). They share their likes and dislikes and influence the way in which certain brands or products are presented and experienced (Sudha & Sheena, 2017). Secondly, YouTube can contain loads of videos about fashion, hair and beauty tips (Sudha & Sheena, 2017). Followers of fashion YouTube accounts gets inspired by the uploaded videos. Finally, a lot of fashion inspiration can be found on apps like Instagram, Pinterest and Tumblr (Sudha & Sheena, 2017). According to Sudha and Sheena (2017), blogs and Facebook are the most effective platforms for influencer marketing. According to Krasniak (2016), the most important platform on which marketers employ influencer marketing is Instagram (89%). Both Facebook and Twitter (70%) are on the second place, followed by YouTube (59%), blogs (48%) and Snapchat (45%). According to Bailis (2019), Instagram ranks number one for the most important and impactful channel, over 66% of marketers will spend the most on Instagram, and Instagram posts are the most used tools of influencer marketing.

2.3 | Influencer credibility

Since, according to paragraph 2.1, looking at the amount of likes and followers an influencer has is not completely reliable anymore to conclude whether the influencer is appropriate for a company, it is also good to look at the credibility of an influencer. *“A credible source increases positive attitude toward the products and induces more purchase intention than a less credible source”* (Shan, 2016). According to Wang & Scheinbaum (2018), consumers are more likely to accept and rely on information that is delivered from an attractive source. Many researchers investigated source credibility and defined the term their own way. According to Gass and Seiter (2011), source credibility refers to the receiver-based construct that message receivers give their perceived degree of credibility on the speaker. Shan (2016) describes source credibility as the increased expertise and knowledge the target audience gains from their perception of a source to understand the attributes and features of a product or service.

According to Ismagilova, Slade, Rana, Dwivedi (2020), the characteristics of an information source, or in this case ‘the characteristics of an influencer’, can influence the persuasiveness of an information source. Ismagilova et al. (2020) discuss findings of existing studies on source credibility and conclude that these studies found that the perception of the information source is affected by source expertise, trustworthiness and perceived social

relationships between the information source and the receiver. Based on the conclusion of these studies, Ismagilova et al. (2020) use the characteristics ‘expertise’, ‘trustworthiness’ and ‘homophily’ of source credibility in their research. Expertise refers to the extent to which a person can provide the correct information (Ismagilova et al., 2020). Trustworthiness is the recipient’s degree of message trust of the advice given by the information communicator (Ismagilova et al., 2020). Finally, homophily refers to the degree to which two or more individuals who interact are similar in certain attributes (Ismagilova et al., 2020). Lim et al. (2017) also discuss source credibility in their study. In the article, they mention that Wang et al. (2017) argue that information presented by a credible source can affect consumers’ beliefs, opinions, attitudes and behaviours. In addition, they argue that trustworthiness and expertise are two elements that are discussed within source credibility. *“Relatively, social media influencers who are held with high expertise and trustworthiness are viewed as being more influential on their followers’ behaviours”* (Lim et al., 2017, p. 22). While Ismagilova et al. (2020) use ‘expertise’, ‘trustworthiness’ and ‘homophily’ as characteristics of source credibility, Lim et al. (2017) only use the characteristics ‘trustworthiness’ and ‘expertise’. In the study of Lim et al. (2017), ‘trustworthiness’ refers to an endorser's dignity, believability and honesty (Erdogan, 1999). *“Additionally, influencers who have been viewed as experts tend to be more persuasive (Aaker and Myers 1987) and capable of driving consumer purchase intention (Ohanian 1991)”* (Lim et al., 2017, p. 22). So, according to the article, ‘expertise’ is the knowledge an influencer has about a product or service.

An influencer can harm his or her credibility in many ways. For example, when the influencer advertises many products without a clear connection between these products (De Veirman et al., 2016) or between the influencer and these products. Therefore, it is important that there is a clear link between the products an influencer promotes, and that the identity of the influencer matches with the promoted products. When an influencer is perceived as dishonest or fake, consumers will develop a negative attitude toward the influencer and toward the company or brand in general (Cheung, Luo, Sia & Cheng, 2009).

2.4 | Consumer attitude

A consumer attitude refers to an enduring evaluation, feelings and behavioural tendencies towards an object or activity by a consumer (Dibb, Simkin, Pride & Ferrell, 2019). In the study of Lim et al. (2017), consumer attitude refers to favourable and unfavourable beliefs towards social media influencers. Zhang et al. (2021) also discuss about consumer attitude in their article. They argue that it is a psychological tendency that is expressed by evaluating a brand,

product or service with some degree of favour or disfavour. The attitude structure consists of three components: the affective, behavioural and cognitive one. The affective component refers to a consumer's feelings or emotions about the object (Zhang et al., 2021). The behavioural component is the way the consumers' attitude influences on how the consumer acts or behaves on an object (Zhang et al., 2021). Finally, the cognitive component involves a consumer's belief or knowledge about an object (Zhang et al., 2021). This is called the ABC model or tri-component of attitudes (Zhang et al., 2021).

2.5 | Purchase intention

Intention is defined as the antecedents that stimulate and drive purchases of products and services by consumers (Hawkins & Mothersbaugh, 2010). According to Diao (2017), purchase intention is the consumers' willingness to buy a specific product or service. Shah, Aziz, Jaffari, Waris, Ejaz, Fatima and Sherazi (2012) refer to purchase intention as a kind of decision-making by the consumer that studies the reason(s) to buy a particular brand. Mirabi, Akbariyeh & Tahmasebifard (2015) discuss in their article that purchase intention is usually related to the behaviour, perceptions and attitudes of consumers. In addition, they argue that purchase behaviour is a key point for consumers to access and evaluate the specific product. The purchase intention of a consumer may be changed under the influence of price and perceived quality or value, but consumers are also affected by internal or external motivations during the buying process (Gogoi, 2013).

Before consumers have the intention to purchase a product or service, they will go through certain phases. Researchers divided the consumer buying decision-making process in different stages. Kotler (2017) distinguishes five stages: problem recognition, information search, evaluation of alternatives, purchase and post-purchase decision. The first stage is the problem recognition phase (Schwarl & Grabowska, 2015). In this stage, consumers recognize a gap between their actual and desired state (Kotler, 2017). A human's goal is to satisfy needs (Maslow, 1943). According to Maslow (1943), needs are structured in a hierarchical way. He argues that the lower-level needs are more compelling and that these are prior over higher-level needs. The needs that are usually taken as a starting point for the motivation theory are the physiological ones (food, drink, shelter, warmth, sleep, air and sex) (Maslow, 1943). These needs are hierarchically followed by safety needs (protection, security, order, law and limits), love needs (intimate relationships and friends), esteem needs (achievement, status, responsibility and reputation), and self-actualisation needs (personal growth and fulfilment) (Maslow, 1943). When there is a gap between the actual and desired state of consumers, they

recognize a problem they want to solve. To solve this problem, consumers want to inform themselves about certain products or services that might solve this problem. This is called the information search stage (Qazzafi, 2019). How much time a consumer spends on searching information depends on their involvement (Schwarl & Grabowska, 2015). The higher the importance and relevance consumers see in a product or purchase, the more time they spend on searching for information (Schwarl & Grabowska, 2015). When consumers searched enough information, they evaluate the options they have. This is the evaluation of alternatives phase (Qazzafi, 2019). By evaluating the options, the consumer looks at the benefits of each brand, product or service and compares those (Schwarl & Grabowska, 2015). After this third stage, the consumer needs to decide which brand, product, or service he/she wants to purchase. This is called the purchase decision or purchase intention (Schwarl & Grabowska, 2015; Qazzafi, 2019). *“The consumer purchases the brand or product he/she gives the highest rank in the evaluation stage. The purchase decision is also influenced by the surrounding environment”* (Qazzafi, 2019). Finally, the post-purchase decision is the last stage of the consumer buying decision-making process (Qazzafi, 2019). After the consumers use the product, they might be satisfied or dissatisfied. Consumers are satisfied when the product or service solves their problem and removes the gap between the actual and desired state (Qazzafi, 2019). When consumers are satisfied, they are more likely to purchase the product again and to recommend it to others (Qazzafi, 2019). If consumers are dissatisfied, they will not purchase the product again and will tell their negative experience with others.

2.6 | Hypotheses and conceptual model

This paragraph discusses the hypotheses and conceptual model that are central to this research. To answer the research question, the hypotheses in this research were formulated regard the relationship between different influencer types and the consumer attitude, purchase intention and influencer credibility when it comes to sports clothing, and the moderating role of number of followers on this relationship.

2.6.1 | Influencer type as independent variable

In this research, influencer marketing refers to the focus of marketers on using social media influencers as a communication channel in the marketing mix (Gross & von Wangenheim, 2018). Besides, it also refers to content created by influencers. Gross and von Wangenheim (2018) distinguished four types of influencers: snoopers, informers, entertainers and infotainers. Since snoopers do not collaborate with brands, this type will not be analysed in this research. Besides, informers will also be excluded from the research since most of the influencers include

personal and entertaining content to their pages, which means that they are not informers. In conclusion, this research only takes entertainers and infotainers into account. Entertainers refer to influencers who love to share amusement, enjoyment and relaxation to their audience by creating entertaining content (Gross & von Wangenheim, 2018). Infotainers refer to influencers who create entirely informational content, entertaining content and content including both elements (Gross & von Wangenheim, 2018). Purchase intention refers to a kind of decision-making by the consumer that studies the reason(s) to buy the promoted sports clothing (Shah et al., 2012). In this research, consumer attitude refers to the positive or negative evaluation, feeling or behavioural tendencies a consumer has towards the promoted sports clothing and influencer credibility refers to the enhanced expertise and knowledge the followers gain from their perception of the influencer to understand the attributes and features of the promoted sports clothing (Shan, 2016). Two elements of source credibility will be considered: trustworthiness and expertise (Lim et al., 2017). Here, trustworthiness refers to the perceived influencer's dignity, believability and honesty (Erdogan, 1999) and expertise to the perceived knowledge an influencer has about the promoted sports clothing. According to Sudha and Sheena (2017), influencers have a lot of influence on consumers purchasing decisions and on "*what becomes a trend and a 'must have' fashion as consumers tend to copy their style and believe that they are the experts within the product category*" (Sudha & Sheena, 2017, p. 18). The researchers argue that consumers nowadays are influenced by influencers to a greater extent than before. Djafarova and Rushworth (2017) conclude that their respondents aspire to the lifestyles of certain celebrities. The respondents like to copy the fashion and makeup styles of influencers, types of posts and even their restaurant and hotel destinations (Djafarova & Rushworth, 2017). According to Spry, Pappy and Cornwell (2011), influencer endorsement has a positive direct effect on purchase intention. Studies show that influencers who educate and share information, leads to more replies on a post (Hughes, Swaminathan & Brooks, 2019). Dens and Pelsmacker (2010) and Dolan, Conduit, Frethey-Hentham, Fahy and Goodman (2019) discuss that consumers who are buying expensive or high-risk products, will trust content that includes facts and information over content that is fun and entertaining. Gross and von Wangenheim (2018) argue that influencers are individuals or a group of individuals who built their own audience through social media platforms and who influence others. Belanche et al. (2020) refer to influencers as individuals who use their social media accounts to promote new products or services to increase the users' interest in the promoted products or services. Besides, many studies stress the effectiveness of influencer marketing (Swant, 2016; Nanji, 2017; Sudha & Sheena, 2017; Bailis, 2019). According to Hughes et al. (2019), consumers find ads more

credible when shared by informers or infotainers. Based on the above-mentioned studies, it could be stated that influencer type probably influences the three dependent variables. Therefore, hypotheses 1a (H1a), 1b (H1b) and 1c (H1c) are formulated:

H1a: The influencer type 'infotainer' will create a more positive consumer attitude towards the promoted sports clothing than the influencer type 'entertainer'.

H1b: The influencer type 'infotainer' will create a higher purchase intention for the promoted sports clothing than the influencer type 'entertainer'.

H1c: The influencer type 'infotainer' will be perceived more trustworthy when it comes to sports clothing than the influencer type 'entertainer'.

H1d: The influencer type 'infotainer' will be perceived as someone with more expertise when it comes to promoting sports clothing than the influencer type 'entertainer'.

2.6.2 | Number of followers as moderator

As mentioned before, the number of followers is not completely reliable anymore because it is quite easy these days to buy likes and followers (Radey, 2015). However, in this research, this variable will be considered to investigate whether this variable still affects the consumer attitude. The number of followers in this research refer to micro-, meso-, or macro-influencers. Here, micro-influencers have up to 10,000 followers, meso-influencers have 10,000 to a million followers, and macro-influencers have over one million followers (Boerman, 2020). Boerman (2020) recommend future research to gain more insights into people's perceptions of the different types of influencers, for instance by comparing responses to micro-, meso- and macro-influencers. According to Haugtvedt, Machleit and Yalch (2005), influencers are people with many followers and can be seen as opinion leaders. Therefore, Uzunoğlu and Kip (2014) argue that influencers have the power to influence their follower's purchase decisions. According to a study by Kaya, Mulcahya and Parkinson (2020), disclosure by micro-influencers was found to lead to higher purchase intentions than disclosure by macro-influencers. The researchers argue that the results suggests that “*consumers have a greater preference for social media influencers who are more relatable (lower levels of followings and likes) and honest (disclose when posts are sponsored) and are potentially sceptical as social media influencers' fandom increases*” (Kaya et al., 2020). De Veirman et al. (2016) concluded that the number of followers does influence consumers' perceptions or popularity, likability and credibility. The researchers argue that having more followers increases the likeability and credibility. According to Gretzel (2018), macro-influencers have a lot of reach while “*micro-influencers make up for their*

smaller reach through higher relevance and resonance, leading to much higher engagement rates” (Gretzel, 2018, p. 4). Radey (2015) stresses that reach might not be as important as relevance and passion, and that real influence is not a matter of social media followers, as they can easily be amassed or faked. Based on the above-mentioned studies, it could, be stated that there probably is a moderating role of number of followers on the relationship between influencer type and consumer attitude, purchase intention and influencer credibility (trustworthiness and expertise) but it remains a bit vague which number of followers level will score better. Therefore, hypotheses 2a (H2a), 2b (H2b) and 2c (H2c) are formulated:

H2a: Number of followers will moderate the relationship between influencer type and consumer attitude towards sports clothing.

H2b: Number of followers will moderate the relationship between influencer type and purchase intention for sports clothing.

H2c: Number of followers will moderate the relationship between influencer type and influencer trustworthiness when it comes to promoting sports clothing.

H2d: Number of followers will moderate the relationship between influencer type and influencer expertise when it comes to promoting sports clothing.

2.6.3 | Consumer attitude as independent variable

Diaa (2017) argues that consumers who have favourable feeling towards products or services develop favourable attitudes toward it. According to Chen (2007), a favourable attitude towards a specific product by a consumer is a dominant predictor that can lead to a consumers’ purchase intention. Which means that when consumers have a positive attitude towards a specific product or service, they are more likely to engage in a purchase intention. In addition, Lim et al. (2017) argue that a favourable attitude towards products promoted by an influencer will lead to a higher chance of purchase intention. Diaa (2017) also discusses that when consumers perceive the promotion of an influencer with a certain (positive) attitude, the higher the purchase intention is. Besides, Ha and Janda (2012) and López-Mosquera, García and Barrera (2014) also proved that attitudes have a positive impact on purchase intention. Based on the research of Chen (2007), Lim et al. (2017), Ha and Janda (2012) and López-Mosquera et al. (2014), it could, therefore, be stated that consumer attitude probably has a positive effect on purchase intention. Therefore, hypothesis 3 (H3) is formulated:

H3: People with a more positive consumer attitude towards the promoted sports clothing show higher purchase intentions for the promoted sports clothing.

2.6.4 | Influencer credibility as independent variable

In this research, influencer credibility exists of two characteristics: trustworthiness and expertise. Trustworthiness refers to the recipient's degree of message trust of the advice given by the information communicator (Ismagilova et al., 2020) and expertise refers to the extent to which a person can provide the correct information (Ismagilova et al., 2020). According to Goldsmith et al. (2000), a credible influencer, in general, shows a positive effect towards consumers' attitude. When a credible influencer presents information, it can affect the beliefs, opinions, attitudes and behaviours of consumers (Wang et al., 2017). Till and Busler (2000) and Metzger et al. (2003) also argue that expertise and trustworthiness have a positive effect on consumers attitude. *"Relatively, social media influencers who are held with high expertise and trustworthiness are viewed as being more influential on their followers' behaviours"* (Lim et al., 2017, p. 22). According to Hughes et al. (2019), some consumers would be willing to choose products advertised by an influencer with expertise, because they find the ad more credible. Based on the above-mentioned studies, it could, therefore, be stated that the effect of influencer credibility on the two dependent variables is probably positive. Therefore, hypotheses 4a (H4a) and 4b (H4b) are formulated:

H4a: Influencer trustworthiness has a positive effect on the consumer attitude towards the promoted sports clothing.

H4b: Influencer expertise has a positive effect on the consumer attitude towards the promoted sports clothing.

H4c: Influencer trustworthiness has a positive effect on the purchase intention for the promoted sports clothing.

H4d: Influencer expertise has a positive effect on the purchase intention for the promoted sports clothing.

2.6.5 | Conceptual model

A conceptual model provides *"a summation of the assumed relationships between certain factors that are considered important in order to explain a given phenomenon"* (Vennix, 2019, p. 82). The following conceptual model shows the effect of influencer type on the consumer's attitude and purchase intention, and the perceived credibility of the influencer. Besides, the

moderating effect of the number of followers, the effect of consumer attitude on purchase intention is shown and the effect of influencer credibility on consumer attitude and purchase intention. This model is based on the formulated hypotheses.

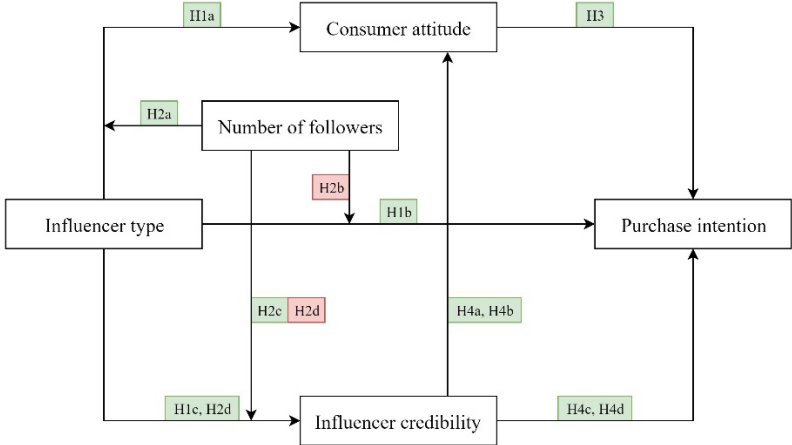


Figure 3 | Conceptual model

Chapter 3 | Methodology

The methodology of this research will be explained in this chapter. Methodology refers to the science of finding out procedures for scientific investigation (Vennix, 2019). That is why the type of research, the way in which data is collected and analysed, and the research quality will be discussed here.

3.1 | Type of research

The research started with a secondary research. In this research, the literature published by other researchers was collected. The following part of the Master’s thesis will be a primary research. The nature of this Master’s thesis primary research is quantitative. By means of a quantitative research, pre-specified theory or a conceptual model will be tested against quantifiable, empirical data (Vennix, 2011). To answer the research question of this research, and to test the formulated hypotheses and the conceptual model, the variables ‘Influencer type’, ‘Consumer attitude’, ‘Number of followers’, ‘Influencer credibility’ (trustworthiness and expertise) and ‘Purchase intention’ need to be measured among Dutch female Instagram users from 15 to 30 years old. This research will be an empirical research. Empirical research refers to a research in which data is collected and used (Vennix, 2019). This research will test hypotheses empirically. In addition, it will analyse data to come up with empirical generalisations or laws. The research knowledge will be generated with incomplete induction knowledge. *“Induction means going from the specific to the general, from observing a set of empirical phenomena to*

a general statement” (Vennix, 2019, p. 32). Since it is impossible to study all Dutch female Instagram users from 15 to 30 years old, this research uses incomplete induction instead of complete induction. Incomplete induction means that new knowledge will be added, but you cannot be sure that the conclusion is true (Vennix, 2019).

3.2 | Data collection

Data collection can be done in many ways (Vennix, 2019). For example, by means of interviews, questionnaires, observations, or experiments. According to Vennix (2019), there are two basic strategies to test hypotheses: experiment and observation. According to Saunders, Lewis and Thornhill (2009, p. 144), a survey makes it possible to collect quantitative data and to analyse possible relationships between variables. In this research, data will be collected by means of a survey with an experiment included. This Master’s thesis will examine the effect of different influencer types on the consumer attitude, purchase intention and influencer credibility when it comes to sports clothing, and the moderating role of number of followers on this effect. The population central in this Master’s Thesis are Dutch female Instagram users from 15 to 30 years old. The choice for a survey was made because it allows a variety of answers from many Dutch female Instagram users. In this research, the social media platform Instagram is central. The choice for a singular platform is based on the fact that, according to Zolkepli, Hasno, Mukhiar and Nadiah (2015), Instagram is the most employed social media platform by influencers *“due to the sense of closeness and immediacy that it creates”* (Zolkepli et al., 2015). Besides, Bakhshi, Shamma and Gilbert (2014) argue that the engagement rate is more significant on Instagram compared to other platforms, certainly if influencers are taken into consideration. Finally, as mentioned before, according to Krasniak (2016), the most important platform on which marketers employ influencer marketing is Instagram (89%). The product category this research will focus on is sports clothing. By focusing on one product category, the research can easily generalize within this category. The unit of analysis of this research will be Dutch female Instagram users from 15 to 30 years old. This choice was made because, according to Djafarova and Rushworth (2017), half of the Instagram users fall into this age category.

3.2.1 | The survey

Respondents will be exposed to several questions and influencers to choose from. By means of the survey the relationship between influencer type and consumer attitude, purchase intention and perceived influencer credibility, and the moderating role of number of followers in this relationship, will be tested. The survey will be created through Qualtrics. Respondents are

collected by means of a snowball sample. The survey will be shared on all my personal social media accounts (Instagram, Facebook and LinkedIn) to reach as much Dutch Instagram users as possible. Besides, teachers, students and acquaintances were approached to complete and forward the survey. When it comes to sample size, the bigger the sample size, the bigger the chance that the result are a reliable indicator of the population. Stutely (in Saunders et al., 2009, p. 218) advises to use a minimum number of 30 respondents as a rule of thumb for statistical analyses. Therefore, the sample size needs to be at least 30 respondents.

3.2.2 | Measures

3.2.2.1 | Introduction

The survey started with a short introduction and some introduction questions such as “*Do you have an account on Instagram?*”, “*Approximately how many minutes do you spend on average on Instagram per day?*” and “*Do you follow any social media influencers on Instagram?*”. For the question “*Do you have an account on Instagram?*” the options “*Yes*” or “*No*” could be chosen. If the respondent chose the “*No*” option, the survey ended for her. The question “*Approximately how many minutes do you spend on average on Instagram?*” was an open question. Furthermore, the question “*Do you follow any social media influencers on Instagram?*” has two answer options: “*Yes*” and “*No*”. When the respondent chose the option “*Yes*”, she had the opportunity to cite examples of influencers she follows.

3.2.2.2 | Influencer type and number of followers

The independent variable of this research is ‘influencer type’. An independent variable is the presumed cause of any change in the dependent variable (Hair, Black, Babin & Anderson, 2019). The possible moderator ‘number of followers’ was combined with the independent variable. The two variables were measured using a two (types of influencers: entertainer and infotainer) by three (number of followers: micro, meso and macro) within-subjects experimental design. Respondents were exposed with choices between certain influencers. Gross and von Wangenheim (2018) discuss two factors to identify and distinguish the different types of influencers: domain breadth and social presence. Domain breadth refers to the extent to which the influencer creates content in multiple domains (Gross and von Wangenheim, 2018). Social preference is defined as the influencer’s willingness to connect and exchange with members in his or her audience (Gross and von Wangenheim, 2018). Based on these factors and the summary typology in figure 1 (Gross & von Wangenheim, 2018), three entertainers and three infotainers were selected. In table 2, the chosen entertainers and infotainers can be found. For each influencer, the respondent was given statements and had to indicate to what extent she

agrees or disagrees with these statements. All the items were measured using the 7-point Likert scale ranging from 1 'strongly agree' to 7 'strongly disagree'.

3.2.2.3 | *Influencer credibility*

The influencer credibility was tested according to questions used by Pederson and Stritch (2018) and Spake and Megehee (2010). The questions were reversed to the topic of this research. The questions about trustworthiness were tested according to Pederson and Stritch (2018): *"I feel very confident in the influencer's skills about sports clothing"*, *"The influencer seems someone who keeps her word"*, and *"The influencer seems someone with sound principles"*. The questions about expertise were tested according to Spake and Megehee (2010): *"The influencer possesses specialized knowledge about sports clothing"*, *"The influencer possesses extensive, broad knowledge about sports clothing"*, and *"The influencer is experienced in solving problems"*. Each item could be scored on a 7-point Likert scale ranging from 1 'strongly agree' to 7 'strongly disagree'. The Cronbach's alpha is checked to ensure reliability. The higher the Cronbach's alpha, ranging from 0 to 1, the better the internal consistency (Henseler, Hubona & Ray, 2016). The recommended minimum reliability is .7 (Henseler et al., 2016).

3.2.2.4 | *Consumer attitude*

Consumer attitude was measured with the ABC model (Zhang et al., 2021). The affective component was tested with statements like: *"My feelings about the sports clothing the influencer promotes are positive"*, *"The sports clothing the influencer promotes interests me"*, *"I like the sports clothing the influencer promotes"* and *"The sports clothing the influencer promotes suits me"*. The behavioural component was not considered in this section, because the purchase intention statements overlap too much with these statements. Therefore, some purchase intention statements could be seen as behavioural component statements. Finally, the cognitive component was tested with statement about the respondent's belief or knowledge. The statements were: *"The sports clothing the influencer promotes looks attractive"* and *"The sports clothing the influencer promotes seems of good quality"*. Each item could be scored on a 7-point Likert scale ranging from 1 'strongly agree' to 7 'strongly disagree'. The Cronbach's alpha is checked to ensure reliability.

3.2.2.5 | *Purchase intention*

Purchase intention is the dependent variable of this research. A dependent variable is the presumed effect of, or response to, a change in the independent variable(s) (Hair et al., 2019). For measuring purchase intention, the scale used by Mahrous and Abdelmaaboud (2017) and

Kizgin et al. (2018) was used. The scale used by Mahrous and Abdelmaaboud (2017) consist of three items: 1) *“I am willing to use the suggestions in the Facebook fan page as an aid to help me with my decision about which product to buy”*, 2) *“I am willing to use the suggestions in the Facebook fan page as a tool that suggests to me a number of products from which I can choose”* and 3) *“I am willing to let the suggestions in the Facebook fan page assist me in deciding which product to buy”*. These items were all about Facebook but the statements central in this research were about Instagram. The three items of Mahrous and Abdelmaaboud (2017) were converted into only two items in the survey to keep the survey concise. The scale used by Kizgin et al. (2018) consist of four items: 1) *“It is very likely that I will buy the product or service”*, 2) *“I will purchase the product or service next time I need the product or service”*, 3) *“I will definitely try the products”*, and 4) *“I will recommend the product or service to my friends and family”*. The statements were reversed to the topic of this research, so the statements in this research were: *“I am willing to use the suggestions of the influencer as a tool to choose between several types of sports clothing”*, *“I am willing to let the influencer’s suggestion assist me when deciding which sports clothing to buy”*, *“It is very likely that I will buy the sports clothing”*, *“I will purchase the sports clothing next time I need it”*, *“I will definitely try the sports clothing”* and *“I will recommend the sports clothing to my friends and family”*. Each item could be scored on a 7-point Likert scale ranging from 1 ‘strongly agree’ to 7 ‘strongly disagree’. The Cronbach’s alpha is checked to ensure reliability.

3.2.2.6 | Socio-demographic questions

Finally, some socio-demographic questions were asked. It was not necessary to ask a question about gender because it was clearly stated at the beginning that the survey is only for women. First, the age of the respondents was asked by an open question in which the respondents filled in their age. The next question was about education: *“What is the highest diploma or certificate you have obtained (or are in the process of obtaining)?”*. The answer options for this question were: *“No education”*, *“Elementary school”*, *“Secondary school”*, *“Intermediate vocational education”*, *“Higher vocational education”*, *“Academic bachelor”*, *“Academic master”*, *“PhD”* and *“Other, namely...”*. The last question of the whole survey was: *“What is your current employment status?”*. The answer options were: *“Full-time employment”*, *“Part-time employment”*, *“Unemployed”*, *“Self-employed”*, *“Student”*, *“Student with side job”* and *“Other, namely...”*. All these questions could be used as control variables but because of the many hypotheses, this was not included in this research.

	Micro	Meso	Macro
Entertainer <i>Domain breadth:</i> Wide <i>Social preference:</i> Low <i>Goal of content:</i> Entertainment and personal insights	Lise van Wijk	Vivian Hoorn	Rianne Meijer
Infotainer <i>Domain breadth:</i> Narrow <i>Social preference:</i> Low <i>Goal of content:</i> Information, education, entertainment within focal domain and some personal insights	Marit Kloosterboer	Rens Kroes	Nochtli Peralta Alvarez

Table 2 | Two by three within-subjects experimental design

3.2.3 | Pre-test

Before conducting the survey, a pre-test with six respondents was used to check the understanding of all the six influencers. The pre-test tested whether the entertainers were perceived as entertainers and the infotainers as infotainers. First, six respondents were asked to describe the photos included in the survey. The photos included in the survey were the Instagram profiles of each influencer included in the research with one post where the influencers promote sports clothing. Besides, some questions were asked about the influencers to test if the respondents interpret the influencers the same as was intended. After they described what they saw and after they answered the questions, the most important question was asked: “Which influencer type do you see on the pictures? A snooper, informer, entertainer or infotainer?” All the respondents saw Lise, Rianne and Vivian as an entertainer and Marit, Rens and Nochtli as an infotainer. Therefore, the pre-test was successful. After the pre-test, the survey was tested by four respondents. After finishing the survey, they gave feedback for content, logic, flow, comprehension and length. These two pre-tests provided guidance to make the survey even better. The survey was modified where necessary to conduct the survey.

3.3 | Data analysis

3.3.1 | Respondents

The population central in this research are Dutch female Instagram users from 15 to 30 years old. There are in total 8.759.554 Dutch females from 15 to 30 years old (CBS, 2021). If we assume that 60% of this population is on Instagram, then the population of this study would be 5.255.733 females. With a confidence interval of 95% and an error margin of 8%, this survey needed to have a sample size of 151.

The data used in this research were from a total of 156 female respondents ($n = 156$). The respondents were 16 to 30 years old ($\bar{x} = 22.79$; $s = 2.641$). The level of education of these respondents was as follows: .0% ($n = 0$) had no education, .0% ($n = 0$) was in the process of obtaining an elementary school diploma or certificate, 8.3% ($n = 13$) obtained or was in the process of obtaining a secondary school diploma or certificate, 9.6% ($n = 15$) obtained or was in the process of obtaining a mbo diploma or certificate, 37.8% ($n = 59$) obtained or was in the process of obtaining a hbo diploma or certificate, 16% ($n = 25$) obtained or was in the process of obtaining an Academic Bachelor diploma or certificate, 28.2% ($n = 44$) obtained or was in the process of obtaining an Academic Master diploma or certificate, and finally, .0% ($n = 0$) selected the “Other, namely:” option. Of these respondents, 25.6% ($n = 40$) had a full-time employment status, 9% ($n = 14$) had a part-time employment status, 2.6% ($n = 4$) was unemployed, 1.9% ($n = 3$) was self-employed, 28.2% ($n = 44$) was student, 32.7% ($n = 51$) was student with a side job, and finally, .0% ($n = 0$) selected the “Other, namely:” option. The data of all respondents were treated anonymously and confidentially.

3.3.2 | Missing Data Analysis

The data analysis started with removing respondents with inaccurate answers and respondents who did not finished the survey. For this, the procedure of missing data analysis by Hair et al. (2019) was used. After closing the survey, the data consisted of 340 answers. First, the type of missing data was determined. The missing data is not ignorable, so the extent of missing data needed to be determined. The extent of missing data was substantial enough to warrant action, so cases and variables needed to be analysed. By analysing cases and variables, it is necessary to look if the cases and variables should be deleted due to high levels of missing data. First, 9 answers were deleted because the first question of the survey was not even answered. Next, 18 answers were deleted because they did not have an Instagram account and, therefore, answered “No” to question 1. After this, the extent of missing data was determined again. This extent was once again substantial enough to warrant action, so a cases and variables analysis was needed again. Respondents who did not answered the age question, were excluded from the research. So, 31 answers were deleted of respondents who quitted the survey after 10%, 54 who quitted after 25%, 45 after 35%, 10 after 45%, 6 after 55%, 5 after 65% and finally, 5 after 75%. In the end, 183 answers were deleted due to the missing data analysis. The data was checked on routings, codes and response sets. With the ‘compute’ function, a variance variable was made for every respondent. If the variance is .00, this means that the respondent is a straight liner. There was one straight liner in the data. To get rid of the straight-line error, the data of

this respondent was removed. In the end, the data consisted of 156 respondents who completed the entire survey and did not had strange routings, codes or response sets.

3.3.3 | Research quality

Reliability and controllability are quality requirements developed to assess the quality of a research (Korzilius, 2000). A factor analysis was done before the reliability analysis, but the deletion of variables would not improve the quality of the research. Besides, a factor analysis per influencer would mean different variables per influencer, which would make the research not that useful anymore the way it was set up. In the end, there were not many variables with cross loadings and the ones with cross loadings did not had too small differences between the highest and second highest factor loading. Therefore, a factor analysis was excluded from this research. It was necessary to assess the reliability of the collected data in this research. Reliability means that a measure should always reflect the construct that it is measuring (Field, 2013). Before the other analyses, this analysis was done. The data in this research consisted, among other things, of different measuring instruments. The credibility was measured with the measuring instruments of Pederson and Stritch (2018) and Spake and Megehee (2010). The consumer attitude was measured using the ABC model (Zhang et al., 2021). Finally, the purchase intention was measured with the measuring instruments used by Mahrous and Abdelmaaboud (2017) and Kizgin et al. (2018). The reliability of all these measuring instruments was measured. Internal consistency measures the consistency of answers across all times or a sub-group of items from a measuring instrument (Saunders et al., 2009). The reliability was measured using the Cronbach's Alpha (α) of a measuring instrument. The items that form a measuring instrument together, were calculated. In this research, the reliability of Pederson and Stritch (2018) was analysed by calculating the reliability coefficient Cronbach's Alpha (α) of the three items of this measure per influencer ("Credibility_1", "Credibility_2" and "Credibility_3"). The items "Credibility_4", "Credibility_5" and "Credibility_6" were analysed to calculate the reliability of Spake and Megehee (2010). The items "ConsumerAttitude_1", "ConsumerAttitude_2", "ConsumerAttitude_3", "ConsumerAttitude_4", "ConsumerAttitude_5" and "ConsumerAttitude_6" were analysed to calculate the reliability of the ABC model (Zhang et al., 2021). The items "PurchaseIntention_1" and "PurchaseIntention_2" were analysed to calculate the reliability of the measurement instrument used by Mahrous and Abdelmaaboud (2017). Finally, the last four "PurchaseIntention" items were analysed to calculate the reliability of the measurement instrument used by Kizgin et al. (2018). These analyses were done for the data of every

influencer. In Appendix 1.2, an overview of the statements per item can be found. The higher the Cronbach's alpha, ranging from 0 to 1, the better the internal consistency (Henseler et al., 2016). The recommended minimum reliability is .7 (Henseler et al., 2016). As can be seen in Appendix 4.1.1, all the Cronbach's Alpha's are higher than .70. The lowest Cronbach's Alpha ($\alpha = .799$) is from the three items of Pederson and Stritch (2018) of the influencer Vivian. The highest Cronbach's Alpha ($\alpha = .963$) is from the four items of Kizgin et al. (2018) of the influencer Nochtli. Therefore, it can be concluded that the ABC model (Zhang et al., 2021) and the measurement instruments of Pederson and Stritch (2018), Spake and Megehee (2010), Mahrous and Abdelmaaboud (2017) and Kizgin et al. (2018) are strongly reliable measuring instruments.

Looking at the 'Item-Total Statistics', no item in the 'Corrected Item-Total Correlation' column is below .30. Which means that all items correlate with the scale overall. Looking at the column 'Cronbach's Alpha if Item Deleted', the Cronbach's Alpha from the three items of Spake and Megehee (2010) would increase more than .05 when deleting item "Credibility_6" for the influencers Lise, Marit, Rianne and Vivian. When deleting item "Credibility_6" for the influencers Nochtli and Rens, the Cronbach's Alpha would increase with .035 and .030. This means that deleting this item would improve the reliability of this research. Therefore, this item was deleted. For the influencers Rianne and Vivian, deleting item "Credibility_1" would increase their Cronbach's Alpha with more than .05. When deleting item "Credibility_1" for the influencers Lise, Nochtli and Rens, the Cronbach's Alpha would increase with .032, .002 and .019. For influencer Marit, it would mean a decrease in the Cronbach's Alpha with .009. Since the Cronbach's Alpha would increase for almost all the influencer and since a decrease of .009 is not that much, the variable was removed to improve the reliability of this research. If an item will be removed, it needs to be removed from all the influencer to keep the data set comparable. Therefore, the items "Credibility_1" and "Credibility_6" were removed from the dataset. Appendix 4.1.1 shows the Cronbach's Alpha of the measurement instruments before the deletion of the variables and 4.1.2 shows the Cronbach's Alpha's of the measurement instruments after the deletion of the items for all influencers. After the deletion of the two variables, there are only four Cronbach's Alpha's between the .80 and .90, the rest is above .90. In conclusion, this research could be labelled as reliable.

According to Korzilius (2000), controllability refers to carrying out a research in a controllable manner. To ensure controllability, the steps in this research were clear described and justified. This makes it possible for other researchers to reproduce this research without ambiguity.

3.3.4 | Data preparation

Before the data was ready to analyse, some variables needed to be combined. With the ‘compute variable’ option, several new variables were made. The three trustworthiness statements per influencer were combined to one trustworthiness variable per influencer “Trustworthiness_Lise”, “Trustworthiness_Nochtli”, Trustworthiness_Marit”, Trustworthiness_Rianne”, Trustworthiness_Vivian” and “Trustworthiness_Rens”. This was also done for the statements about the expertise of the influencers (“Expertise_...”). The six statements about the consumer attitude and the six statements about the purchase intention of the consumer were also converted into one variable per influencer. So, for each influencer there is a “ConsumerAttitude_...” and a “PurchaseIntention_...” variable. Unfortunately, for running the following analyses, it is difficult to interpret the data if the lower (1) the value, the better the result. Therefore, all the variables were recoded. Now, 1 means “Strongly disagree” and 7 “Strongly agree”.

3.3.5 | Univariate Analysis

In this research it was decided to analyse the variables one by one first. According to Korzilius (2000), analysing one variable is also called a ‘univariate analysis’.

For every variable, the frequency table, the central tendency and the variability were analysed. A bar chart was used for the nominal and ordinal variables and a histogram for the interval and ratio variables (Korzilius, 2000). According to Korzilius (2000), a histogram shows a set of values of a variable grouped into a bar and a bar chart shows separate bars for each value of a variable. A histogram was used for the variables “Age”, “Minutes on Instagram per day”, “Trustworthiness”, “Expertise”, “Consumer Attitude” and “Purchase Intention”, and a bar chart was used for the variables “Education”, “Employment status” and “Following influencers”.

For measuring the central tendency, the mode, median and mean was used. The mode is the most common value of a variable, the median is the value of the mid-point and the mean is the value of the sum of all the observations divided by the number of observations (Korzilius, 2000). The mode was used for the nominal variable “Following influencers”. Further, the mean was used for the ratio variables “Age” and “Minutes on Instagram per day” but also for the ordinal variables “Trustworthiness”, “Expertise”, “Consumer Attitude” and “Purchase Intention” for each influencer. This, because the 7 points Likert-scale was used for these variables and the mean would give more relevant information than the median. For the other ordinal variables, “Education” and “Employment status”, the median was used.

Finally, the variability of the variables was analysed. There is no measure of variability for variables with a nominal measurement level, so the variable “Following influencers” does not have an analysis on variability. For the ratio variables “Age” and “Minutes on Instagram per day” and the ordinal variables the “Trustworthiness”, “Expertise”, “Consumer Attitude” and “Purchase Intention”, the variability measure standard deviation was used. The standard deviation is the spread of values of the variables around the mean (Korzilius, 2000). For the ordinal variables “Education”, “Employment status”, the measure range was used. The range measures the difference between the minimum value of the variable and the maximum value of the variable (Korzilius, 2000).

3.3.6 | Hypotheses testing

After the univariate analysis, hypotheses could be tested. To test the hypotheses, different analyses needed to be done. The data consist of two within-subjects factors (“InfluencerType” and “NumberOfFollowers”) where each within-subjects factor consists of two or more categorical groups (“InfluencerType” group 1 “Entertainer” and group 2 “Infotainer”, and “NumberOfFollowers” group 1 “Micro-influencer”, group 2 “Meso-influencer” and group 3 “Macro-influencers”), and four variables (consumer attitude, purchase intention, influencer trustworthiness and influencer expertise) that were tested using the 7-point Likert scale where 1 represents “strongly disagree” and 7 “strongly agree” (after recoding). Since the data only uses the numbers 1 up and included 7, the dependent variables could be seen as a continuous variables.

3.3.6.1 | Hypotheses 1

For testing hypothesis 1a, 1b, 1c and 1d, the paired-samples t-test was used. The paired-samples t-test tests the differences between scores (entertainer and infotainer) to get to know the sampling distribution of these differences (Field, 2013). Before starting the test, combination variables for consumer attitude, purchase intention, influencer trustworthiness and influencer expertise per influencer type were made (“CA_Entertainers” and “CA_Infotainers”, etcetera). Besides, difference scores for each variable were calculated. This was done by the ‘compute’ function in SPSS. The difference scores got named “Difference_...”.

Assumptions: To be able to do the paired-samples t-test, four assumptions should be met (Field, 2013). Therefore, it was decided to test these assumptions for each hypothesis before the paired-samples t-test was conducted. All the hypotheses for which this analysis was done met the first two assumptions.

Assumption one states that there should be one dependent variable that is measured at the continuous level (Lund Research Ltd, 2013).

Assumption two states that there should be one independent variable that consists of two categorical, related groups or matched pairs (Lund Research Ltd, 2013).

Assumption three states that there should be no significant outliers in the differences between the two related groups (Lund Research Ltd, 2013). These outliers were detected with the ‘explore’ function in SPSS to create boxplots. If a value is more than 1.5 box-lengths from the edge of the box in the boxplot, this could be seen as an outlier (Lund Research Ltd, 2013). Inspection of their values will reveal whether they are extreme or not. In this research, an outlier of 4.0 or higher was considered as an extreme outlier. If an outlier was too extreme, the non-parametric Wilcoxon signed-rank test was conducted instead of the paired-samples t-test.

Assumption 4 states that the distribution of the differences in the dependent variable between the two related groups should be approximately normally distributed (Lund Research Ltd, 2013). This assumption was tested with a histogram and a probability-probability plot. Looking at the histogram, the errors in the relationship is normally distributed if the normal curve has no remarkable deviation to left or right (skewness) and if the normal curve is not remarkably flat or pointy (kurtosis) (Field, 2013). Looking at the probability-probability plot, if the dots are on or around the diagonal line, the errors in the relationship are normally distributed (Field, 2013). The assumption was met if the histogram and probability-probability plot satisfied these requirements. If the data was not normal distributed, the non-parametric Wilcoxon signed-rank test was conducted instead of the paired-samples t-test.

Paired-samples t-test: After testing the assumptions, the paired-samples t-test was conducted. The ‘Paired Samples Statistics’ table presents relevant descriptive statistics of the levels of the dependent variable (mean, number of cases, standard deviation and standard error). From this table, the conclusion can be made that one level scores higher on the dependent variable than the other level. The ‘Paired Samples Test’ table shows the mean difference between the two variables, as well as the different measures of variability (Lund Research Ltd, 2013). From this table, it can be concluded that there is a mean increase or decrease from one variable to the other. Besides, this table shows whether this increase or decrease is statistically significant or not. Finally, the effect size needed to be calculated. According to Field (2013), this can be calculated as:

$$d = \frac{M}{SD}$$

The effect size of .20 was seen as a small effect, .50 as a medium effect and .80 as a large effect (Field, 2013).

3.3.6.2 | Hypotheses 2

For testing hypothesis 2a, 2b, 2c and 2d, two-way repeated measures ANOVA was used. Two-way repeated measures ANOVA was used to determine if there is a statistically significant interaction between two within-subjects factors (influencer type and number of followers) on a continuous dependent variable (consumer attitude, purchase intention, influencer trustworthiness and influencer expertise) (Lund Research Ltd, 2013).

Assumptions: To be able to do the two-way repeated measures ANOVA, five assumptions should be met (Lund Research Ltd, 2013). Therefore, it was decided to test these assumptions for each hypothesis before the two-way repeated measures ANOVA was conducted. All the hypotheses for which this analysis was done met the first two assumptions.

Assumption one states that there should be one dependent variable that is measured at the continuous level (Lund Research Ltd, 2013).

Assumption two states that there should be two within-subjects factors where each within-subject factor consists of two or more categorical levels (Lund Research Ltd, 2013).

Assumption three states that there should be no significant outliers in any cell of the design (Lund Research Ltd, 2013). So, no outliers in any combination of levels of the two within-subjects factors (Lund Research Ltd, 2013). Outliers are often considered as observations where the studentized residual is greater than ± 3 standard deviations (Lund Research Ltd, 2013). These outliers were detected while looking at the columns in the variable view if there were any values greater ± 3 . Inspection of their values will reveal whether they are extreme or not. In this research, an outlier of 4.0 or higher was considered as an extreme outlier. If an outlier was too extreme, this outlier was removed.

Assumption 4 states that the dependent variable should be approximately normally distributed for each combination of levels of the two within-subjects factors (Lund Research Ltd, 2013). This assumption was tested with a histogram and a probability-probability plot. Looking at the histogram, the errors in the relationship are normally distributed if the normal curve has no remarkable deviation to left or right (skewness) and if the normal curve is not remarkably flat or pointy (kurtosis) (Field, 2013). Looking at the probability-probability plot, if the dots are on or around the diagonal line, the errors in the relationship are normally distributed (Field, 2013). The assumption was met if the histogram and probability-probability

plot satisfied these requirements. If the data was not normally distributed, the dependent variable needed to be transformed so that the data became normally distributed.

Assumption 5 states that the variance of the differences between levels should be equal (Lund Research Ltd, 2013). This assumption is also called the assumption of sphericity and it was tested using Mauchly's test of sphericity (Lund Research Ltd, 2013). The assumption of sphericity needed to be tested if at least one of the within-subjects factors has three or more categories. In this case, the within-subjects factor "NumberOfFollowers" has three categories. If $p > .05$, the assumption is met. If $p < .05$, there needed to be looked at the 'Greenhouse-Geisser' score. If this score was less than .75, the 'Greenhouse-Geisser' correction needed to be used. Finally, if the score was greater than .75, the 'Huynh-Feldt' correction needed to be used.

Two-way repeated measures ANOVA: After testing the assumptions, the two-way repeated measures ANOVA was conducted. The 'GLM Repeated Measures' plots show whether there should be a statistically significant interaction or not. When the lines are not parallel and/or do cross one another, there might be a statistically significant interaction. The results of the Mauchly's test of sphericity determined to which row there needed to be looked ('Sphericity Assumed', 'Greenhouse-Geisser' or 'Huynh-Feldt'). There need to be looked at the results of the two factors together ("factor1*factor2"). If the significance level was less than .05, there was a statistically significant two-way interaction between the two factors. When there was a statistically significant interaction, the simple main effects needed to be tested for both factors. When there was no statistically significant interaction, the main effects of both factors needed to be tested.

3.3.6.3 | Hypotheses 3 and 4

For testing hypothesis 3, 4a, 4b, 4c and 4d simple linear regression was used. Simple linear regression was used to measure the linear relationship between two continuous variables to predict the value of a dependent variable based on the value of an independent variable (Lund Research Ltd, 2013).

Assumptions: To be able to do the simple linear regression, seven assumptions should be met (Lund Research Ltd, 2013). Therefore, it was decided to test these assumptions for each hypothesis before the simple linear regression analysis was conducted. All the hypotheses for which this analysis was done met the first two assumptions.

Assumption one states that there should be one dependent variable that is measured at the continuous level (Lund Research Ltd, 2013).

Assumption two states that there should be one independent variable that is measured at the continuous level (Lund Research Ltd, 2013).

Assumption three states that there should be linear relationship between the dependent and independent variables (Lund Research Ltd, 2013). This assumption was tested using a scatterplot. If the relationship approximately follows a straight line, there is a linear relationship (Lund Research Ltd, 2013). If there was no linear relationship, a transformation needed to be performed to transform a nonlinear relationship to a linear relationship.

Assumption 4 states there should be independence of observations (Lund Research Ltd, 2013). The independence of observations was tested using the Durbin-Watson test. The value of this test need to be approximately 2 to indicate no correlation between residuals. If this value was not approximately 2 (higher than 2.500 or lower than 1.500), there needed to be looked for another analysis to test the hypothesis.

Assumption 5 states that there should be no significant outliers (Lund Research Ltd, 2013). When conducting a simple linear regression, SPSS shows when there are outliers using the 'Casewise Diagnostics' table. Inspection of their values will reveal whether they are extreme or not. In this research, an outlier of 4.0 or higher was considered as an extreme outlier. If an outlier was too extreme, this outlier needed to be removed or more simple linear regression analyses needed to be conducted. One (or more) with the outlier(s) and one (or more) without the outlier(s) to look for differences in the results.

Assumption 6 states that the data needs to show homoscedasticity (Lund Research Ltd, 2013). This assumption was checked using the generated scatterplot of the regression standardized predicted value. If there is homoscedasticity, the residuals are equal across the standardized predicted values (Lund Research Ltd, 2013). So, the values will form no pattern and will be approximately constantly spread (Lund Research Ltd, 2013). If the data did not met this assumption, the weighted least-squares (WLS) regression needed to be conducted for testing the hypothesis.

Assumption 7 stated that there need to be checked if the residuals (errors) of the regression lines are approximately normally distributed. This assumption was tested with a histogram and a probability-probability plot. Looking at the histogram, the errors in the relationship are normally distributed if the normal curve has no remarkable deviation to left or right (skewness) and if the normal curve is not remarkably flat or pointy (kurtosis) (Field, 2013). Looking at the probability-probability plot, if the dots are on or around the diagonal line, the errors in the relationship are normally distributed (Field, 2013). The assumption was met if the histogram and probability-probability plot satisfied these requirements. If the data was not

normal distributed, the dependent variable needed to be transformed so that the data became normally distributed.

Simple linear regression: After testing the assumptions, the simple linear regression was conducted. The ‘Model Summary’ table shows the value of R^2 . This value indicate how much the independent variables account for the variation in the dependent variable. The ‘ANOVA’ table provides information about the significance of the relationship. The independent variable has a significant direct effect on the dependent variable when the significance value of the F-ratio has a value of $\leq .05$. Finally, the ‘Coefficients’ table shows the regression equation that belongs to the relationship: $y = ax + b$. Here, the value of a is the grade of the regression line and indicate the change in the value for the dependent variable associated with the change in score of the independent variable (Field, 2013). The value of b indicates the value of the dependent variable if the value of the independent variable is zero ($x = 0$) (Field, 2013). If the significance value in the ‘Coefficients’ table is significant ($p \leq .05$), the relationship is significant.

Chapter 4 | Results

In this chapter the results of this research will be explained and analysed. An overview of the results can be found in Appendix 5, 6, 7 and 8.

4.1 | Univariate Analysis

The results of the univariate analysis can be found in Appendix 5. By conducting the univariate analysis, more insight was gained into the composition of the data. The variables “Age”, “Education” and “Employment status” have already been discussed in Chapter 3.3.1, hence they will not be discussed here. Looking at how many minutes the respondents on average spend on Instagram per day, the mean of this variable is 70.40. Which means that most of the respondents spend around 70 minutes on Instagram per day. The standard deviation is 50.727, which means that 68.27% of the values lie between 19.673 and 121.127. The univariate analysis shows that 82.1% of the respondents follows one or more influencers on Instagram. In Appendix 6, the results of the scores of each influencer on the consumer attitude, purchase intention, influencer trustworthiness and influencer expertise can be found. As this research already deals with the averages and the differences between them, these results will not be further discussed in this paragraph.

4.2 | Hypotheses testing

4.2.1 | Hypotheses: Influencer type as independent variable

The results of the paired-samples t-test and Wilcoxon signed-rank test can be found in Appendix 6.

4.2.1.1 | Hypothesis 1a

Hypothesis 1a stated that the influencer type 'infotainer' will create a more positive consumer attitude towards the promoted sports clothing than influencer type 'entertainer'. To test this hypothesis, a paired-samples t-test was used. Four outliers were detected that were more than 1.5 box-lengths from the edge of the box in the boxplot. Inspection of their values did not reveal them to be extreme and they were kept in the analysis. The assumption of normality was met. The respondents showed a more positive consumer attitude when seeing an infotainer promoting sports clothing ($M = 4.608$, $SD = 1.045$) as opposed to seeing an entertainer promoting sports clothing ($M = 4.248$, $SD = 1.024$), a statistically significant mean increase of .360, 95% CI [.204, .515], $t(155) = 4.578$, $p < .001$, $d = .367$. According to Field (2013), this can be seen as a small effect size.

Based on the foregoing, hypothesis 1a was supported. The influencer type 'infotainer' created a statistically significant more positive consumer attitude towards the promoted sports clothing than the influencer type 'entertainer'.

4.2.1.2 | Hypothesis 1b

Hypothesis 1b stated that the influencer type 'infotainer' will create a higher purchase intention for the promoted sports clothing than influencer type 'entertainer'. To test this hypothesis, a paired-samples t-test was used. Five outliers were detected that were more than 1.5 box-lengths from the edge of the box in the boxplot. Inspection of their values did not reveal them to be extreme and they were kept in the analysis. The assumption of normality was met. The respondents showed a higher purchase intention when seeing an infotainer promoting sports clothing ($M = 3.706$, $SD = 1.166$) as opposed to seeing an entertainer promoting sports clothing ($M = 3.285$, $SD = 1.066$), a statistically significant mean increase of .422, 95% CI [.279, .565], $t(155) = 5.825$, $p < .001$, $d = .466$. According to Field (2013), this can be seen as a small to medium effect size.

Based on the foregoing, hypothesis 1b was supported. The influencer type 'infotainer' created a statistically significant higher purchase intention for the promoted sports clothing than the influencer type 'entertainer'.

4.2.1.3 | Hypothesis 1c

Hypothesis 1c stated that the influencer type ‘infotainer’ will be perceived more trustworthy when it comes to sports clothing than the influencer type ‘entertainer’. To test this hypothesis, a paired-samples t-test was used. Eight outliers were detected that were more than 1.5 box-lengths from the edge of the box in the boxplot. Inspection of their values did not reveal them to be extreme and they were kept in the analysis. The assumption of normality was met. The respondents showed a higher score on the perceived trustworthiness when seeing an infotainer promoting sports clothing ($M = 5.037$, $SD = 1.023$) as opposed to seeing an entertainer promoting sports clothing ($M = 4.619$, $SD = 1.053$), a statistically significant mean increase of .419, 95% CI [.293, .545], $t(155) = 6.559$, $p < .001$, $d = .525$. According to Field (2013), this can be seen as a medium effect size.

Based on the foregoing, hypothesis 1c was supported. The influencer type ‘infotainer’ showed a statistically significant higher perceived trustworthiness when it comes to sports clothing than the influencer type ‘entertainer’.

4.2.1.4 | Hypothesis 1d

Hypothesis 1d stated that the influencer type ‘infotainer’ will be perceived as someone with more expertise when it comes to sports clothing than the influencer type ‘entertainer’. To test this hypothesis, a paired-samples t-test was used. One outlier was detected that was more than 1.5 box-lengths from the edge of the box in the boxplot. Inspection of the outlier values did reveal that some outliers were extreme. Therefore, for this hypothesis, the Wilcoxon signed-rank Test was used. A Wilcoxon signed-rank test was used to determine the effect of influencer type on the perceived expertise of an influencer. The difference scores were approximately symmetrically distributed, as assessed by a histogram with superimposed normal curve. Of the 156 respondents, the influencer type ‘infotainer’ was perceived as someone with more expertise by 138 respondents, whereas 13 respondents did not perceived the influencer type ‘infotainers’ as someone with more expertise, and 5 respondents did not perceived a difference in expertise between the two influencer types. There was a statistically significant median increase in the perceived expertise ($Mdn = 1.417$) when respondents see an infotainer promoting sports clothing ($Mdn = 4.667$) compared to seeing an entertainer promoting sports clothing ($Mdn = 3.333$), $z = 10.000$, $p < .001$.

Based on the foregoing, hypothesis 1d was supported. The influencer type ‘infotainer’ showed a statistically significant higher perceived expertise when it comes to promoting sports clothing than the influencer type ‘entertainer’.

4.2.2 | Hypotheses: Number of followers as moderator

The results of the two-way repeated measures ANOVA can be found in Appendix 7.

4.2.2.1 | Hypothesis 2a

Hypothesis 2a stated that the number of followers will moderate the relationship between influencer type and consumer attitude towards sports clothing. To test this hypothesis, a two-way repeated measures ANOVA analysis was conducted. Two outliers were found, as assessed by examination of studentized residuals for values greater than ± 3 . Inspection of their values did not reveal them to be extreme and they were kept in the analysis. Consumer attitude scores were normally distributed for all the influencers, as assessed by visual inspection of histograms and probability-probability plots. Mauchly's test of sphericity indicated that the assumption of sphericity was met for the two-way interaction, $\chi^2(2) = 2.270, p = .321$. Looking at the 'Estimated Marginal Means' plot of "ConsumerAttitude", the two lines were not parallel and did not cross one another. There was a statistically significant two-way interaction between influencer type and number of followers, $F(2, 310) = 5.079, p = .007$. Next, the simple main effects needed to be determined. For testing the simple main effects of "InfluencerType", three separate tests were required. The first test was for the comparison of the variables "ConsumerAttitude_Lise" (influencer type 1 and number of followers 1) and "ConsumerAttitude_Marit" (influencer type 2 and number of followers 1). There was a statistically significant difference in consumer attitude between the influencer types at the micro-influencer level, $F(1, 155) = 5.825, p = .017$. There was an increase in the consumer attitude from micro-entertainer to micro-infotainer, a statistically significant increase of .263 (95% CI, .048 to .478), $p = .017$. The second test measured the comparison of the variables "ConsumerAttitude_Vivian" (influencer type 1 and number of followers 2) and "ConsumerAttitude_Rens" (influencer type 2 and number of followers 2). There was a statistically significant difference in consumer attitude between the influencer types at the meso-influencer level, $F(1, 155) = 30.176, p < .001$. There was an increase in the consumer attitude from meso-entertainer to meso-infotainer, a statistically significant increase of .624 (95% CI, .400 to .848), $p < .001$. Finally, the last test measured the comparison of the variables "ConsumerAttitude_Rianne" (influencer type 1 and number of followers 3) and "ConsumerAttitude_Nochtli" (influencer type 2 and number of followers 3). For this comparison, there was no statistically significant difference in consumer attitude between the influencer types at the macro-influencer level, $F(1, 155) = 2.487, p = .117$. For testing the simple main effects of "NumberOfFollowers", two separate tests were required. For testing this, the

assumption of sphericity needed to be tested, and there would be multiple pairwise comparisons. The first test was for the comparison of the variables “ConsumerAttitude_Lise” (influencer type 1 and number of followers 1), “ConsumerAttitude_Vivian” (influencer type 1 and number of followers 2) and “ConsumerAttitude_Rianne” (influencer type 1 and number of followers 3). The sphericity is met if $p > .05$ and in this case, it was $p = .578$. Therefore, the assumption was met. Since the sphericity assumption was met, the data from the ‘Sphericity Assumed’ rows of the ‘Tests of Within-Subjects Effects’ table needed to be interpreted. From this, it could be concluded that the mean consumer attitude was statistically significantly different between the entertainers with different number of followers, $F(2, 310), 18.247, p < .001$. There was a decrease in consumer attitude from micro-entertainer to meso-entertainer, a statistically significant decrease of .640 (95% CI, .379 to .900), $p < .001$. There was also a decrease in consumer attitude from micro-entertainer to macro-entertainer, a statistically significant decrease of .344 (95% CI, .098 to .590), $p = .003$. Finally, there was a decrease in consumer attitude from macro-entertainer to meso-entertainer, a statistically significant decrease of .296 (95% CI, .033 to .559), $p = .022$. Finally, the last simple main effects test was the comparison of the variables “ConsumerAttitude_Marit” (influencer type 2 and number of followers 1), “ConsumerAttitude_Rens” (influencer type 2 and number of followers 2) and “ConsumerAttitude_Nochtli” (influencer type 2 and number of followers 3). The sphericity is met if $p > .05$ and in this case, it was $p = .020$. So, there needed to be looked at the ‘Greenhouse-Geisser Epsilon’. This was $p = > .75$, so the ‘Huynh-Feldt’ results needed to be used in the ‘Tests of Within-Subjects Effects’ table. From this, it could be concluded that the mean consumer attitude was statistically significantly different between the infotainers with different number of followers, $F(1.929, 298.981), 6.630, p = .002$. There was a decrease in consumer attitude from micro-infotainer to meso-infotainer, a statistically significant decrease of .279 (95% CI, .030 to .528), $p = .022$. There was also a decrease in consumer attitude from micro-infotainer to macro-infotainer, a statistically significant decrease of .415 (95% CI, .112 to .717), $p = .003$. Finally, there was a decrease in the consumer attitude from meso-infotainer to macro-infotainer, a decrease of .136 (95% CI, -.153 to .425), which was not statistically significant, $p = .773$.

Based on the foregoing, hypothesis 2a was supported. A statistically significant two-way interaction between influencer type and number of followers was found for consumer attitude towards sports clothing. For the entertainer, the micro-entertainer scored best on consumer attitude. The macro-entertainer scored second and meso-entertainer last. For the infotainer, the micro-infotainer scored better on consumer attitude than meso- and macro-

infotainer. There was no statistically significant difference found between the meso- and macro-infotainer.

4.2.2.2 | Hypothesis 2b

Hypothesis 2b stated that the number of followers will moderate the relationship between influencer type and purchase intention for sports clothing. To test this hypothesis, a two-way repeated measures ANOVA analysis was conducted. There were no outliers, as assessed by examination of studentized residuals for values greater than ± 3 . Purchase intention scores were normally distributed for all the influencers, as assessed by visual inspection of histograms and probability-probability plots. Mauchly's test of sphericity indicated that the assumption of sphericity was not met for the two-way interaction, $\chi^2(2) = 7.354, p = .025$. So, there need to be looked at the 'Greenhouse-Geisser Epsilon'. This was $p = > .75$, so the 'Huynh-Feldt' results needed to be used in the 'Tests of Within-Subjects Effects'. Looking at the 'Estimated Marginal Means' plot of "PurchaseIntention", the two lines were not parallel and did not cross one another. There was no statistically significant two-way interaction between influencer type and number of followers, $F(1.934, 299.796) = 2.186, p = .116$. Next, the main effects for the two within-subjects factors needed to be determined. The main effect of influencer type showed a statistically significant difference in purchase intention between influencer types, $F(1.000, 155.000) = 33.928, p < .001$. There was an increase in the purchase intention from entertainer to infotainer, a statistically significant increase of .422 (95% CI, .279 to .565), $p < .001$. Before checking the main effect of "Number of followers", the assumption of sphericity needed to be checked. The sphericity is met if $p > .05$ and in this case, it was $p = .585$. So, the assumption was met. The main effect of number of followers showed that there was a statistically significant difference in purchase intention between number of followers, $F(2, 310) = 11.893, p < .001$. There was a decrease in the purchase intention from micro-influencer to meso-influencer, a statistically significant decrease of .371 (95% CI, .194 to .549), $p < .001$. There was also a decrease in the purchase intention from micro-influencer to macro-influencer, a decrease of .176 (95% CI, -.014 to .367), which was not statistically significant, $p = .080$. Finally, there was an increase in the purchase intention from meso-influencer to macro-influencer, a statistically significant increase of .195 (95% CI, .010 to .380), $p = .035$.

Based on the foregoing, hypothesis 2b was not supported. No statistically significant two-way interaction between influencer type and number of followers was found for purchase intention for sports clothing. Another interesting result is that the micro- and macro-influencer showed statistically significantly higher purchase intention for sports clothing than the meso-

influencer. The difference between the micro- and macro-influencer was not statistically significant. Therefore, it could be stated that the number of followers does not moderate the relationship between influencer type and purchase intention for sports clothing, but it does influence purchase intention.

4.2.2.3 | Hypothesis 2c

Hypothesis 2c stated that the number of followers will moderate the relationship between influencer type and influencer trustworthiness when it comes to sports clothing. To test this hypothesis, a two-way repeated measures ANOVA analysis was conducted. Five outliers were found, as assessed by examination of studentized residuals for values greater than ± 3 . Inspection of their values did not reveal them to be extreme and they were kept in the analysis. The dependent variable was normally distributed for all the influencers, as assessed by visual inspection of histograms and probability-probability plots. Mauchly's test of sphericity indicated that the assumption of sphericity was met for the two-way interaction for the measure influencer trustworthiness, $\chi^2(2) = .844, p = .656$. Looking at the 'Estimated Marginal Means' plot of the variables the two lines are not parallel and they cross one another. There was a statistically significant two-way interaction between influencer type and number of followers for the variable trustworthiness, $F(2, 310) = 15.724, p < .001$. Therefore, the simple main effects will be tested. For testing the simple main effects of "InfluencerType" for the variable trustworthiness, three separate tests were required. The first test was for the comparison of the variables "Trustworthiness_Lise" (influencer type 1 and number of followers 1) and "Trustworthiness_Marit" (influencer type 2 and number of followers 1). There was a statistically significant difference in perceived trustworthiness between the influencer types at the micro-influencer level, $F(1, 155) = 65.126, p < .001$. There was an increase in the perceived trustworthiness from micro-entertainer to micro-infotainer, a statistically significant increase of .760 (95% CI, .574 to .946), $p < .001$. The second test measured the comparison of the variables "Trustworthiness_Vivian" (influencer type 1 and number of followers 2) and "Trustworthiness_Rens" (influencer type 2 and number of followers 2). There was a statistically significant difference in perceived trustworthiness between the influencer types at the meso-influencer level, $F(1, 155) = 20.442, p < .001$. There was an increase in the perceived trustworthiness from meso-entertainer to meso-infotainer, a statistically significant increase of .532 (95% CI, .300 to .765), $p < .001$. Finally, the last test measured the comparison of the variables "Trustworthiness_Rianne" (influencer type 1 and number of followers 3) and "Trustworthiness_Nochtli" (influencer type 2 and number of followers 3). There was no

statistically significant difference in perceived trustworthiness between the influencer types at the macro-influencer level, $F(1, 155) = .115, p < .735$. For testing the simple main effects of “NumberOfFollowers” for the variable trustworthiness, two separate tests were required. For testing this, the assumption of sphericity needed to be tested, and there would be multiple pairwise comparisons. The first test was for the comparison of the variables “Trustworthiness_Lise” (influencer type 1 and number of followers 1), “Trustworthiness_Vivian” (influencer type 1 and number of followers 2) and “Trustworthiness_Rianne” (influencer type 1 and number of followers 3). The sphericity is met if $p > .05$ and in this case, it was $p = .177$. The perceived trustworthiness was statistically significantly different between the entertainers with different number of followers, $F(2, 310), 4.332, p = .014$. There was a decrease in perceived trustworthiness from micro-entertainer to meso-entertainer, a decrease of .003 (95% CI, -.255 to .261), which was not statistically significant, $p = 1.000$. There was an increase in perceived trustworthiness from micro-entertainer to macro-entertainer, a statistically significant increase of .266 (95% CI, .004 to .528), $p = .045$. Lastly, there was an increase in perceived trustworthiness from meso-entertainer to macro-entertainer, a statistically significant increase of .263 (95% CI, .031 to .495), $p = .020$. Finally, the last simple main effects test was the comparison of the variables “Trustworthiness_Marit” (influencer type 2 and number of followers 1), “Trustworthiness_Rens” (influencer type 2 and number of followers 2) and “Trustworthiness_Nochtli” (influencer type 2 and number of followers 3). The sphericity is met if $p > .05$ and in this case, it was $p = .276$. Therefore, the assumption was met. Since the sphericity assumption was met, the data from the ‘Sphericity Assumed’ rows of the ‘Tests of Within-Subjects Effects’ table needed to be interpreted. From this, it could be concluded that the perceived trustworthiness was statistically significantly different between the infotainers with different number of followers, $F(2, 310), 13.646, p < .001$. There was a decrease in perceived trustworthiness from micro-infotainer to meso-infotainer, a decrease of .224 (95% CI, -.027 to .475), which was not statistically significant, $p = .096$. There was also a decrease in perceived trustworthiness from micro-infotainer to macro-infotainer, a statistically significant decrease of .529 (95% CI, .299 to .759), $p < .001$. Finally, there was a decrease in the perceived trustworthiness from meso-infotainer to macro-infotainer, a statistically significant decrease of .304 (95% CI, .048 to .561), $p = .014$.

Based on the foregoing, hypothesis 2c was supported. A statistically significant two-way interaction between influencer type and number of followers was found for perceived trustworthiness. Comparing the micro-, meso- and macro-influencers with one another, the

infotainers showed higher perceived trustworthiness than the entertainers. When looking at the comparison of the entertainers, the macro-entertainer showed a statistically significant higher perceived trustworthiness than the micro- and meso-entertainer. There was no statistically significant difference found for the comparison of micro- and meso-entertainer. Looking at the comparison of the infotainers, the micro- and meso-infotainer showed a statistically significant higher perceived trustworthiness than the macro-infotainer. No statistically significant difference was found for the micro- and meso-infotainers.

4.2.2.4 | Hypothesis 2d

Hypothesis 2d stated that the number of followers will moderate the relationship between influencer type and influencer expertise when it comes to sports clothing. To test this hypothesis, a two-way repeated measures ANOVA analysis was conducted. One outlier was found, as assessed by examination of studentized residuals for values greater than ± 3 . Inspection of the value did not reveal the outlier to be extreme and it was kept in the analysis. The dependent variable was normally distributed for all the influencers, as assessed by visual inspection of histograms and probability-probability plots. Mauchly's test of sphericity indicated that the assumption of sphericity was met for the two-way interaction for the measure influencer trustworthiness, $\chi^2(2) = .349, p = .840$. Looking at the 'Estimated Marginal Means' plot of the variables the two lines are parallel and they do not cross one another. There was no statistically significant two-way interaction between influencer type and number of followers for the variable expertise, $F(2, 310) = 2.146, p = .119$. Therefore, the main effects were tested. The main effect of influencer type showed a statistically significant difference in perceived expertise between influencer types, $F(1, 155) = 252.555, p < .001$. There was an increase in the perceived expertise from entertainer to infotainer, a statistically significant increase of 1.439 (95% CI, 1.260 to 1.618), $p < .001$. Before checking the main effect of "Number of followers", the assumption of sphericity needed to be checked. The sphericity is met if $p > .05$ and in this case, it was $p = .088$. So, the assumption was met. The main effect of number of followers showed that there was a statistically significant difference in perceived expertise between number of followers, $F(2, 310) = 34.825, p < .001$. There was a decrease in the perceived expertise from micro-influencer to meso-influencer, a statistically significant decrease of .704 (95% CI, .482 to .925), $p < .001$. There was also a decrease in the perceived expertise from micro-influencer to macro-influencer, a decrease of .237 (95% CI, .048 to .427), $p = .009$. Finally, there was an increase in the perceived expertise from meso-influencer to macro-influencer, a statistically significant increase of .466 (95% CI, .256 to .677), $p < .001$.

Based on the foregoing, hypothesis 2d was not supported. No statistically significant two-way interaction between influencer type and number of followers was found for perceived expertise. The infotainers showed higher perceived expertise and, for the number of followers, the micro-influencer showed the highest perceived expertise, the macro-influencer the second highest and the meso-influencer the lowest.

4.2.3 | Hypothesis: Consumer attitude as independent variable

Hypothesis 3 stated that people with a more positive consumer attitude towards the promoted sports clothing show higher purchase intentions for the promoted sports clothing. This hypothesis was tested with a simple linear regression analysis. The results of this analysis can be found in Appendix 8. Before running the analysis, combination variables were made of all the consumer attitude and all the purchase intention variables (“Total_ConsumerAttitude” and “Total_PurchaseIntention”). Visual inspection of the scatterplot indicated a linear relationship between the variables. There was independence of the residuals, as assessed by a Durbin-Watson statistic of 1.948. The ‘Casewise Diagnostics’ table found one outlier. This outlier had a standard residual of -3.163. Since the -3.163 was not much greater than the cut-off points of ± 3 standard deviations, the outlier was kept in the analysis. There was homoscedasticity and normality of the residuals. Looking at the ‘Model Summary’ table, the average consumer attitude accounted for 60.4% of the variation in purchase intention with adjusted $R^2 = .602$. An adjusted R^2 of .25 or higher can be seen as a moderate or strong explanatory power. Looking at the ‘ANOVA’ table, the average consumer attitude statistically significantly predicted the purchase intention, $F(1, 154) = 234.969, p < .001$. The ‘Coefficients’ table provided the regression equation that belongs to the relationship: $y = .871x + -.363$. This indicated a positive effect. Besides, the regression line was significant ($p < .001$), which means that the positive effect was significant.

Based on the foregoing, hypothesis 3 was supported. The effect of consumer attitude on purchase intention was significantly positive which means that the more positive the consumer attitude towards sports clothing is, the higher the purchase intention for sports clothing is. Or the other way around, the more negative the consumer attitude is, the lower the purchase intention is.

4.2.4 | Hypotheses: Influencer credibility as independent variable

The results of the simple linear regression analysis can be found in Appendix 8.

4.2.4.1 | Hypothesis 4a

Hypothesis 4a stated that the influencer trustworthiness has a positive effect on the consumer attitude towards the promoted sports clothing. This hypothesis was tested with a simple linear regression analysis. Before running the analysis, a combination variable was made of all the influencer trustworthiness variables (“Total_Trustworthiness”). Visual inspection of the scatterplot indicated a linear relationship between the variables. There was independence of the residuals, as assessed by a Durbin-Watson statistic of 1.775. The ‘Casewise Diagnostics’ table found two outliers. One outlier had a standard residual of -3.363. Since this was not much greater than the cut-off points of ± 3 standard deviations, the outlier was kept in the analysis. The other outlier had a standard residual of 4.854, much greater than the cut-off point of 3 standard deviations. Therefore, this outlier was excluded from this analysis. After excluding one outlier, some assumptions needed to be checked again. Visual inspection of the scatterplot indicated a linear relationship between the variables. There was independence of the residuals, as assessed by a Durbin-Watson statistic of 1.636. There was homoscedasticity and normality of the residuals. Looking at the ‘Model Summary’ table, the average perceived trustworthiness accounted for 62.4% of the variation in consumer attitude with adjusted $R^2 = .622$. An adjusted R^2 of .25 or higher can be seen as a moderate or strong explanatory power. Looking at the ‘ANOVA’ table, the average perceived trustworthiness statistically significantly predicted the consumer attitude, $F(1, 153) = 254.095, p < .001$. The ‘Coefficients’ table provided the regression equation that belongs to the relationship: $y = .771x + .686$. This indicated a positive effect. Besides, the regression line was significant ($p < .001$), which means that the positive effect was significant.

Based on the foregoing, hypothesis 4a was supported. The effect of influencer trustworthiness on consumer attitude was significantly positive, which means that the higher the perceived influencer trustworthiness when it comes to promoting sports clothing is, the more positive the consumer attitude towards the promoted sports clothing is. Or the other way around, the lower the perceived influencer trustworthiness is, the more negative the consumer attitude is.

4.2.4.2 | Hypothesis 4b

Hypothesis 4b stated that the influencer expertise has a positive effect on the consumer attitude towards the promoted sports clothing. This hypothesis could be tested with a simple linear regression analysis. Before running the analysis, there was made a combination variable of all the influencer expertise variables (“Total_Expertise”). Visual inspection of the scatterplot

indicated a linear relationship between the variables. There was independence of the residuals, as assessed by a Durbin-Watson statistic of 1.727. The ‘Casewise Diagnostics’ table found one outlier. This outlier had a standard residual of -3.677. Inspection of their values did not reveal them to be extreme and they were kept in the analysis. There was homoscedasticity and normality of the residuals. Looking at the ‘Model Summary’ table, the average perceived expertise accounted for 39.6% of the variation in consumer attitude with adjusted $R^2 = .393$. An adjusted R^2 of .25 or higher can be seen as a moderate or strong explanatory power. Looking at the ‘ANOVA’ table, the average perceived expertise statistically significantly predicted the consumer attitude, $F(1, 154) = 101.159, p < .001$. The ‘Coefficients’ table provided the regression equation that belongs to the relationship: $y = .603x + 2.070$. This indicated a positive effect. Besides, the regression line was significant ($p < .001$), which means that the positive effect was significant.

Based on the foregoing, hypothesis 4b was supported. The effect of influencer expertise on consumer attitude was significantly positive, which means that the higher the perceived influencer expertise when it comes to promoting sports clothing is, the more positive the consumer attitude towards the promoted sports clothing is. Or the other way around, the lower the perceived influencer expertise is, the more negative the consumer attitude is.

4.2.4.3 | Hypothesis 4c

Hypothesis 4c stated that the influencer trustworthiness has a positive effect on the purchase intention for the promoted sports clothing. This hypothesis was tested with a simple linear regression analysis. Visual inspection of the scatterplot indicated a linear relationship between the variables. There was independence of the residuals, as assessed by a Durbin-Watson statistic of 2.034. SPSS did not compute the ‘Casewise Diagnostics’ table, so there were no outliers. There was homoscedasticity and normality of the residuals. Looking at the ‘Model Summary’ table, the average perceived trustworthiness accounted for 37.1% of the variation in purchase intention with adjusted $R^2 = .367$. An adjusted R^2 of .25 or higher can be seen as a moderate or strong explanatory power. Looking at the ‘ANOVA’ table, the average perceived trustworthiness statistically significantly predicted the purchase intention, $F(1, 154) = 90.972, p < .001$. The ‘Coefficients’ table provided the regression equation that belongs to the relationship: $y = .650x + .359$. This indicated a positive effect. Besides, the regression line was significant ($p < .001$), which means that the positive effect was significant.

Based on the foregoing, hypothesis 4c was supported. The effect of influencer trustworthiness on purchase intention was significantly positive, which means that the higher

the perceived influencer trustworthiness when it comes to promoting sports clothing is, the higher the purchase intention towards the promoted sports clothing is. Or the other way around, the lower the perceived influencer trustworthiness is, the lower the purchase intention is.

4.2.4.4 | Hypothesis 4d

Hypothesis 4d stated that the influencer expertise has a positive effect on the purchase intention for the promoted sports clothing. This hypothesis was tested with a simple linear regression analysis. Visual inspection of the scatterplot indicated a linear relationship between the variables. There was independence of the residuals, as assessed by a Durbin-Watson statistic of 2.037. SPSS did not compute the 'Casewise Diagnostics' table, so there were no outliers. There was homoscedasticity and normality of the residuals. Looking at the 'Model Summary' table, the average perceived expertise accounted for 38.1% of the variation in purchase intention with adjusted $R^2 = .377$. An adjusted R^2 of .25 or higher can be seen as a moderate or strong explanatory power. Looking at the 'ANOVA' table, the average perceived expertise statistically significantly predicted the purchase intention, $F(1, 154) = 94.744, p < .001$. The 'Coefficients' table provided the regression equation that belongs to the relationship: $y = .663x + .904$. This indicated a positive effect. Besides, the regression line was significant ($p < .001$), which means that the positive effect was significant.

Based on the foregoing, hypothesis 4d was supported. The effect of influencer expertise on purchase intention was significantly positive, which means that the higher the perceived influencer expertise when it comes to promoting sports clothing is, the higher the purchase intention for the promoted sports clothing is. Or the other way around, the lower the perceived influencer expertise is, the lower the purchase intention is.

Chapter 5 | Conclusion and discussion

This chapter focuses on the conclusion and discussion of this Master's Thesis. In the discussion, the research will be criticized, limitations will be discussed and recommendations will be made.

5.1 | Conclusion

The purpose of this research was to research the effect of different influencer types on the consumer attitude, purchase intention and influencer credibility when it comes to sports clothing, to contribute the literature of influencer marketing with new relevant information. Besides, the moderating role of number of followers on this effect was analysed. The research question that arose from this purpose was: *"How does the influencer type influence the consumer attitude, purchase intention and perceived influencer credibility when it comes to*

sports clothing and how does number of followers moderate this influence?” This research consisted of thirteen hypotheses who were nicely visualized in a conceptual model. With the results of testing these hypotheses, an answer could be given to the research question of this Master’s Thesis.

In this research, the influencer types of Gross and von Wangenheim (2018) were used. Gross and von Wangenheim (2018) distinguished four influencer types but only two of them were used in this research. The reason for this is the fact that not many ‘snoopers’ and ‘informers’ can be found among influencers. The influencers nowadays share not only educational content, but they also share personal and entertaining content. Since ‘snoopers’ usually do not collaborate with brands, it did not made sense to include them in this research. The two types that were central in this research were the ‘entertainer’ and ‘infotainer’. The ‘entertainers’ love to share entertainment and personal insights and the ‘infotainers’ share information, education, entertainment within their focal domain and personal insights (Gross & von Wangenheim, 2018). For the distinction of number of followers into categories, the article of Boerman (2020) was used. Boerman (2020) distinguished three different levels of influencers based on their number of followers are distinguished: ‘micro-’ (up to 10.000 followers), ‘meso-’ (10.000 to a million followers) and ‘macro-influencers’ (over one million followers). The data in this research consisted, among other things, of different measuring instruments. The credibility was measured with the measuring instruments of Pederson and Stritch (2018) and Spake and Megehee (2010). The consumer attitude was measured using the ABC model (Zhang et al., 2021). Finally, the purchase intention was measured with the measuring instruments used by Mahrous and Abdelmaaboud (2017) and Kizgin et al. (2018).

The data was collected from Dutch female Instagram users from 15 to 30 years old through a two by three within-subjects experimental design survey. With the data three paired-samples t-tests and one Wilcoxon signed-rank test were conducted to research the relationship between the two influencer types (entertainers and infotainers) and the consumer attitude, purchase intention and perceived influencer credibility (trustworthiness and expertise) when it comes to sports clothing. Two-way repeated measures ANOVA analyses were used to research the moderating role of number of followers on the relationship between the different influencer types and the consumer attitude, purchase intention and perceived influencer credibility (trustworthiness and expertise) when it comes to sports clothing. Finally, simple linear regression analyses were used to research the relationship between consumer attitude and purchase intention, and the relationship between the perceived influencer credibility (trustworthiness and expertise) and consumer attitude and purchase intention.

Previous studies argue that consumers will rely more on influencers who educate and share information than influencers who share only fun and entertaining content (Hughes et al., 2019; Dens & Pelsmacker, 2010; Dolan et al., 2019). Therefore, the hypotheses about the effect of different influencer types on consumer attitude, purchase intention and perceived influencer credibility stated that the ‘infotainer’ will score higher on the dependent variables than the ‘entertainer’. The results of this study confirmed the previous studies. The ‘infotainer’ scores statistically significantly higher on all the dependent variables (consumer attitude, purchase intention, influencer trustworthiness and influencer expertise).

Many studies discuss the differences in leading to higher purchase intention and perceived credibility between influencers with different number of followers. For example, Kaya et al. (2020) argues that micro-influencers lead to higher purchase intentions, while De Veirman et al. (2016) argue that having more followers increases the likeability and credibility. Therefore, four hypotheses in this research stated that the number of followers moderate the relationship between influencer type and consumer attitude, purchase intention and influencer credibility (trustworthiness and expertise). The results of this research showed that the number of followers does moderate the relationship between influencer type. The consumer attitude was statistically significant different between the entertainers with different number of followers and the infotainers with different number of followers. For both the influencer types, the micro-influencer scored the highest. The perceived influencer trustworthiness was also statistically significant different between the entertainer with different number of followers and the infotainer with different number of followers. Here, the macro-entertainer scored the highest and for the infotainers, the micro-infotainer. The number of followers did not moderate the relationship between influencer type and purchase intention and influencer expertise. The number of followers did showed some differences in combination with influencer types. The micro- and macro-influencer led to the highest purchase intention and the micro-influencer showed the highest perceived expertise.

The relationship between consumer attitude and purchase intention is a more frequently researched topic. This research investigates whether a more positive consumer attitude leads to a higher purchase intention for promoted spots clothing. The results showed that this is the case.

The last hypotheses stated that influencer credibility (trustworthiness and expertise) has a positive effect on the consumer attitude and purchase intention. The results of this research confirmed these hypotheses. Both influencer trustworthiness and expertise showed positive effects on the consumer attitude and purchase intention.

Based on the results of this research, it could be stated that the type of influencer does matter for a positive consumer attitude, a high purchase intention and a high perceived credibility when it comes to sports clothing. Therefore, the research question could be answered with the result that the influencer type ‘infotainer’ influences the consumer attitude, purchase intention and perceived influencer credibility more positively than the influencer type ‘entertainer’ when it comes to sports clothing. Besides, the number of followers only moderates the relationship between influencer type and consumer attitude and influencer trustworthiness. In general, looking at the number of followers, the micro-influencer scores best for promoting sports clothing and the meso-influencer scores the least.

5.2 | Discussion

5.2.1 | Criticizing the methodology

A quantitative research method was used in this research. As mentioned before, the data used in this research was collected from Dutch female Instagram users from 15 to 30 years old through a two by three within-subjects experimental design survey. The data was collected using social media platforms, friends and family. Through this method of data collection, answers of many different respondents were collected. Since the target group of the study could be mainly found online, this was the right way of collecting data for this research. To answer the research question, multiple analyses were conducted. Three paired-samples t-tests were conducted to research the relationship between the two influencer types (entertainers and infotainers) and the consumer attitude, purchase intention and perceived trustworthiness. One Wilcoxon signed-rank test was used to research the relationship between the two influencer types (entertainers and infotainers) and the perceived expertise. Four two-way repeated measures ANOVA analyses were conducted to research the moderating role of number of followers on the relationship between the different influencer types and the consumer attitude, purchase intention and perceived influencer credibility (trustworthiness and expertise) when it comes to sports clothing. Finally, simple linear regression analyses were used to research the relationship between consumer attitude and purchase intention, and the relationship between the perceived influencer credibility (trustworthiness and expertise) and consumer attitude and purchase intention. These analyses gave clear insights into the relationship between all the relationships in this research and made it possible to answer the research question. Therefore, it could be stated that the method to analyse the data in this research was a suitable choice. Since the methods used in this research made it possible to answer the research question, the

purpose of this research was realised. Therefore, the methodology used in this research could be recommended to other researchers with a similar study design or topic.

5.2.2 | Limitations of the research

Even though this research has an interesting result, it also has some limitations. First, this research only focuses on female Dutch Instagram users of 15 up to and included 29 years old. This means that the results cannot be generalized to influencer marketing in general on all platforms, genders, countries and age groups. Second, the research only focuses on sports clothing. The result of this limitation is that the results of the research cannot be generalized outside this product type. The same research with influencers promoting other product might give completely different results. Third, the influencers in this research were carefully chosen, but this research could have completely different results with other influencers from the same influencer types and number of followers. Fourth, the data consisted of a total of 156 respondents. This is not very much if you compare it to the population size. Therefore, the number of respondents could be a limitation in this research, but since most of the results found in this research were statistically significant, the number of respondents is not a limitation for this study. Fifth, since the research has a quantitative nature, the analysis may lack in-depth-analysis. This research investigated which influencer performs best, but the reason why this influencer performs best. Sixth, another limitation is the fact that most of the questions were closed questions. The result could be different while using open questions. Finally, the lack of previous research on different types of influencers limits the ability to explore this topic more in-depth.

5.2.3 | Ethics of the research

To maintain research ethics, the ethical principles of APA were used in this Master's thesis. APA will ensure that there will be no plagiarism and that researchers get the credits they deserve (APA, 2017). In addition, to ensure ethical treatment and privacy, the respondents were informed that the participation is anonymous (APA, 2017). Further, the respondents were informed about the purpose and duration of the survey and the fact that their data could be deleted if they would like to withdraw (APA, 2017). Besides, contact information was given if participants would like to ask questions.

5.3 | Recommendations

This research provided the literature interesting results about influencer marketing regarding to sports clothing. These results could be useful for marketing managers in organisations where they sell sports clothing. For a sports clothing brand, the use of infotainers would be the most

suitable and valuable choice. Besides, an influencer with a high number of followers would not immediately mean that he or she will be more valuable for a sports clothing brand than an influencer with a low number of followers. On the contrary, the results of this research concluded that a micro-influencer scores the best. Therefore, a micro-influencer would be the most suitable and valuable choice for a sports clothing brand to include in their marketing programs.

The next recommendation will discuss what other researchers should do to limit the limitations of this research. First, to generalize the results of this study to influencer marketing on more platforms, genders, countries and age groups, this research could be done with a much larger sample size with for example more platforms, all genders, more countries and more age groups. To generalize results of this research to more product types, this research could be done in other product groups to search for differences. Besides, redo this research with other influencers could also be a valuable research. In this way, it can be checked whether the same results occur with other influencers. Next, doing a dept-interview after the survey or using open-ended questions in the survey would be a valuable option. This will give more in-depth insights in the reasons why respondents, for example, are more attracted to influencer one instead of influencer two. These 'reason why' answers could be particularly useful for marketing managers. Finally, this research did investigated differences in age, minutes per day on Instagram, etcetera. In conclusion, this research did not analysed the results when comparing results of the control variables in combination with the variables "ConsumerAttitude", "PurchaseIntention", "Trustworthiness" and "Expertise. This would be an option for further research with the data set of this research or with a new dataset. Such an analysis could yield interesting results.

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Appendices

Appendix 1 | Useful tables and information

1.1 | Overview of the defined main concepts in this research

Influencers: “an individual who built their own audience through Instagram and who influence others”.

Influencer credibility: “the enhanced expertise and knowledge the followers gain from their perception of the influencer to understand the attributes and features of the promoted sports clothing”.

Trustworthiness: “the follower’s degree of message trust of the advice given by the information the influencer provides”.

Expertise: “the extent to which an influencer can provide the correct information to its followers”.

Consumer attitude: “the positive or negative evaluation, feeling or behavioural tendencies a consumer has towards the promoted sports clothing”.

Purchase intention: “a kind of decision-making by the consumer that studies the reason(s) to buy the promoted sports clothing”.

1.2 | Statement per variable

This Appendix shows the statements per variable and the measurement instrument that was used to formulate these statements.

Variables names	To what extent do you agree or disagree with the following statements?
Credibility_1	<i>I feel very confident in the influencer’s skills about sports clothing (Pederson and Stritch, 2018)</i>
Credibility_2	<i>The influencer seems someone who keeps her word (Pederson and Stritch, 2018)</i>
Credibility_3	<i>The influencer seems someone with sound principles (Pederson and Stritch, 2018)</i>
Credibility_4	<i>The influencer possesses specialized knowledge about sports clothing (Spake and Megehee, 2010)</i>
Credibility_5	<i>The influencer possesses extensive, broad knowledge about sports clothing (Spake and Megehee, 2010)</i>
Credibility_6	<i>The influencer is experienced in solving problems (Spake and Megehee, 2010)</i>
ConsumerAttitude_1	<i>My feelings about the sports clothing the influencer promotes are positive (Zhang et al., 2021)</i>

ConsumerAttitude_2	<i>The sports clothing the influencer promotes interests me (Zhang et al., 2021)</i>
ConsumerAttitude_3	<i>I like the sports clothing the influencer promotes (Zhang et al., 2021)</i>
ConsumerAttitude_4	<i>The sports clothing the influencer promotes suits me (Zhang et al., 2021)</i>
ConsumerAttitude_5	<i>The sports clothing the influencer promotes looks attractive (Zhang et al., 2021)</i>
ConsumerAttitude_6	<i>The sports clothing the influencer promotes seems of good quality (Zhang et al., 2021)</i>
PurchaseIntention_1	<i>I am willing to use the suggestions of the influencer as a tool to choose between several types of sports clothing (Mahrous and Abdelmaaboud, 2017)</i>
PurchaseIntention_2	<i>I am willing to let the influencer's suggestion assist me when deciding which sports clothing to buy (Mahrous and Abdelmaaboud, 2017)</i>
PurchaseIntention_3	<i>It is very likely that I will buy the sports clothing (Kizgin et al., 2018)</i>
PurchaseIntention_4	<i>I will purchase the sports clothing next time I need it (Kizgin et al., 2018)</i>
PurchaseIntention_5	<i>I will definitely try the sports clothing (Kizgin et al., 2018)</i>
PurchaseIntention_6	<i>I will recommend the sports clothing to my friends and family (Kizgin et al., 2018)</i>

1.3 | Hypotheses

Hypotheses	Result
H1a: The influencer type 'infotainer' will create a more positive consumer attitude towards the promoted sports clothing than influencer type 'entertainer'.	Supported
H1b: The influencer type 'infotainer' will create a higher purchase intention for the promoted sports clothing than influencer type 'entertainer'.	Supported
H1c: The influencer type 'infotainer' will be perceived more trustworthy when it comes to sports clothing than the influencer type 'entertainer'.	Supported
H1d: The influencer type 'infotainer' will be perceived as someone with more expertise when it comes to promoting sports clothing than the influencer type 'entertainer'.	Supported
H2a: Number of followers will moderate the relationship between influencer type and consumer attitude towards sports clothing.	Supported
H2b: Number of followers will moderate the relationship between influencer type and purchase intention for sports clothing.	Not supported
H2c: Number of followers will moderate the relationship between influencer type and	Supported

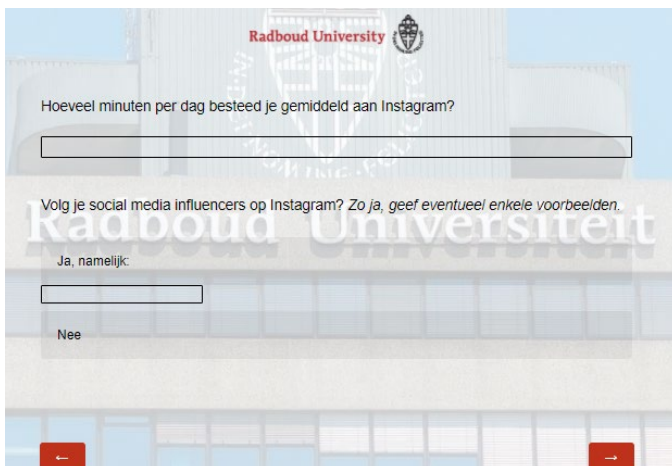
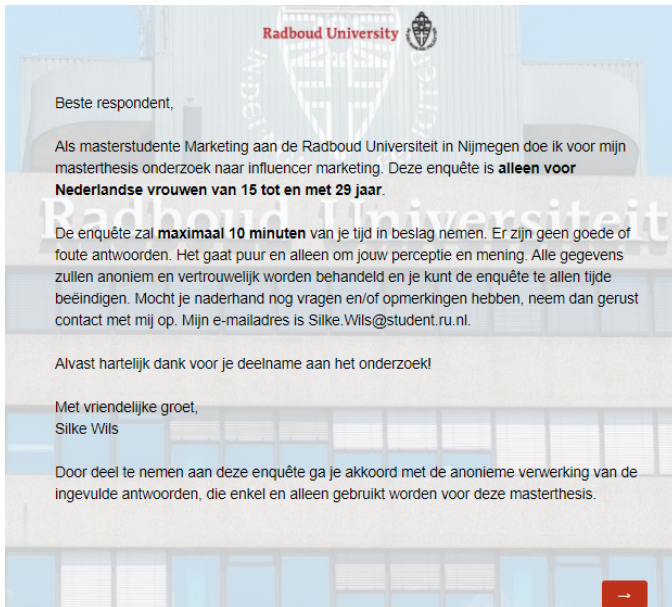
influencer trustworthiness when it comes to promoting sports clothing.	
H2d: Number of followers will moderate the relationship between influencer type and influencer expertise when it comes to promoting sports clothing.	Not supported
H3: People with a more positive consumer attitude towards the promoted sports clothing show higher purchase intentions for the promoted sports clothing.	Supported
H4a: Influencer trustworthiness has a positive effect on the consumer attitude towards the promoted sports clothing.	Supported
H4b: Influencer expertise has a positive effect on the consumer attitude towards the promoted sports clothing.	Supported
H4c: Influencer trustworthiness has a positive effect on the purchase intention for the promoted sports clothing.	Supported
H4d: Influencer expertise has a positive effect on the purchase intention for the promoted sports clothing.	Supported

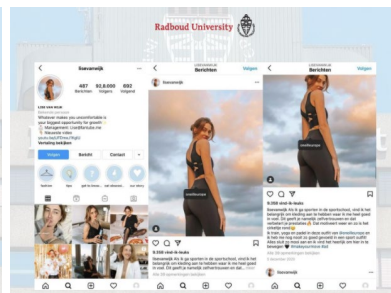
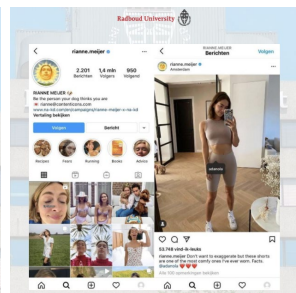
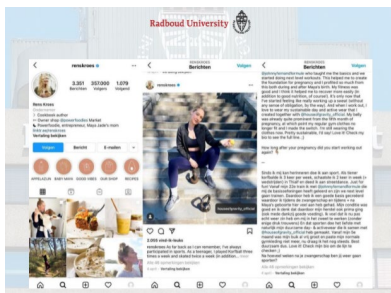
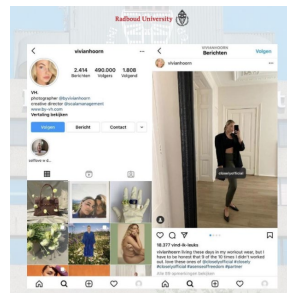
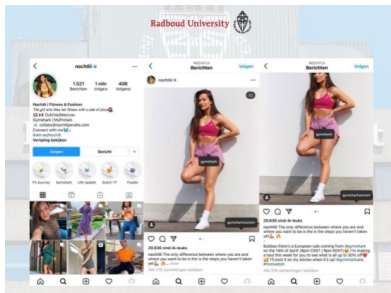
Appendix 2 | Planning

Week	To do for my Master's thesis...
14	<ul style="list-style-type: none"> - Wait for a passing grade for the research proposal - Adjust text to more academic writing - Make the survey
15	<ul style="list-style-type: none"> - Wait for a passing grade for the research proposal - Finetune the survey to conduct it whenever possible - Completing the theoretical chapter
16	<ul style="list-style-type: none"> - Wait for passing grade for the research proposal - Conduct the survey - Spread the survey on Instagram, Facebook, WhatsApp, etc.
17	<ul style="list-style-type: none"> - Make adjustments based on the advice of Mr. Börsig and the second examiner (based on the research proposal) - Improve the first chapters - Wait for enough survey respondents
18	<ul style="list-style-type: none"> - Wait for enough survey respondents - Close the survey at the end of the week
19	<ul style="list-style-type: none"> - Conduct the univariate analysis and work out the results
20	<ul style="list-style-type: none"> - Conduct the univariate analysis and work out the results - Conduct the paired-samples t-tests and work out the results
21	<ul style="list-style-type: none"> - Conduct the two-way repeated measures analyses and work out the results
22	<ul style="list-style-type: none"> - Conduct the simple linear regression analyses and work out the results
23	<ul style="list-style-type: none"> - Write the conclusion - Write the discussion - Write the limitations and recommendations - Make adjustments based on the advice of Mr. Börsig. - Do a general check on grammar, consistency, content, references, and appendices
24	Hand in the final result to Mr. Börsig and the second examiner on Monday 14 June 2021

Appendix 3 | The survey

The survey is conducted in Dutch. The following figures show the Dutch survey.





The pictures used in the survey were screenshots from Instagram (Instagram, 2021).

In hoeverre ben je het (on)eens met de volgende stellingen?

	Helemaal me eens	Mee eens	Enigszins me eens	Neutraal	Enigszins me oneens	Mee oneens	Helemaal me oneens
Ik heb veel vertrouwen in de kennis en ervaring van de influencer op het gebied van sportkleding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De influencer lijkt mij iemand die zich aan haar woord houdt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De influencer lijkt mij iemand met goede principes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De influencer beschikt over gespecialiseerde kennis van sportkleding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De influencer beschikt over uitgebreide, brede kennis van sportkleding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De influencer is ervaren in het oplossen van problemen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Helemaal mee eens	Mee eens	Enigszins mee eens	Neutraal	Enigszins mee oneens	Mee oneens	Helemaal mee oneens
Mijn gevoelens over de sportkleding die de influencer promoot zijn positief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De sportkleding die de influencer promoot interesseert mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De sportkleding die de influencer promoot vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De sportkleding die de influencer promoot past bij mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De sportkleding die de influencer promoot ziet er aantrekkelijk uit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De sportkleding die de influencer promoot lijkt van goede kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Helemaal mee eens	Mee eens	Enigszins mee eens	Neutraal	Enigszins mee oneens	Mee oneens	Helemaal mee oneens
Ik ben bereid om de suggesties van de influencer te gebruiken als hulpmiddel om tussen verschillende soorten sportkleding te kiezen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben bereid om me door de suggesties van de influencer te laten helpen bij het beslissen welke sportkleding ik ga kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het is zeer waarschijnlijk dat ik deze sportkleding zal kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zal deze sportkleding de volgende keer dat ik het nodig heb kopen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zal deze sportkleding zeker proberen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zal deze sportkleding aanbevelen aan mijn vrienden en familie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 4 | Reliability Analysis

4.1 | Cronbach's Alpha per measurement instrument

4.1.1 | Before the deletion of items

	Cronbach's Alpha	N of Items
Credibility (trustworthiness) Lise (Pederson and Stritch, 2018)	.851	3
Credibility (expertise) Lise (Spake and Megehee, 2010)	.868	3
Consumer Attitude Lise (Zhang et al., 2021)	.933	6
Purchase Intention Lise (Mahrous and Abdelmaaboud, 2017)	.924	2
Purchase Intention Lise (Kizgin et al., 2018)	.933	4
Credibility (trustworthiness) Nochtli (Pederson and Stritch, 2018)	.902	3
Credibility (expertise) Nochtli (Spake and Megehee, 2010)	.907	3
Consumer Attitude Nochtli (Zhang et al., 2021)	.951	6
Purchase Intention Nochtli (Mahrous and Abdelmaaboud, 2017)	.928	2
Purchase Intention Nochtli (Kizgin et al., 2018)	.963	4
Credibility (trustworthiness) Marit (Pederson and Stritch, 2018)	.852	3
Credibility (expertise) Marit (Spake and Megehee, 2010)	.847	3
Consumer Attitude Marit (Zhang et al., 2021)	.935	6
Purchase Intention Marit (Mahrous and Abdelmaaboud, 2017)	.933	2
Purchase Intention Marit (Kizgin et al., 2018)	.936	4
Credibility (trustworthiness) Rianne (Pederson and Stritch, 2018)	.858	3
Credibility (expertise) Rianne (Spake and Megehee, 2010)	.851	3
Consumer Attitude Rianne (Zhang et al., 2021)	.935	6
Purchase Intention Rianne (Mahrous and Abdelmaaboud, 2017)	.933	2
Purchase Intention Rianne (Kizgin et al., 2018)	.936	4

Credibility (trustworthiness) Vivian (Pederson and Stritch, 2018)	.799	3
Credibility (expertise) Vivian (Spake and Megehee, 2010)	.805	3
Consumer Attitude Vivian (Zhang et al., 2021)	.932	6
Purchase Intention Vivian (Mahrous and Abdelmaaboud, 2017)	.903	2
Purchase Intention Vivian (Kizgin et al., 2018)	.933	4
Credibility (trustworthiness) Rens (Pederson and Stritch, 2018)	.904	3
Credibility (expertise) Rens (Spake and Megehee, 2010)	.887	3
Consumer Attitude Rens (Zhang et al., 2021)	.942	6
Purchase Intention Rens (Mahrous and Abdelmaaboud, 2017)	.877	2
Purchase Intention Rens (Kizgin et al., 2018)	.953	4

4.1.2 | After the deletion of item “Credibility_1” and “Credibility_6”

	Cronbach's Alpha	N of Items
Credibility (trustworthiness) Lise (Pederson and Stritch, 2018)	.883	3
Credibility (expertise) Lise (Spake and Megehee, 2010)	.941	3
Consumer Attitude Lise (Zhang et al., 2021)	.933	6
Purchase Intention Lise (Mahrous and Abdelmaaboud, 2017)	.924	2
Purchase Intention Lise (Kizgin et al., 2018)	.933	4
Credibility (trustworthiness) Nochtli (Pederson and Stritch, 2018)	.904	3
Credibility (expertise) Nochtli (Spake and Megehee, 2010)	.935	3
Consumer Attitude Nochtli (Zhang et al., 2021)	.951	6
Purchase Intention Nochtli (Mahrous and Abdelmaaboud, 2017)	.928	2
Purchase Intention Nochtli (Kizgin et al., 2018)	.963	4
Credibility (trustworthiness) Marit (Pederson and Stritch, 2018)	.843	3

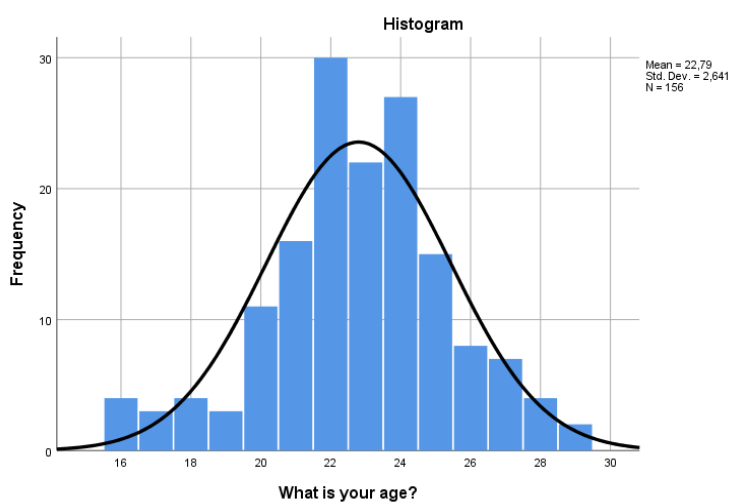
Credibility (expertise) Marit (Spake and Megehee, 2010)	.909	3
Consumer Attitude Marit (Zhang et al., 2021)	.935	6
Purchase Intention Marit (Mahrous and Abdelmaaboud, 2017)	.933	2
Purchase Intention Marit (Kizgin et al., 2018)	.936	4
Credibility (trustworthiness) Rianne (Pederson and Stritch, 2018)	.910	3
Credibility (expertise) Rianne (Spake and Megehee, 2010)	.911	3
Consumer Attitude Rianne (Zhang et al., 2021)	.935	6
Purchase Intention Rianne (Mahrous and Abdelmaaboud, 2017)	.933	2
Purchase Intention Rianne (Kizgin et al., 2018)	.936	4
Credibility (trustworthiness) Vivian (Pederson and Stritch, 2018)	.885	3
Credibility (expertise) Vivian (Spake and Megehee, 2010)	.904	3
Consumer Attitude Vivian (Zhang et al., 2021)	.932	6
Purchase Intention Vivian (Mahrous and Abdelmaaboud, 2017)	.903	2
Purchase Intention Vivian (Kizgin et al., 2018)	.933	4
Credibility (trustworthiness) Rens (Pederson and Stritch, 2018)	.923	3
Credibility (expertise) Rens (Spake and Megehee, 2010)	.917	3
Consumer Attitude Rens (Zhang et al., 2021)	.942	6
Purchase Intention Rens (Mahrous and Abdelmaaboud, 2017)	.877	2
Purchase Intention Rens (Kizgin et al., 2018)	.953	4

Appendix 5 | Univariate Analysis

5.1 | Gender

Statistics		
What is your age?		
N	Valid	156
	Missing	0
Mean		22.79
Std. Deviation		2.641
Minimum		16
Maximum		29

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	4	2.6	2.6	2.6
	17	3	1.9	1.9	4.5
	18	4	2.6	2.6	7.1
	19	3	1.9	1.9	9.0
	20	11	7.1	7.1	16.0
	21	16	10.3	10.3	26.3
	22	30	19.2	19.2	45.5
	23	22	14.1	14.1	59.6
	24	27	17.3	17.3	76.9
	25	15	9.6	9.6	86.5
	26	8	5.1	5.1	91.7
	27	7	4.5	4.5	96.2
	28	4	2.6	2.6	98.7
	29	2	1.3	1.3	100.0
Total		156	100.0	100.0	

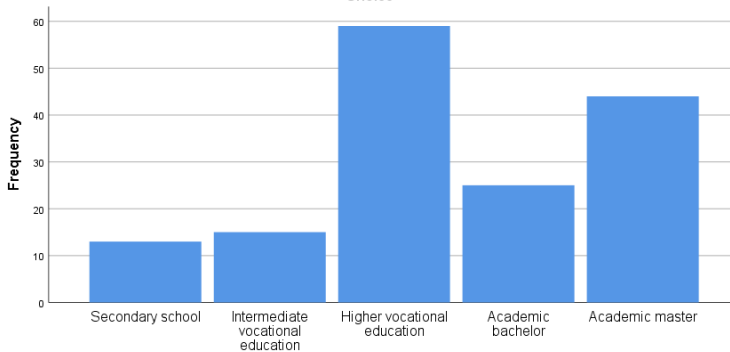


5.2 | Education

Statistics		
What is the highest diploma or certificate you have obtained (or are in the process of obtaining)? - Selected Choice		
N	Valid	156
	Missing	0
Mode		5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary school	13	8.3	8.3	8.3
	Intermediate vocational education	15	9.6	9.6	17.9
	Higher vocational education	59	37.8	37.8	55.8
	Academic bachelor	25	16.0	16.0	71.8
	Academic master	44	28.2	28.2	100.0
	Total	156	100.0	100.0	

What is the highest diploma or certificate you have obtained (or are in the process of obtaining)? - Selected Choice



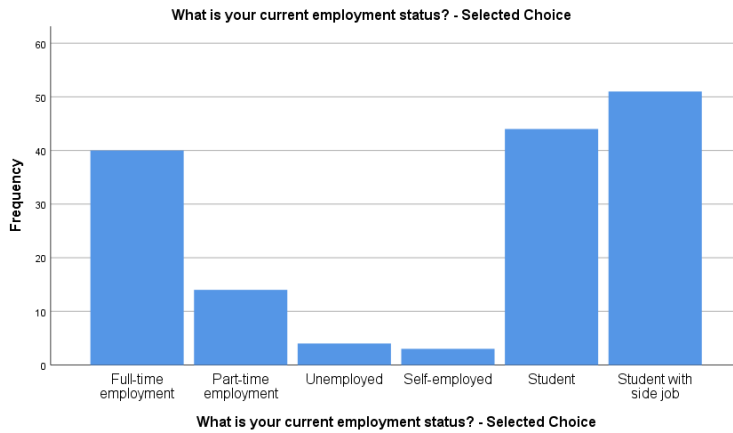
What is the highest diploma or certificate you have obtained (or are in the process of obtaining)? - Selected Choice

5.3 | Employment status

Statistics		
What is your current employment status? - Selected Choice		
N	Valid	156
	Missing	0
Mode		6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time employment	40	25.6	25.6	25.6
	Part-time employment	14	9.0	9.0	34.6
	Unemployed	4	2.6	2.6	37.2
	Self-employed	3	1.9	1.9	39.1

	Student	44	28.2	28.2	67.3
	Student with side job	51	32.7	32.7	100.0
	Total	156	100.0	100.0	

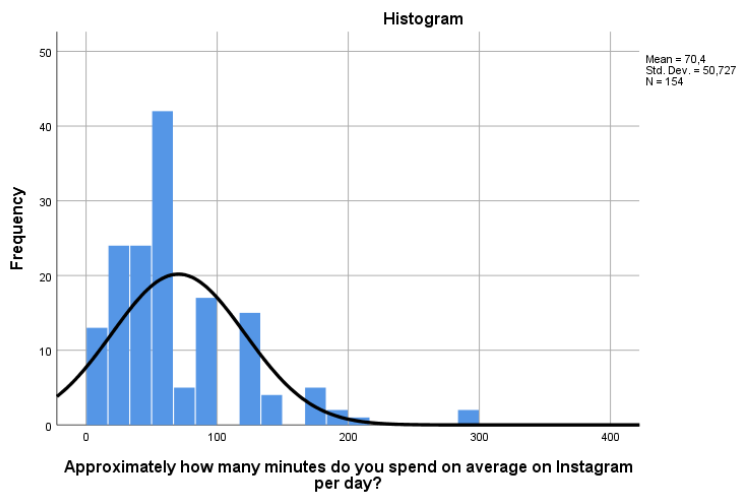


5.4 | Minutes spend on Instagram per day

Statistics		
Approximately how many minutes do you spend on average on Instagram per day?		
N	Valid	154
	Missing	2
Mean		70.40
Std. Deviation		50.727
Minimum		1
Maximum		300

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	2	1	.6	.6	1.3
	3	1	.6	.6	1.9
	4	1	.6	.6	2.6
	5	1	.6	.6	3.2
	10	4	2.6	2.6	5.8
	15	4	2.6	2.6	8.4
	20	1	.6	.6	9.1
	25	1	.6	.6	9.7
	30	22	14.1	14.3	24.0
	40	5	3.2	3.2	27.3
	45	14	9.0	9.1	36.4
	50	5	3.2	3.2	39.6
	58	1	.6	.6	40.3
	60	40	25.6	26.0	66.2
	65	1	.6	.6	66.9
70	2	1.3	1.3	68.2	

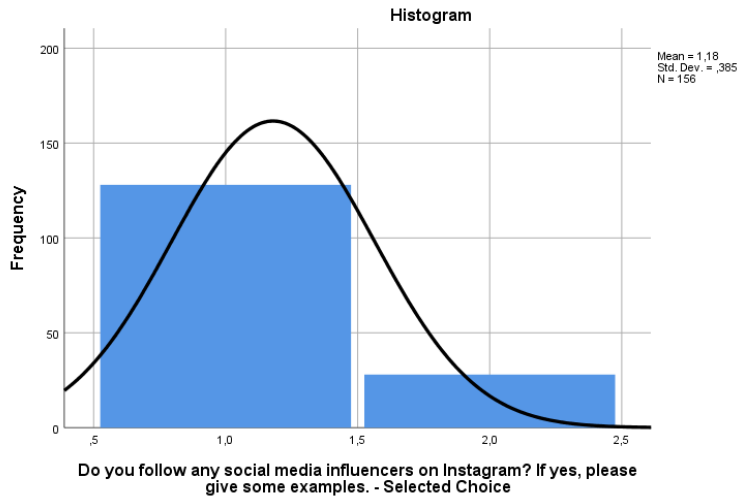
	80	3	1.9	1.9	70.1
	90	14	9.0	9.1	79.2
	100	3	1.9	1.9	81.2
	120	15	9.6	9.7	90.9
	138	1	.6	.6	91.6
	140	1	.6	.6	92.2
	150	2	1.3	1.3	93.5
	180	5	3.2	3.2	96.8
	190	1	.6	.6	97.4
	200	1	.6	.6	98.1
	210	1	.6	.6	98.7
	300	2	1.3	1.3	100.0
	Total	154	98.7	100.0	
Missing	System	2	1.3		
Total		156	100.0		



5.5 | Following influencers on Instagram

Do you follow any social media influencers on Instagram? If yes, please give some examples. - Selected Choice		
N	Valid	156
	Missing	0
Mode		1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, namely:	128	82.1	82.1	82.1
	No	28	17.9	17.9	100.0
	Total	156	100.0	100.0	



5.6 | Trustworthiness

Statistics							
		Trust Lise	Trust Vivian	Trust Rianne	Trust Marit	Trust Rens	Trust Nochtli
N	Valid	156	156	156	156	156	156
	Missing	0	0	0	0	0	0
Mean		4.5288	4.5321	4.7949	5.2885	5.0641	4.7596
Std. Deviation		1.22111	1.31576	1.33425	1.02711	1.35089	1.36721

Trustworthiness Lise					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.6	2.6	2.6
	Disagree	8	5.1	5.1	7.7
	2.50	1	.6	.6	8.3
	Somewhat disagree	5	3.2	3.2	11.5
	3.50	13	8.3	8.3	19.9
	Neither agree or disagree	31	19.9	19.9	39.7
	4.50	21	13.5	13.5	53.2
	Somewhat agree	27	17.3	17.3	70.5
	5.50	14	9.0	9.0	79.5
	Agree	30	19.2	19.2	98.7
	6.50	2	1.3	1.3	100.0
Total		156	100.0	100.0	

Trustworthiness Vivian					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.6	2.6	2.6
	Disagree	9	5.8	5.8	8.3
	2.50	2	1.3	1.3	9.6

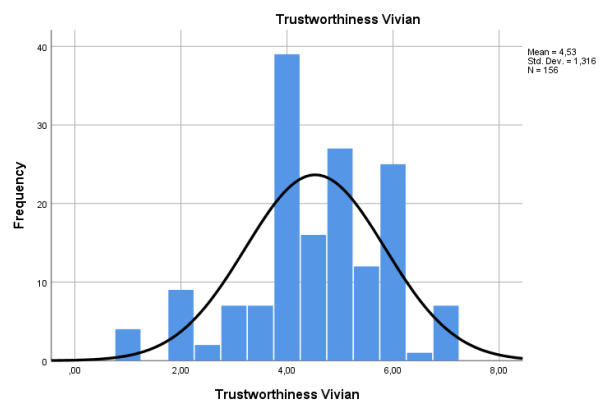
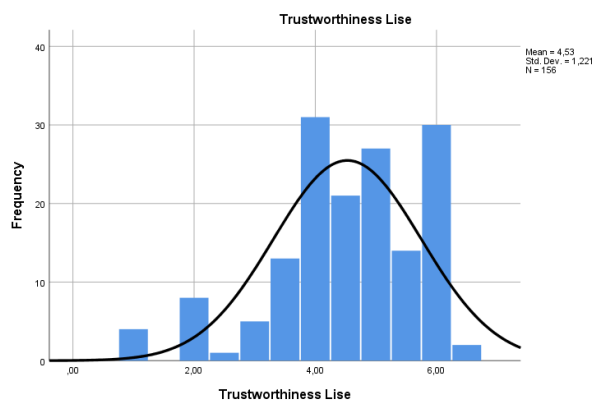
	Somewhat disagree	7	4.5	4.5	14.1
	3.50	7	4.5	4.5	18.6
	Neither agree or disagree	39	25.0	25.0	43.6
	4.50	16	10.3	10.3	53.8
	Somewhat agree	27	17.3	17.3	71.2
	5.50	12	7.7	7.7	78.8
	Agree	25	16.0	16.0	94.9
	6.50	1	.6	.6	95.5
	Strongly agree	7	4.5	4.5	100.0
	Total	156	100.0	100.0	

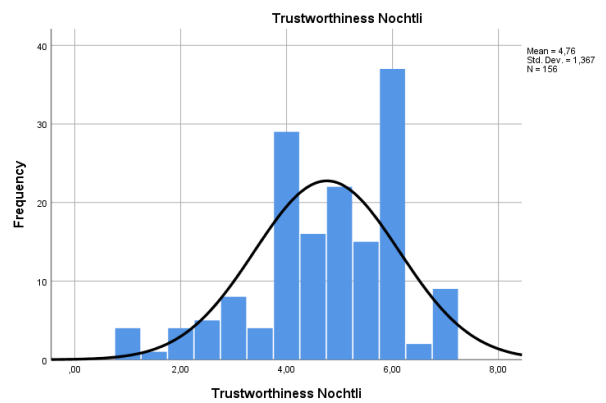
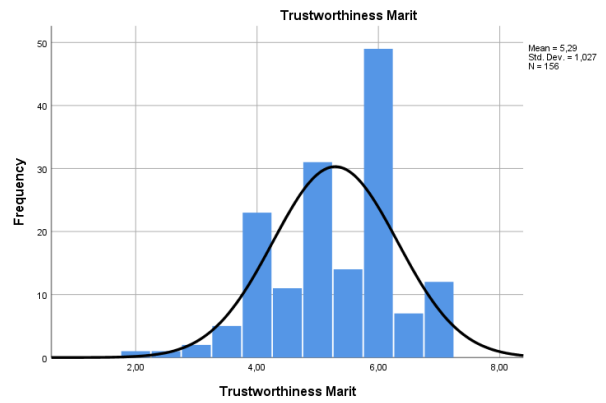
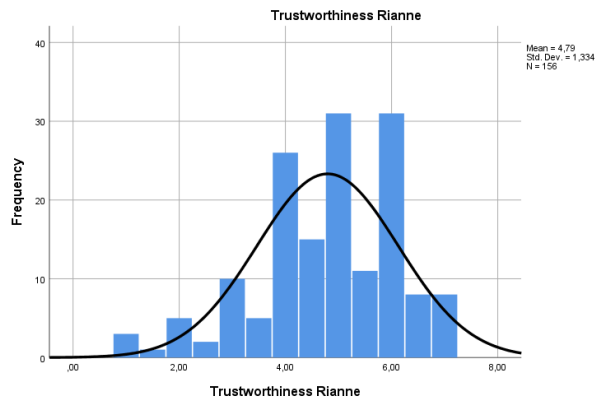
Trustworthiness Rianne					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.9	1.9	1.9
	1.50	1	.6	.6	2.6
	Disagree	5	3.2	3.2	5.8
	2.50	2	1.3	1.3	7.1
	Somewhat disagree	10	6.4	6.4	13.5
	3.50	5	3.2	3.2	16.7
	Neither agree or disagree	26	16.7	16.7	33.3
	4.50	15	9.6	9.6	42.9
	Somewhat agree	31	19.9	19.9	62.8
	5.50	11	7.1	7.1	69.9
	Agree	31	19.9	19.9	89.7
	6.50	8	5.1	5.1	94.9
	Strongly agree	8	5.1	5.1	100.0
	Total	156	100.0	100.0	

Trustworthiness Marit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.6	.6	.6
	2.50	1	.6	.6	1.3
	Somewhat disagree	2	1.3	1.3	2.6
	3.50	5	3.2	3.2	5.8
	Neither agree or disagree	23	14.7	14.7	20.5
	4.50	11	7.1	7.1	27.6
	Somewhat agree	31	19.9	19.9	47.4
	5.50	14	9.0	9.0	56.4
	Agree	49	31.4	31.4	87.8
	6.50	7	4.5	4.5	92.3
	Strongly agree	12	7.7	7.7	100.0
	Total	156	100.0	100.0	

Trustworthiness Rens					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.6	2.6	2.6
	Disagree	4	2.6	2.6	5.1
	2.50	3	1.9	1.9	7.1
	Somewhat disagree	5	3.2	3.2	10.3
	3.50	6	3.8	3.8	14.1
	Neither agree or disagree	15	9.6	9.6	23.7
	4.50	12	7.7	7.7	31.4
	Somewhat agree	32	20.5	20.5	51.9
	5.50	12	7.7	7.7	59.6
	Agree	42	26.9	26.9	86.5
	6.50	9	5.8	5.8	92.3
	Strongly agree	12	7.7	7.7	100.0
	Total	156	100.0	100.0	

Trustworthiness Nochtli					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.6	2.6	2.6
	1.50	1	.6	.6	3.2
	Disagree	4	2.6	2.6	5.8
	2.50	5	3.2	3.2	9.0
	Somewhat disagree	8	5.1	5.1	14.1
	3.50	4	2.6	2.6	16.7
	Neither agree or disagree	29	18.6	18.6	35.3
	4.50	16	10.3	10.3	45.5
	Somewhat agree	22	14.1	14.1	59.6
	5.50	15	9.6	9.6	69.2
	Agree	37	23.7	23.7	92.9
	6.50	2	1.3	1.3	94.2
	Strongly agree	9	5.8	5.8	100.0
Total	156	100.0	100.0		





5.7 | Expertise

Statistics							
		Expertise Lise	Expertise Vivian	Expertise Rianne	Expertise Marit	Expertise Rens	Expertise Nochtli
N	Valid	156	156	156	156	156	156
	Missing	0	0	0	0	0	0
Mean		3.5994	2.7308	3.2436	4.8494	4.3109	4.7308
Std. Deviation		1.46510	1.29189	1.31430	1.30064	1.46281	1.54229

Expertise Lise					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	5.1	5.1	5.1
	1.50	8	5.1	5.1	10.3
	Disagree	25	16.0	16.0	26.3
	2.50	5	3.2	3.2	29.5
	Somewhat disagree	23	14.7	14.7	44.2
	3.50	8	5.1	5.1	49.4
	Neither agree or disagree	24	15.4	15.4	64.7
	4.50	13	8.3	8.3	73.1
	Somewhat agree	24	15.4	15.4	88.5
	5.50	4	2.6	2.6	91.0
Agree	12	7.7	7.7	98.7	
6.50	1	.6	.6	99.4	

	Strongly agree	1	.6	.6	100.0
	Total	156	100.0	100.0	

Expertise Vivian					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	23	14.7	14.7	14.7
	1.50	13	8.3	8.3	23.1
	Disagree	34	21.8	21.8	44.9
	2.50	8	5.1	5.1	50.0
	Somewhat disagree	33	21.2	21.2	71.2
	3.50	9	5.8	5.8	76.9
	Neither agree or disagree	18	11.5	11.5	88.5
	4.50	6	3.8	3.8	92.3
	Somewhat agree	5	3.2	3.2	95.5
	5.50	4	2.6	2.6	98.1
	Agree	2	1.3	1.3	99.4
	Strongly agree	1	.6	.6	100.0
	Total	156	100.0	100.0	

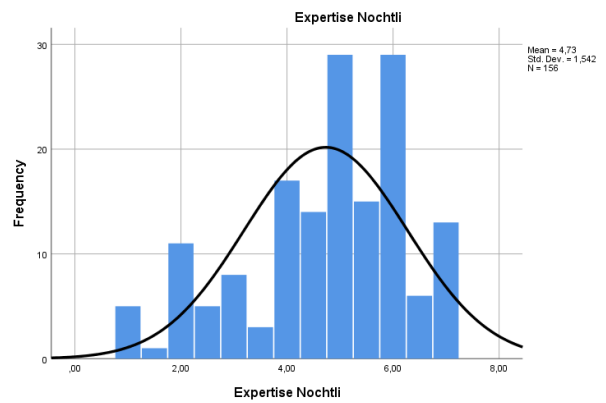
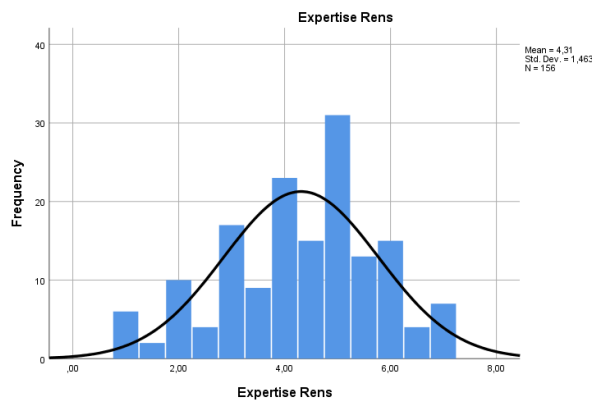
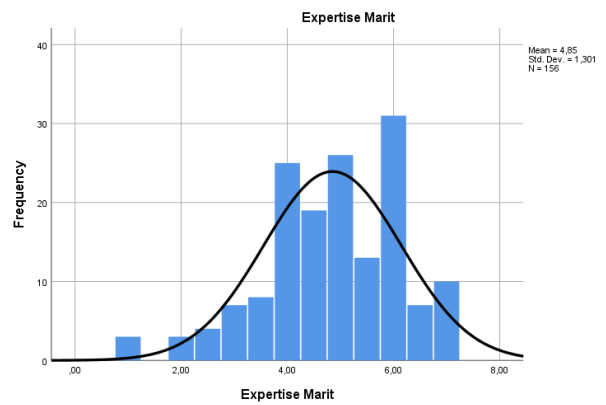
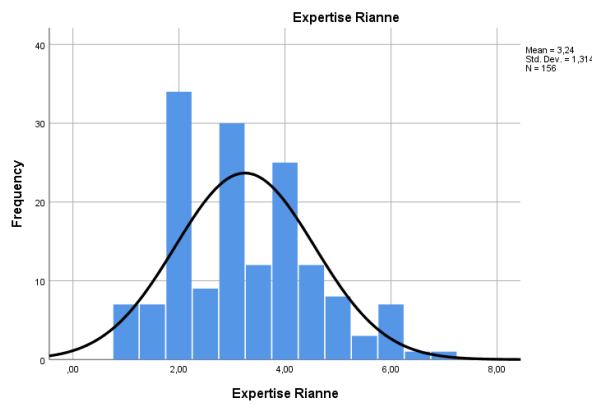
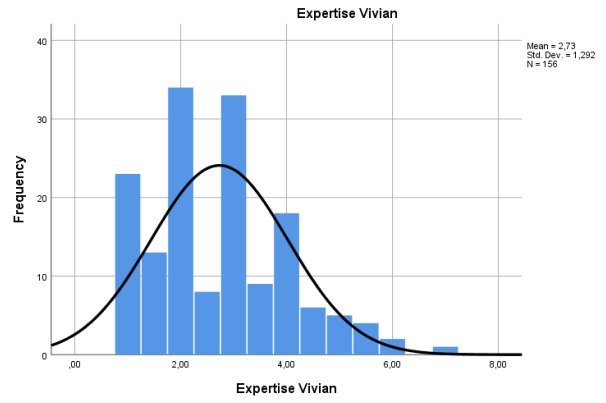
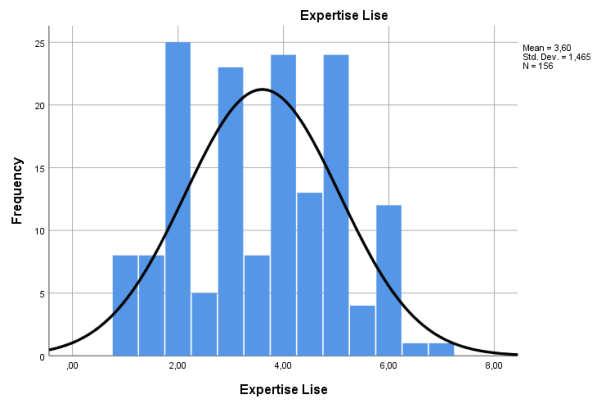
Expertise Rianne					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	4.5	4.5	4.5
	1.50	7	4.5	4.5	9.0
	Disagree	34	21.8	21.8	30.8
	2.50	9	5.8	5.8	36.5
	Somewhat disagree	30	19.2	19.2	55.8
	3.50	12	7.7	7.7	63.5
	Neither agree or disagree	25	16.0	16.0	79.5
	4.50	12	7.7	7.7	87.2
	Somewhat agree	8	5.1	5.1	92.3
	5.50	3	1.9	1.9	94.2
	Agree	7	4.5	4.5	98.7
	6.50	1	.6	.6	99.4
Strongly agree	1	.6	.6	100.0	
	Total	156	100.0	100.0	

Expertise Marit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.9	1.9	1.9
	Disagree	3	1.9	1.9	3.8
	2.50	4	2.6	2.6	6.4
	Somewhat disagree	7	4.5	4.5	10.9
	3.50	8	5.1	5.1	16.0
	Neither agree or disagree	25	16.0	16.0	32.1

	4.50	19	12.2	12.2	44.2
	Somewhat agree	26	16.7	16.7	60.9
	5.50	13	8.3	8.3	69.2
	Agree	31	19.9	19.9	89.1
	6.50	7	4.5	4.5	93.6
	Strongly agree	10	6.4	6.4	100.0
	Total	156	100.0	100.0	

Expertise Rens					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.8	3.8	3.8
	1.50	2	1.3	1.3	5.1
	Disagree	10	6.4	6.4	11.5
	2.50	4	2.6	2.6	14.1
	Somewhat disagree	17	10.9	10.9	25.0
	3.50	9	5.8	5.8	30.8
	Neither agree or disagree	23	14.7	14.7	45.5
	4.50	15	9.6	9.6	55.1
	Somewhat agree	31	19.9	19.9	75.0
	5.50	13	8.3	8.3	83.3
	Agree	15	9.6	9.6	92.9
	6.50	4	2.6	2.6	95.5
	Strongly agree	7	4.5	4.5	100.0
	Total	156	100.0	100.0	

Expertise Nochtli					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	3.2	3.2	3.2
	1.50	1	.6	.6	3.8
	Disagree	11	7.1	7.1	10.9
	2.50	5	3.2	3.2	14.1
	Somewhat disagree	8	5.1	5.1	19.2
	3.50	3	1.9	1.9	21.2
	Neither agree or disagree	17	10.9	10.9	32.1
	4.50	14	9.0	9.0	41.0
	Somewhat agree	29	18.6	18.6	59.6
	5.50	15	9.6	9.6	69.2
	Agree	29	18.6	18.6	87.8
	6.50	6	3.8	3.8	91.7
	Strongly agree	13	8.3	8.3	100.0
	Total	156	100.0	100.0	



5.8 | Consumer Attitude

Statistics							
		Consumer Attitude Lise	Consumer Attitude Vivian	Consumer Attitude Rianne	Consumer Attitude Marit	Consumer Attitude Rens	Consumer Attitude Nochtli
N	Valid	156	156	156	156	156	156
	Missing	0	0	0	0	0	0
Mean		4.5759	3.9359	4.2318	4.8387	4.5598	4.4241
Std. Deviation		1.23804	1.23690	1.35593	1.19188	1.29832	1.50796

Consumer Attitude Lise					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.9	1.9	1.9
	1.33	1	.6	.6	2.6
	1.83	2	1.3	1.3	3.8
	Disagree	3	1.9	1.9	5.8
	2.50	2	1.3	1.3	7.1
	2.67	2	1.3	1.3	8.3
	2.83	2	1.3	1.3	9.6
	Somewhat disagree	6	3.8	3.8	13.5
	3.17	3	1.9	1.9	15.4
	3.33	3	1.9	1.9	17.3
	3.50	7	4.5	4.5	21.8
	3.67	1	.6	.6	22.4
	3.83	5	3.2	3.2	25.6
	Neither agree or disagree	9	5.8	5.8	31.4
	4.17	3	1.9	1.9	33.3
	4.33	7	4.5	4.5	37.8
	4.50	8	5.1	5.1	42.9
	4.67	10	6.4	6.4	49.4
	4.83	8	5.1	5.1	54.5
	Somewhat agree	12	7.7	7.7	62.2
	5.17	5	3.2	3.2	65.4
	5.33	10	6.4	6.4	71.8
	5.50	7	4.5	4.5	76.3
	5.67	6	3.8	3.8	80.1
	5.83	9	5.8	5.8	85.9
	Agree	12	7.7	7.7	93.6
6.17	5	3.2	3.2	96.8	
6.33	4	2.6	2.6	99.4	
6.50	1	.6	.6	100.0	
Total		156	100.0	100.0	

Consumer Attitude Vivian					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.6	2.6	2.6
	1.33	1	.6	.6	3.2
	1.50	2	1.3	1.3	4.5
	1.67	2	1.3	1.3	5.8
	1.83	1	.6	.6	6.4
	Disagree	2	1.3	1.3	7.7
	2.17	2	1.3	1.3	9.0
	2.33	3	1.9	1.9	10.9
	2.50	3	1.9	1.9	12.8
	2.67	5	3.2	3.2	16.0
	2.83	5	3.2	3.2	19.2

	Somewhat disagree	8	5.1	5.1	24.4
	3.17	5	3.2	3.2	27.6
	3.33	7	4.5	4.5	32.1
	3.50	8	5.1	5.1	37.2
	3.67	8	5.1	5.1	42.3
	3.83	6	3.8	3.8	46.2
	Neither agree or disagree	17	10.9	10.9	57.1
	4.17	7	4.5	4.5	61.5
	4.33	8	5.1	5.1	66.7
	4.50	3	1.9	1.9	68.6
	4.67	5	3.2	3.2	71.8
	4.83	5	3.2	3.2	75.0
	Somewhat agree	11	7.1	7.1	82.1
	5.17	9	5.8	5.8	87.8
	5.33	4	2.6	2.6	90.4
	5.67	2	1.3	1.3	91.7
	5.83	2	1.3	1.3	92.9
	Agree	6	3.8	3.8	96.8
	6.17	2	1.3	1.3	98.1
	6.33	2	1.3	1.3	99.4
	Strongly agree	1	.6	.6	100.0
	Total	156	100.0	100.0	

Consumer Attitude Rianne					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.9	1.9	1.9
	1.67	3	1.9	1.9	3.8
	1.83	1	.6	.6	4.5
	Disagree	9	5.8	5.8	10.3
	2.33	3	1.9	1.9	12.2
	2.50	5	3.2	3.2	15.4
	2.67	4	2.6	2.6	17.9
	2.83	3	1.9	1.9	19.9
	Somewhat disagree	3	1.9	1.9	21.8
	3.17	2	1.3	1.3	23.1
	3.33	3	1.9	1.9	25.0
	3.50	5	3.2	3.2	28.2
	3.67	7	4.5	4.5	32.7
	3.83	6	3.8	3.8	36.5
	Neither agree or disagree	12	7.7	7.7	44.2
	4.17	7	4.5	4.5	48.7
	4.33	9	5.8	5.8	54.5
	4.50	1	.6	.6	55.1
	4.67	7	4.5	4.5	59.6
	4.83	5	3.2	3.2	62.8
Somewhat agree	13	8.3	8.3	71.2	
5.17	4	2.6	2.6	73.7	

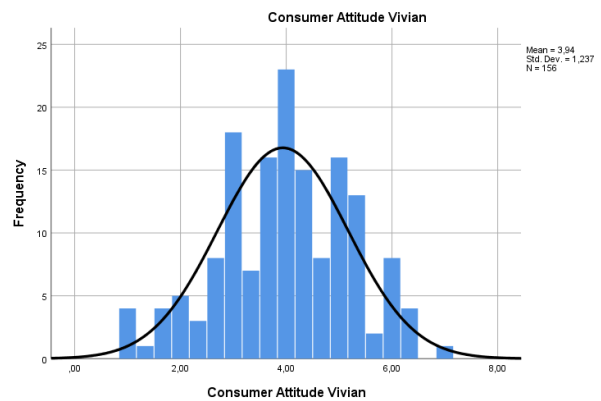
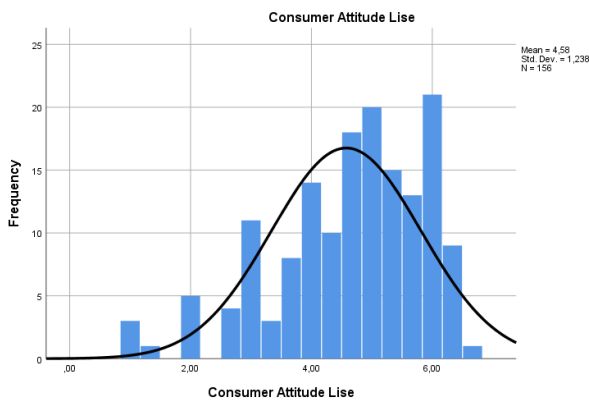
5.33	6	3.8	3.8	77.6
5.50	10	6.4	6.4	84.0
5.67	2	1.3	1.3	85.3
5.83	6	3.8	3.8	89.1
Agree	11	7.1	7.1	96.2
6.33	2	1.3	1.3	97.4
6.50	1	.6	.6	98.1
6.67	1	.6	.6	98.7
6.83	1	.6	.6	99.4
Strongly agree	1	.6	.6	100.0
Total	156	100.0	100.0	

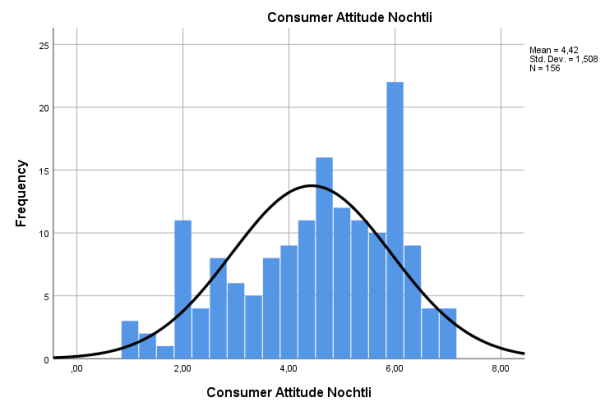
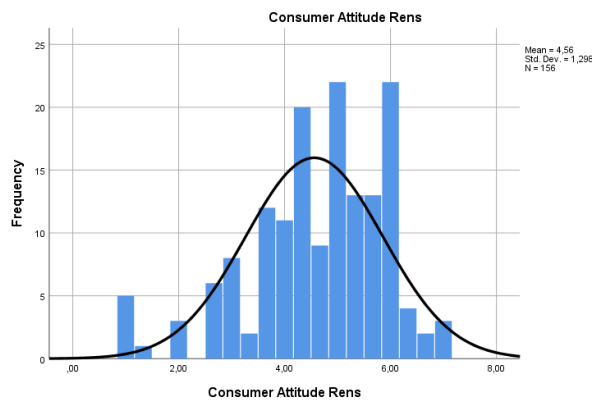
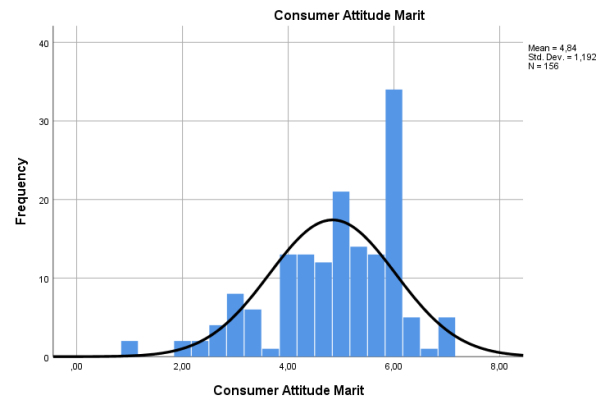
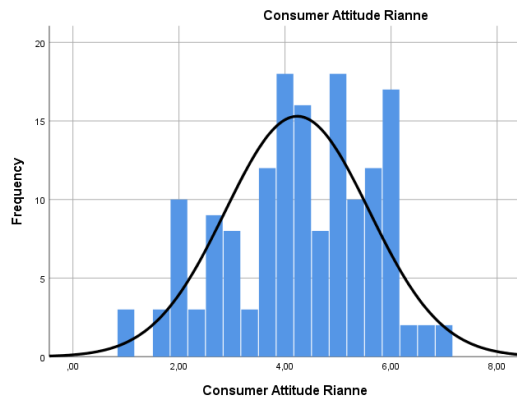
Consumer Attitude Marit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	2.17	2	1.3	1.3	2.6
	2.33	2	1.3	1.3	3.8
	2.50	2	1.3	1.3	5.1
	2.67	2	1.3	1.3	6.4
	2.83	1	.6	.6	7.1
	Somewhat disagree	6	3.8	3.8	10.9
	3.17	1	.6	.6	11.5
	3.33	6	3.8	3.8	15.4
	3.67	1	.6	.6	16.0
	3.83	3	1.9	1.9	17.9
	Neither agree or disagree	10	6.4	6.4	24.4
	4.17	7	4.5	4.5	28.8
	4.33	6	3.8	3.8	32.7
	4.50	5	3.2	3.2	35.9
	4.67	7	4.5	4.5	40.4
	4.83	10	6.4	6.4	46.8
	Somewhat agree	11	7.1	7.1	53.8
	5.17	5	3.2	3.2	57.1
	5.33	9	5.8	5.8	62.8
	5.50	3	1.9	1.9	64.7
	5.67	10	6.4	6.4	71.2
	5.83	15	9.6	9.6	80.8
	Agree	19	12.2	12.2	92.9
	6.17	5	3.2	3.2	96.2
	6.50	1	.6	.6	96.8
	6.83	1	.6	.6	97.4
	Strongly agree	4	2.6	2.6	100.0
	Total	156	100.0	100.0	

Consumer Attitude Rens					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	3.2	3.2	3.2
	1.33	1	.6	.6	3.8
	1.83	1	.6	.6	4.5
	Disagree	1	.6	.6	5.1
	2.17	1	.6	.6	5.8
	2.50	1	.6	.6	6.4
	2.67	5	3.2	3.2	9.6
	2.83	4	2.6	2.6	12.2
	Somewhat disagree	3	1.9	1.9	14.1
	3.17	1	.6	.6	14.7
	3.33	2	1.3	1.3	16.0
	3.50	2	1.3	1.3	17.3
	3.67	10	6.4	6.4	23.7
	3.83	5	3.2	3.2	26.9
	Neither agree or disagree	6	3.8	3.8	30.8
	4.17	12	7.7	7.7	38.5
	4.33	8	5.1	5.1	43.6
	4.50	3	1.9	1.9	45.5
	4.67	6	3.8	3.8	49.4
	4.83	9	5.8	5.8	55.1
	Somewhat agree	13	8.3	8.3	63.5
	5.17	5	3.2	3.2	66.7
	5.33	8	5.1	5.1	71.8
	5.50	5	3.2	3.2	75.0
	5.67	8	5.1	5.1	80.1
	5.83	6	3.8	3.8	84.0
	Agree	16	10.3	10.3	94.2
	6.17	1	.6	.6	94.9
6.33	3	1.9	1.9	96.8	
6.50	2	1.3	1.3	98.1	
Strongly agree	3	1.9	1.9	100.0	
Total	156	100.0	100.0		

Consumer Attitude Nochtli					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.9	1.9	1.9
	1.17	1	.6	.6	2.6
	1.33	1	.6	.6	3.2
	1.67	1	.6	.6	3.8
	1.83	7	4.5	4.5	8.3
	Disagree	3	1.9	1.9	10.3
	2.17	1	.6	.6	10.9
	2.33	4	2.6	2.6	13.5
	2.50	3	1.9	1.9	15.4

2.67	5	3.2	3.2	18.6
2.83	3	1.9	1.9	20.5
Somewhat disagree	2	1.3	1.3	21.8
3.17	1	.6	.6	22.4
3.33	5	3.2	3.2	25.6
3.50	3	1.9	1.9	27.6
3.67	5	3.2	3.2	30.8
3.83	4	2.6	2.6	33.3
Neither agree or disagree	5	3.2	3.2	36.5
4.17	5	3.2	3.2	39.7
4.33	6	3.8	3.8	43.6
4.50	9	5.8	5.8	49.4
4.67	7	4.5	4.5	53.8
4.83	5	3.2	3.2	57.1
Somewhat agree	7	4.5	4.5	61.5
5.17	6	3.8	3.8	65.4
5.33	5	3.2	3.2	68.6
5.50	6	3.8	3.8	72.4
5.67	4	2.6	2.6	75.0
5.83	10	6.4	6.4	81.4
Agree	12	7.7	7.7	89.1
6.17	4	2.6	2.6	91.7
6.33	5	3.2	3.2	94.9
6.50	1	.6	.6	95.5
6.67	3	1.9	1.9	97.4
6.83	2	1.3	1.3	98.7
Strongly agree	2	1.3	1.3	100.0
Total	156	100.0	100.0	





5.9 | Purchase Intention

Statistics							
		Purchase Intention Lise	Purchase Intention Vivian	Purchase Intention Rianne	Purchase Intention Marit	Purchase Intention Rens	Purchase Intention Nochtli
N	Valid	156	156	156	156	156	156
	Missing	0	0	0	0	0	0
Mean		3.5032	3.0128	3.3376	3.8526	3.6004	3.6656
Std. Deviation		1.28298	1.21277	1.26915	1.30877	1.40502	1.53752

Purchase Intention Lise					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.8	3.8	3.8
	1.17	1	.6	.6	4.5
	1.33	5	3.2	3.2	7.7
	1.50	3	1.9	1.9	9.6
	1.83	3	1.9	1.9	11.5
	Disagree	8	5.1	5.1	16.7
	2.17	5	3.2	3.2	19.9

2.33	3	1.9	1.9	21.8
2.50	3	1.9	1.9	23.7
2.67	6	3.8	3.8	27.6
2.83	6	3.8	3.8	31.4
Somewhat disagree	13	8.3	8.3	39.7
3.17	4	2.6	2.6	42.3
3.33	6	3.8	3.8	46.2
3.50	7	4.5	4.5	50.6
3.67	6	3.8	3.8	54.5
3.83	5	3.2	3.2	57.7
Neither agree or disagree	11	7.1	7.1	64.7
4.17	7	4.5	4.5	69.2
4.33	8	5.1	5.1	74.4
4.50	8	5.1	5.1	79.5
4.67	5	3.2	3.2	82.7
4.83	7	4.5	4.5	87.2
Somewhat agree	6	3.8	3.8	91.0
5.17	3	1.9	1.9	92.9
5.33	2	1.3	1.3	94.2
5.50	1	.6	.6	94.9
Agree	7	4.5	4.5	99.4
6.33	1	.6	.6	100.0
Total	156	100.0	100.0	

Purchase Intention Vivian					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	5.1	5.1	5.1
	1.17	2	1.3	1.3	6.4
	1.33	5	3.2	3.2	9.6
	1.50	5	3.2	3.2	12.8
	1.67	5	3.2	3.2	16.0
	1.83	5	3.2	3.2	19.2
	Disagree	12	7.7	7.7	26.9
	2.17	7	4.5	4.5	31.4
	2.33	8	5.1	5.1	36.5
	2.50	3	1.9	1.9	38.5
	2.67	9	5.8	5.8	44.2
	2.83	5	3.2	3.2	47.4
	Somewhat disagree	12	7.7	7.7	55.1
	3.17	5	3.2	3.2	58.3
	3.33	10	6.4	6.4	64.7
	3.50	3	1.9	1.9	66.7
	3.67	10	6.4	6.4	73.1
	3.83	5	3.2	3.2	76.3
	Neither agree or disagree	7	4.5	4.5	80.8
	4.17	4	2.6	2.6	83.3
	4.33	3	1.9	1.9	85.3

4.50	3	1.9	1.9	87.2
4.67	6	3.8	3.8	91.0
4.83	3	1.9	1.9	92.9
Somewhat agree	4	2.6	2.6	95.5
5.17	2	1.3	1.3	96.8
5.50	2	1.3	1.3	98.1
5.83	1	.6	.6	98.7
Agree	1	.6	.6	99.4
6.17	1	.6	.6	100.0
Total	156	100.0	100.0	

Purchase Intention Rianne					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	6.4	6.4	6.4
	1.33	1	.6	.6	7.1
	1.50	2	1.3	1.3	8.3
	1.67	4	2.6	2.6	10.9
	1.83	3	1.9	1.9	12.8
	Disagree	11	7.1	7.1	19.9
	2.17	4	2.6	2.6	22.4
	2.33	5	3.2	3.2	25.6
	2.50	4	2.6	2.6	28.2
	2.67	7	4.5	4.5	32.7
	2.83	3	1.9	1.9	34.6
	Somewhat disagree	14	9.0	9.0	43.6
	3.17	8	5.1	5.1	48.7
	3.33	7	4.5	4.5	53.2
	3.50	9	5.8	5.8	59.0
	3.67	6	3.8	3.8	62.8
	3.83	3	1.9	1.9	64.7
	Neither agree or disagree	13	8.3	8.3	73.1
	4.17	4	2.6	2.6	75.6
	4.33	6	3.8	3.8	79.5
	4.50	5	3.2	3.2	82.7
	4.67	3	1.9	1.9	84.6
	4.83	3	1.9	1.9	86.5
	Somewhat agree	8	5.1	5.1	91.7
	5.17	1	.6	.6	92.3
	5.33	4	2.6	2.6	94.9
	5.50	3	1.9	1.9	96.8
	Agree	4	2.6	2.6	99.4
	6.33	1	.6	.6	100.0
	Total	156	100.0	100.0	

Purchase Intention Marit

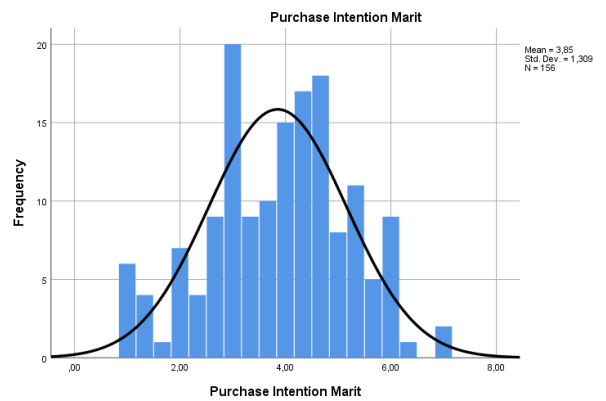
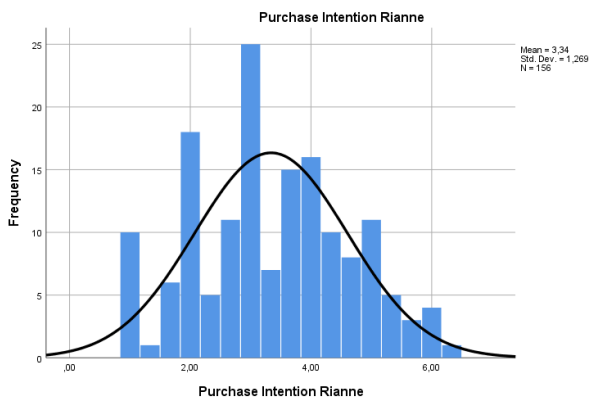
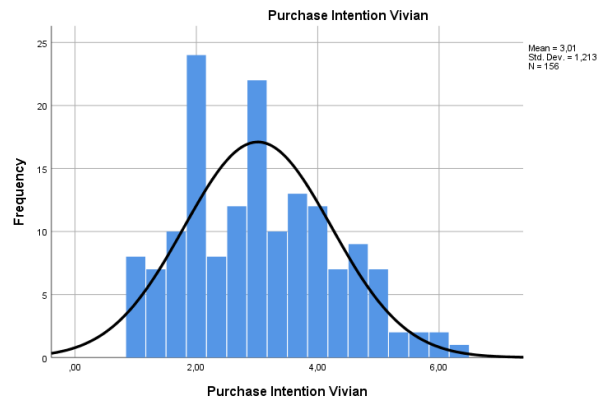
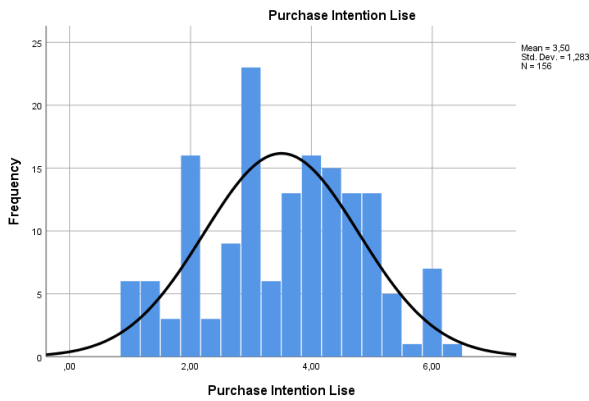
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.8	3.8	3.8
	1.17	1	.6	.6	4.5
	1.33	3	1.9	1.9	6.4
	1.50	1	.6	.6	7.1
	Disagree	2	1.3	1.3	8.3
	2.17	5	3.2	3.2	11.5
	2.33	4	2.6	2.6	14.1
	2.50	2	1.3	1.3	15.4
	2.67	7	4.5	4.5	19.9
	2.83	3	1.9	1.9	21.8
	Somewhat disagree	7	4.5	4.5	26.3
	3.17	10	6.4	6.4	32.7
	3.33	9	5.8	5.8	38.5
	3.50	6	3.8	3.8	42.3
	3.67	4	2.6	2.6	44.9
	3.83	4	2.6	2.6	47.4
	Neither agree or disagree	11	7.1	7.1	54.5
	4.17	5	3.2	3.2	57.7
	4.33	12	7.7	7.7	65.4
	4.50	9	5.8	5.8	71.2
	4.67	9	5.8	5.8	76.9
	4.83	4	2.6	2.6	79.5
	Somewhat agree	4	2.6	2.6	82.1
	5.17	6	3.8	3.8	85.9
	5.33	5	3.2	3.2	89.1
	5.50	1	.6	.6	89.7
	5.67	4	2.6	2.6	92.3
5.83	2	1.3	1.3	93.6	
Agree	7	4.5	4.5	98.1	
6.17	1	.6	.6	98.7	
Strongly agree	2	1.3	1.3	100.0	
Total		156	100.0	100.0	

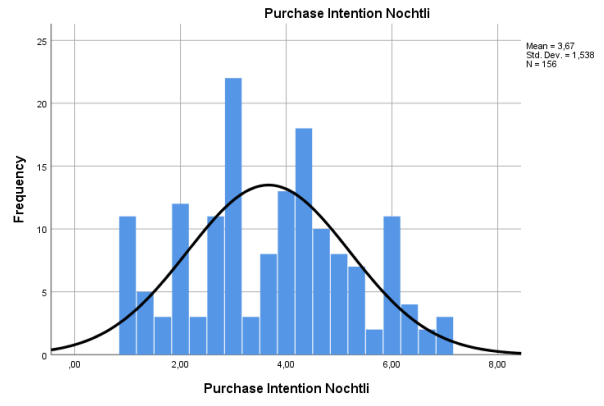
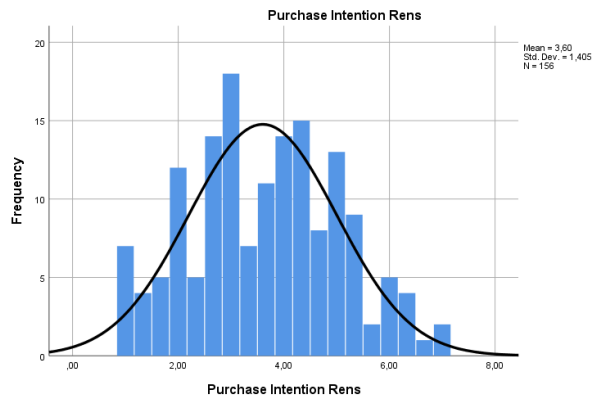
Purchase Intention Rens					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	4.5	4.5	4.5
	1.17	1	.6	.6	5.1
	1.33	3	1.9	1.9	7.1
	1.50	5	3.2	3.2	10.3
	1.83	1	.6	.6	10.9
	Disagree	7	4.5	4.5	15.4
	2.17	4	2.6	2.6	17.9
	2.33	5	3.2	3.2	21.2
	2.50	7	4.5	4.5	25.6
	2.67	7	4.5	4.5	30.1

2.83	6	3.8	3.8	34.0
Somewhat disagree	5	3.2	3.2	37.2
3.17	7	4.5	4.5	41.7
3.33	7	4.5	4.5	46.2
3.50	7	4.5	4.5	50.6
3.67	4	2.6	2.6	53.2
3.83	2	1.3	1.3	54.5
Neither agree or disagree	12	7.7	7.7	62.2
4.17	6	3.8	3.8	66.0
4.33	9	5.8	5.8	71.8
4.50	4	2.6	2.6	74.4
4.67	4	2.6	2.6	76.9
4.83	9	5.8	5.8	82.7
Somewhat agree	4	2.6	2.6	85.3
5.17	8	5.1	5.1	90.4
5.33	1	.6	.6	91.0
5.50	1	.6	.6	91.7
5.67	1	.6	.6	92.3
5.83	1	.6	.6	92.9
Agree	4	2.6	2.6	95.5
6.17	2	1.3	1.3	96.8
6.33	2	1.3	1.3	98.1
6.67	1	.6	.6	98.7
6.83	1	.6	.6	99.4
Strongly agree	1	.6	.6	100.0
Total	156	100.0	100.0	

Purchase Intention Nochtli					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	11	7.1	7.1	7.1
	1.17	2	1.3	1.3	8.3
	1.33	3	1.9	1.9	10.3
	1.50	1	.6	.6	10.9
	1.67	2	1.3	1.3	12.2
	1.83	1	.6	.6	12.8
	Disagree	8	5.1	5.1	17.9
	2.17	3	1.9	1.9	19.9
	2.33	3	1.9	1.9	21.8
	2.50	5	3.2	3.2	25.0
	2.67	6	3.8	3.8	28.8
	2.83	5	3.2	3.2	32.1
	Somewhat disagree	11	7.1	7.1	39.1
	3.17	6	3.8	3.8	42.9
	3.33	3	1.9	1.9	44.9
	3.50	5	3.2	3.2	48.1
	3.67	3	1.9	1.9	50.0
	3.83	6	3.8	3.8	53.8

	Neither agree or disagree	7	4.5	4.5	58.3
	4.17	5	3.2	3.2	61.5
	4.33	13	8.3	8.3	69.9
	4.50	7	4.5	4.5	74.4
	4.67	3	1.9	1.9	76.3
	4.83	4	2.6	2.6	78.8
	Somewhat agree	4	2.6	2.6	81.4
	5.17	3	1.9	1.9	83.3
	5.33	4	2.6	2.6	85.9
	5.50	1	.6	.6	86.5
	5.67	1	.6	.6	87.2
	5.83	5	3.2	3.2	90.4
	Agree	6	3.8	3.8	94.2
	6.17	3	1.9	1.9	96.2
	6.33	1	.6	.6	96.8
	6.67	2	1.3	1.3	98.1
	6.83	1	.6	.6	98.7
	Strongly agree	2	1.3	1.3	100.0
	Total	156	100.0	100.0	

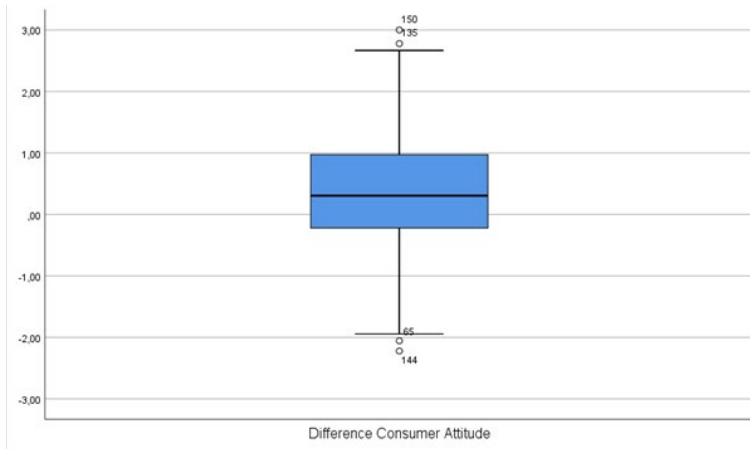




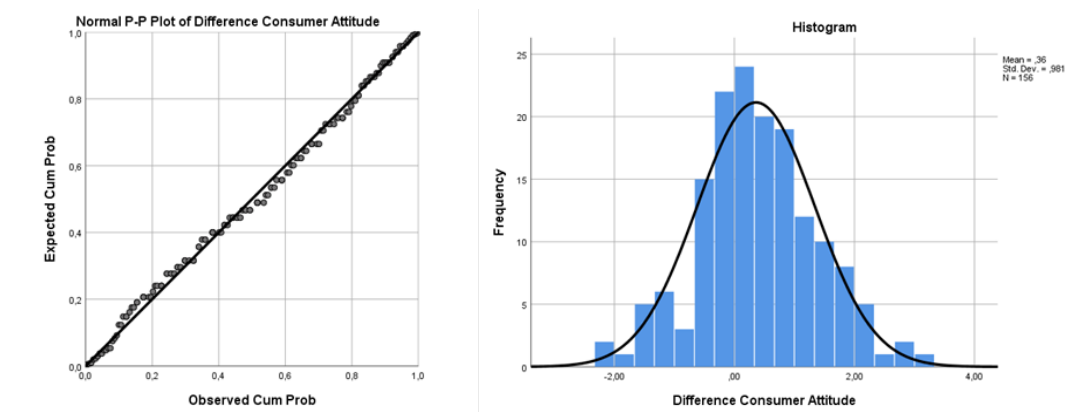
Appendix 6 | Paired-samples t-test

6.1 | Hypothesis 1a

6.1.1 | Assumption 3



6.1.2 | Assumption 4



6.1.4 | Paired-samples t-test

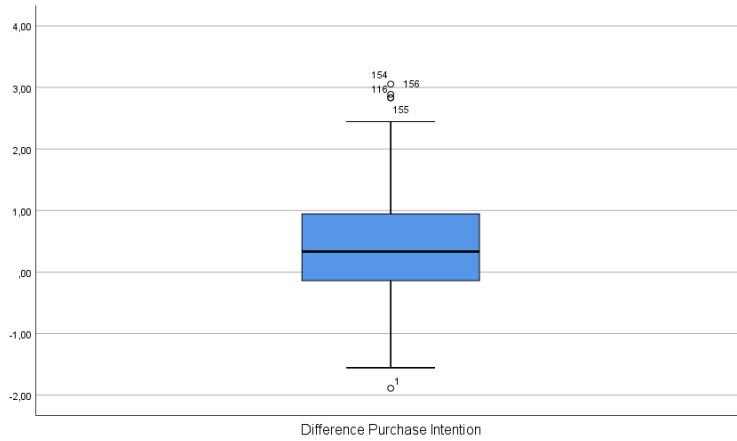
Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Consumer Attitude Infotainers	4.6075	156	1.04532	.08369
	Consumer Attitude Entertainers	4.2479	156	1.02425	.08201

Paired Samples Test									
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	Consumer Attitude Infotainers	.35969	.98125	.07856	.20449	.51488	4.578	155	.000

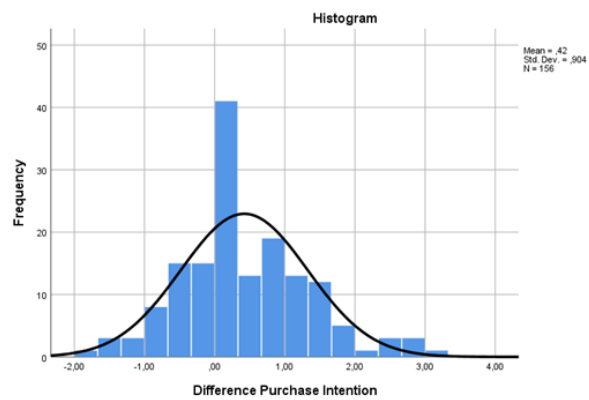
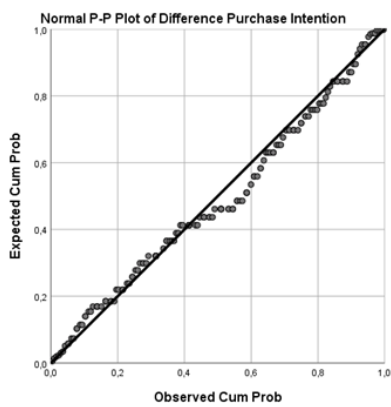
Consumer Attitude Entertainers									
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6.2 | Hypothesis 1b

6.2.1 | Assumption 3



6.2.2 | Assumption 4



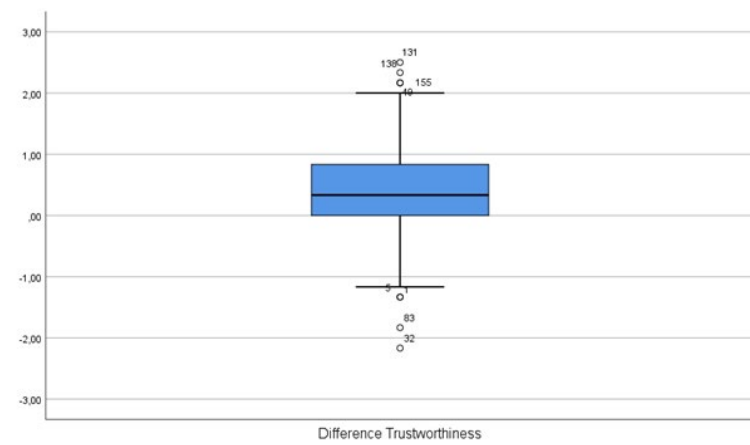
6.2.3 | Paired-samples t-test

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Purchase Intention Infotainers	3.7062	156	1.16635	.09338
	Purchase Intention Entertainers	3.2845	156	1.06550	.08531

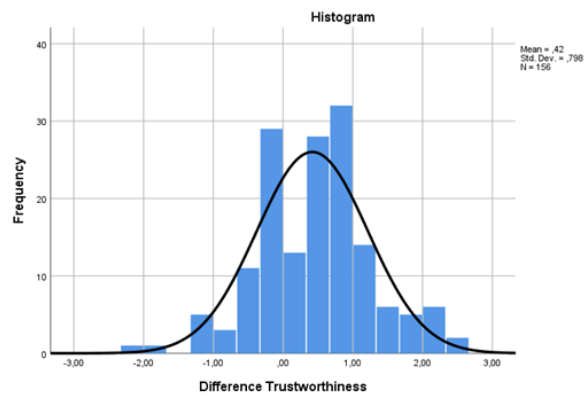
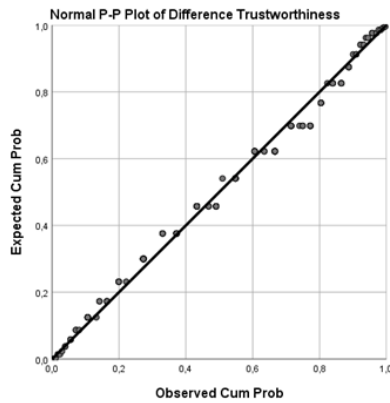
Paired Samples Test									
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	Purchase Intention Infotainers – Purchase Intention Entertainers	.42165	.90414	.07239	.27866	.56465	5.825	155	.000

6.3 | Hypothesis 1c

6.3.1 | Assumption 3



6.3.2 | Assumption 4



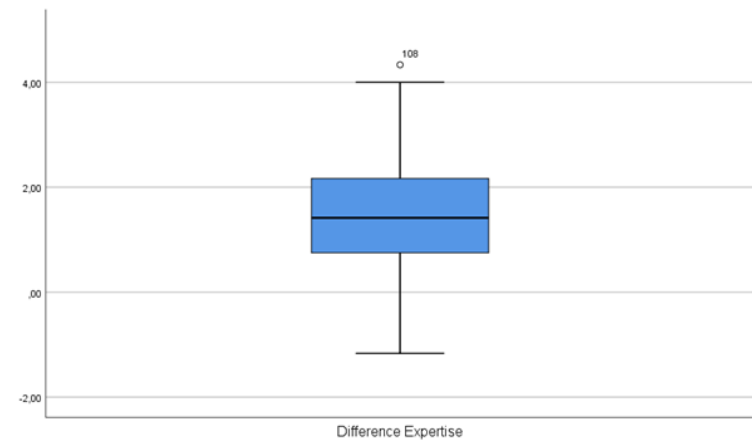
6.3.3 | Paired-samples t-test

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Trustworthiness Infotainers	5.0374	156	1.02278	.08189
	Trustworthiness Entertainers	4.6186	156	1.05256	.08427

Paired Samples Test									
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	Trustworthiness Infotainers - Trustworthiness Entertainers	.41880	.79751	.06385	.29267	.54494	6.559	155	.000

6.4 | Hypothesis 1d

6.4.1 | Assumption 3

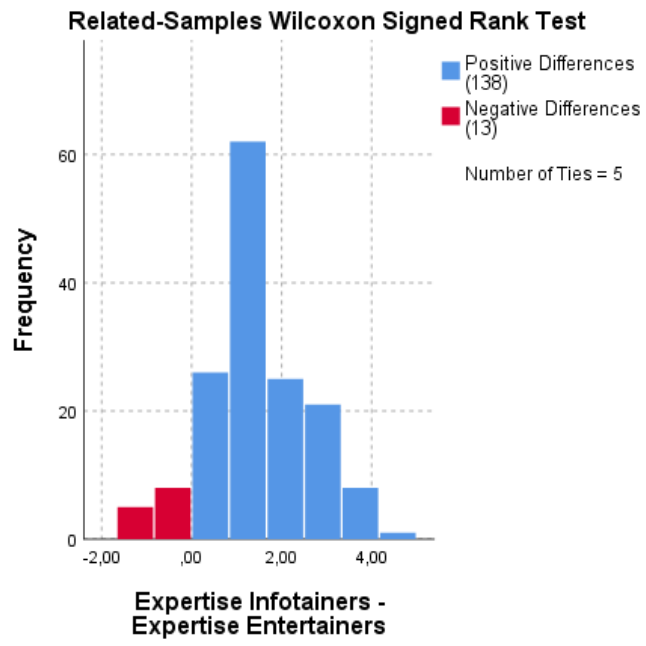


6.4.2 | Wilcoxon signed-rank test

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Expertise Entertainers and Expertise Infotainers equals 0.	Related-Samples Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Related-Samples Wilcoxon Signed Rank Test Summary	
Total N	156
Test Statistic	11118.500
Standard Error	538.034
Standardized Test Statistic	10.000
Asymptotic Sig.(2-sided test)	.000

Report		
Median		
Expertise Entertainers	Expertise Infotainers	Difference Expertise
3.3333	4.6667	1.4167

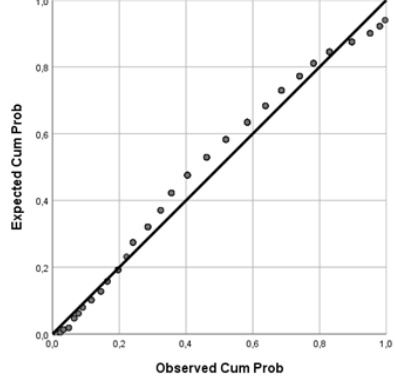


Appendix 7 | Two-way repeated measures ANOVA

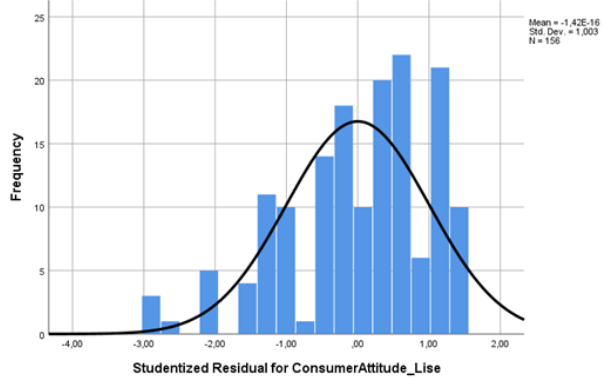
7.1 | Hypothesis 2a

7.1.1 | Assumption 4

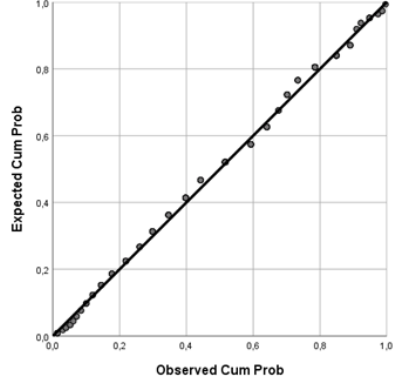
Normal P-P Plot of Studentized Residual for ConsumerAttitude_Lise



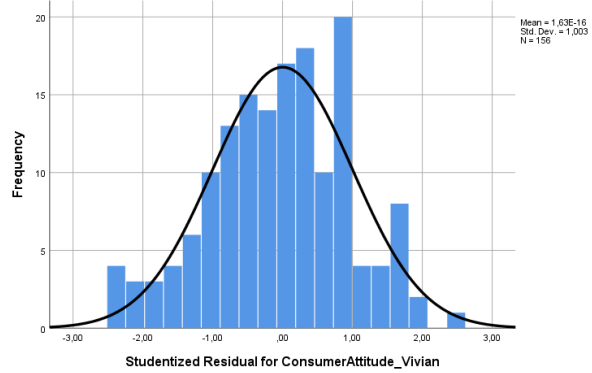
Studentized Residual for ConsumerAttitude_Lise



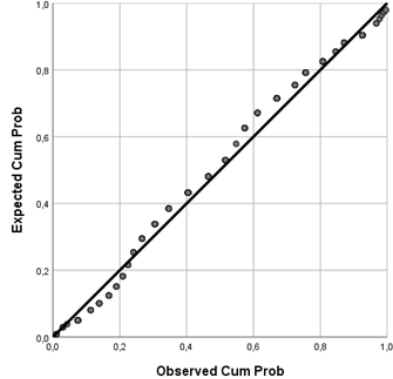
Normal P-P Plot of Studentized Residual for ConsumerAttitude_Vivian



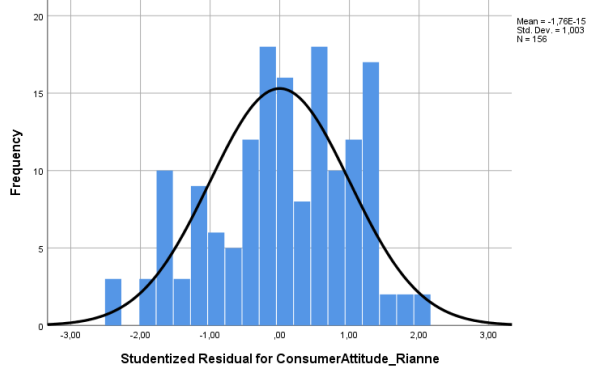
Studentized Residual for ConsumerAttitude_Vivian



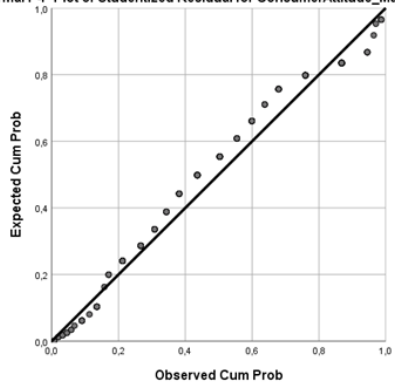
Normal P-P Plot of Studentized Residual for ConsumerAttitude_Rianne



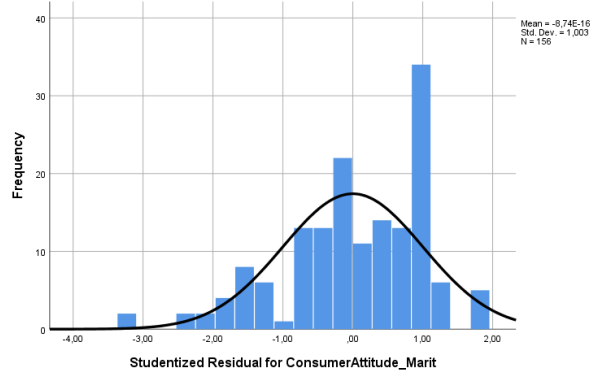
Studentized Residual for ConsumerAttitude_Rianne



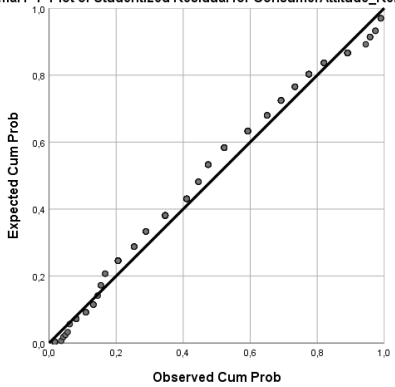
Normal P-P Plot of Studentized Residual for ConsumerAttitude_Marit



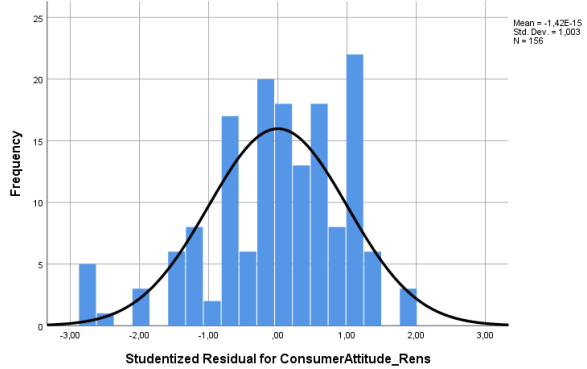
Studentized Residual for ConsumerAttitude_Marit



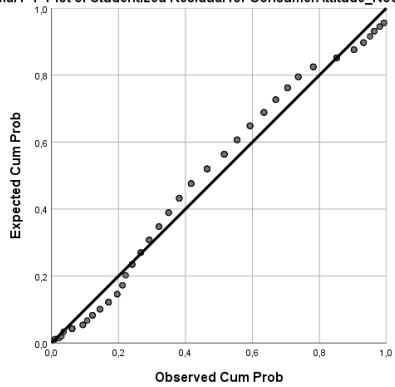
Normal P-P Plot of Studentized Residual for ConsumerAttitude_Rens



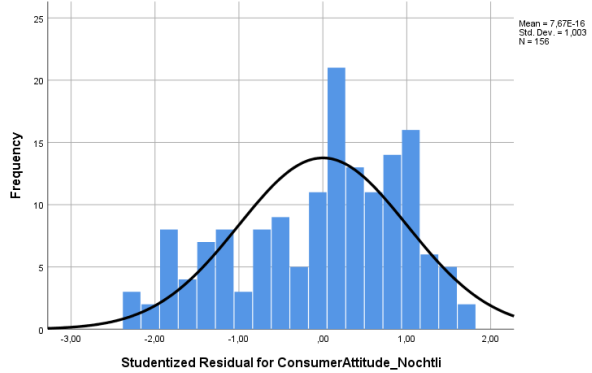
Studentized Residual for ConsumerAttitude_Rens



Normal P-P Plot of Studentized Residual for ConsumerAttitude_Noctl



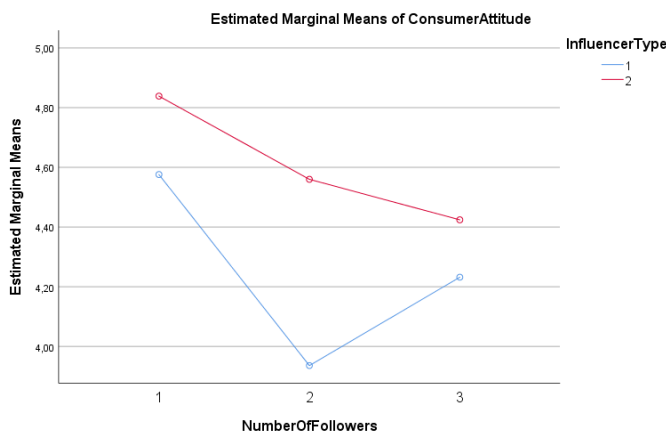
Studentized Residual for ConsumerAttitude_Noctl



7.1.2 | Assumption 5

Mauchly's Test of Sphericity ^a							
Measure: ConsumerAttitude							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
InfluencerType	1.000	.000	0	.	1.000	1.000	1.000
NumberOfFollowers	.990	1.524	2	.467	.990	1.000	.500
InfluencerType * NumberOfFollowers	.985	2.270	2	.321	.986	.998	.500

7.1.3 | Two-way repeated measures ANOVA



Descriptive Statistics			
	Mean	Std. Deviation	N
Consumer Attitude Lise	4.5759	1.23804	156
Consumer Attitude Vivian	3.9359	1.23690	156
Consumer Attitude Rianne	4.2318	1.35593	156
Consumer Attitude Marit	4.8387	1.19188	156
Consumer Attitude Rens	4.5598	1.29832	156
Consumer Attitude Nochtli	4.4241	1.50796	156

Tests of Within-Subjects Effects							
Measure: ConsumerAttitude							
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Influencer Type	Sphericity Assumed	30.274	1	30.274	20.961	.000	.119
	Greenhouse-Geisser	30.274	1.000	30.274	20.961	.000	.119
	Huynh-Feldt	30.274	1.000	30.274	20.961	.000	.119
	Lower-bound	30.274	1.000	30.274	20.961	.000	.119
	Sphericity Assumed	223.865	155	1.444			
	Greenhouse-Geisser	223.865	155.000	1.444			

Error(Infl uencerTy pe)	Huynh-Feldt	223.865	155.000	1.444			
	Lower-bound	223.865	155.000	1.444			
NumberO fFollower s	Sphericity Assumed	37.577	2	18.789	17.007	.000	.099
	Greenhouse-Geisser	37.577	1.981	18.974	17.007	.000	.099
	Huynh-Feldt	37.577	2.000	18.789	17.007	.000	.099
	Lower-bound	37.577	1.000	37.577	17.007	.000	.099
Error(Nu mberOfF ollowers)	Sphericity Assumed	342.469	310	1.105			
	Greenhouse-Geisser	342.469	306.978	1.116			
	Huynh-Feldt	342.469	310.000	1.105			
	Lower-bound	342.469	155.000	2.209			
Influencer Type * NumberO fFollower s	Sphericity Assumed	8.363	2	4.182	5.079	.007	.032
	Greenhouse-Geisser	8.363	1.971	4.243	5.079	.007	.032
	Huynh-Feldt	8.363	1.996	4.189	5.079	.007	.032
	Lower-bound	8.363	1.000	8.363	5.079	.026	.032
Error(Infl uencerTy pe*Numb erOfFollo wers)	Sphericity Assumed	255.220	310	.823			
	Greenhouse-Geisser	255.220	305.529	.835			
	Huynh-Feldt	255.220	309.435	.825			
	Lower-bound	255.220	155.000	1.647			

Within-Subjects Factors	
Measure: ConsumerAttitude	
InfluencerType	Dependent Variable
1	ConsumerAttitude Lise
2	ConsumerAttitude Marit

Tests of Within-Subjects Effects						
Measure: ConsumerAttitude						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Influencer Type	Sphericity Assumed	5.388	1	5.388	5.825	.017
	Greenhouse-Geisser	5.388	1.000	5.388	5.825	.017
	Huynh-Feldt	5.388	1.000	5.388	5.825	.017
	Lower-bound	5.388	1.000	5.388	5.825	.017
Error(Infl uencerTy pe)	Sphericity Assumed	143.362	155	.925		
	Greenhouse-Geisser	143.362	155.000	.925		
	Huynh-Feldt	143.362	155.000	.925		
	Lower-bound	143.362	155.000	.925		

Pairwise Comparisons					
Measure: ConsumerAttitude					
			Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b

(I) Influencer Type	(J) Influencer Type	Mean Difference (I-J)			Lower Bound	Upper Bound
1	2	-.263*	.109	.017	-.478	-.048
2	1	.263*	.109	.017	.048	.478

Within-Subjects Factors	
Measure: ConsumerAttitude	
InfluencerType	Dependent Variable
1	ConsumerAttitude_Vivian
2	ConsumerAttitude_Rens

Tests of Within-Subjects Effects						
Measure: ConsumerAttitude						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Influencer Type	Sphericity Assumed	30.365	1	30.365	30.176	.000
	Greenhouse-Geisser	30.365	1.000	30.365	30.176	.000
	Huynh-Feldt	30.365	1.000	30.365	30.176	.000
	Lower-bound	30.365	1.000	30.365	30.176	.000
Error(Infl uencerTy pe)	Sphericity Assumed	155.969	155	1.006		
	Greenhouse-Geisser	155.969	155.000	1.006		
	Huynh-Feldt	155.969	155.000	1.006		
	Lower-bound	155.969	155.000	1.006		

Pairwise Comparisons						
Measure: ConsumerAttitude						
(I) Influencer Type	(J) Influencer Type	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	-.624*	.114	.000	-.848	-.400
2	1	.624*	.114	.000	.400	.848

Within-Subjects Factors	
Measure: ConsumerAttitude	
InfluencerType	Dependent Variable
1	ConsumerAttitude_Rianne
2	ConsumerAttitude_Nochtli

Tests of Within-Subjects Effects						
Measure: ConsumerAttitude						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Influencer Type	Sphericity Assumed	2.885	1	2.885	2.487	.117
	Greenhouse-Geisser	2.885	1.000	2.885	2.487	.117
	Huynh-Feldt	2.885	1.000	2.885	2.487	.117
	Lower-bound	2.885	1.000	2.885	2.487	.117
Error(Influencer Type)	Sphericity Assumed	179.754	155	1.160		
	Greenhouse-Geisser	179.754	155.000	1.160		
	Huynh-Feldt	179.754	155.000	1.160		
	Lower-bound	179.754	155.000	1.160		

Pairwise Comparisons						
Measure: ConsumerAttitude						
(I) Influencer Type	(J) Influencer Type	Mean Difference (I-J)	Std. Error	Sig. ^a	95% Confidence Interval for Difference ^a	
					Lower Bound	Upper Bound
1	2	-.192	.122	.117	-.433	.049
2	1	.192	.122	.117	-.049	.433

Within-Subjects Factors	
Measure: ConsumerAttitude	
NumberOfFollowers	Dependent Variable
1	ConsumerAttitude_Lise
2	ConsumerAttitude_Vivian
3	ConsumerAttitude_Rianne

Mauchly's Test of Sphericity ^a							
Measure: ConsumerAttitude							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
NumberOfFollowers	.993	1.095	2	.578	.993	1.000	.500

Tests of Within-Subjects Effects						
Measure: ConsumerAttitude						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
	Sphericity Assumed	32.005	2	16.002	18.247	.000

NumberOfFollowers	Greenhouse-Geisser	32.005	1.986	16.116	18.247	.000
	Huynh-Feldt	32.005	2.000	16.002	18.247	.000
	Lower-bound	32.005	1.000	32.005	18.247	.000
Error(NumberOfFollowers)	Sphericity Assumed	271.866	310	.877		
	Greenhouse-Geisser	271.866	307.819	.883		
	Huynh-Feldt	271.866	310.000	.877		
	Lower-bound	271.866	155.000	1.754		

Pairwise Comparisons						
Measure: ConsumerAttitude						
(I) NumberOfFollowers	(J) NumberOfFollowers	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	.640*	.108	.000	.379	.900
	3	.344*	.102	.003	.098	.590
2	1	-.640*	.108	.000	-.900	-.379
	3	-.296*	.109	.022	-.559	-.033
3	1	-.344*	.102	.003	-.590	-.098
	2	.296*	.109	.022	.033	.559

Within-Subjects Factors	
Measure: ConsumerAttitude	
NumberOfFollowers	Dependent Variable
1	ConsumerAttitude_Marit
2	ConsumerAttitude_Rens
3	ConsumerAttitude_Nochtli

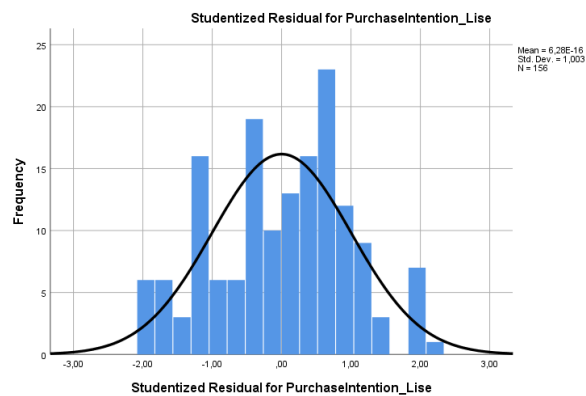
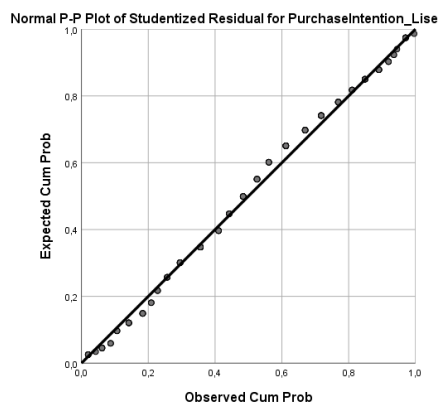
Mauchly's Test of Sphericity ^a							
Measure: ConsumerAttitude							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
NumberOfFollowers	.951	7.806	2	.020	.953	.964	.500

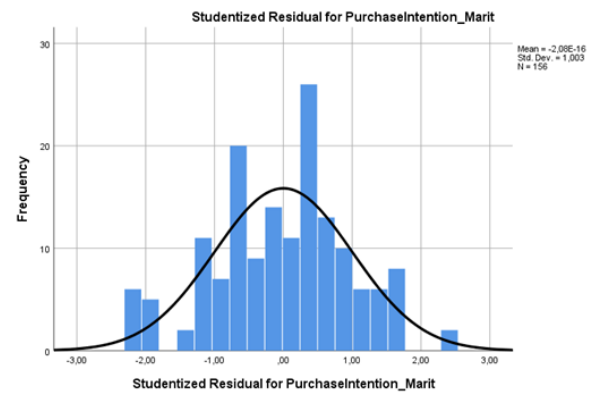
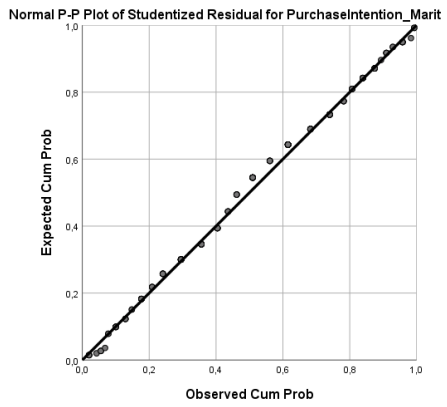
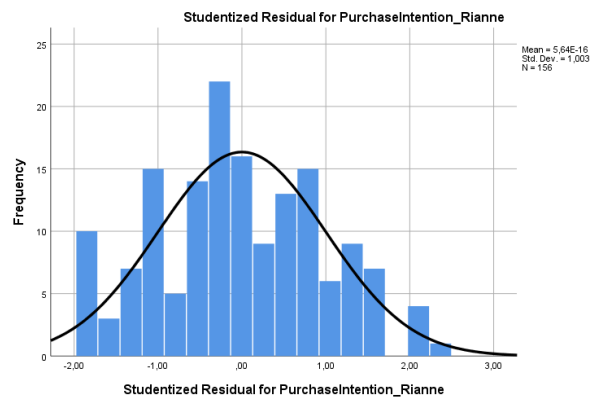
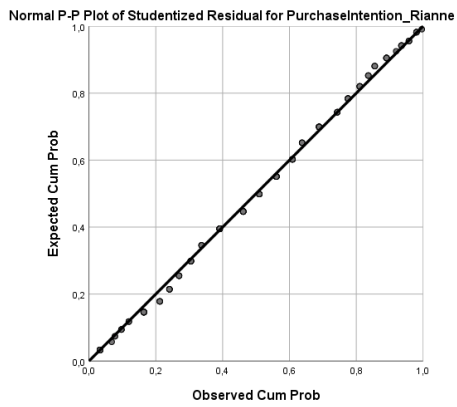
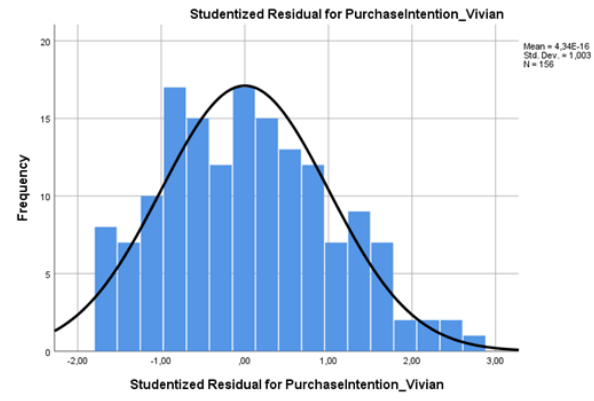
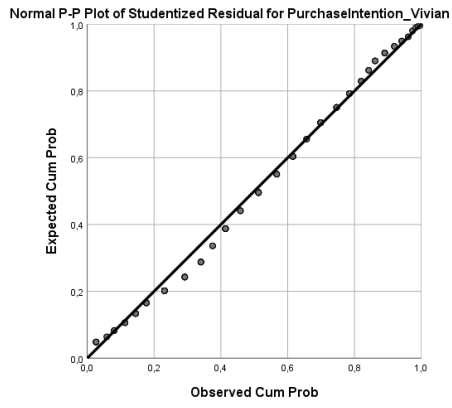
Tests of Within-Subjects Effects						
Measure: ConsumerAttitude						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Number of Followers	Sphericity Assumed	13.936	2	6.968	6.630	.002
	Greenhouse-Geisser	13.936	1.906	7.312	6.630	.002
	Huynh-Feldt	13.936	1.929	7.225	6.630	.002
	Lower-bound	13.936	1.000	13.936	6.630	.011
Error (Number of Followers)	Sphericity Assumed	325.823	310	1.051		
	Greenhouse-Geisser	325.823	295.399	1.103		
	Huynh-Feldt	325.823	298.981	1.090		
	Lower-bound	325.823	155.000	2.102		

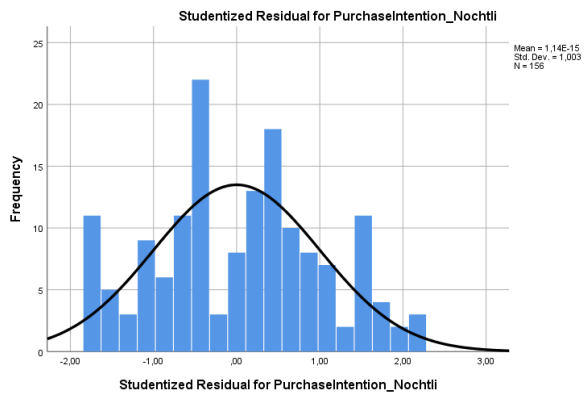
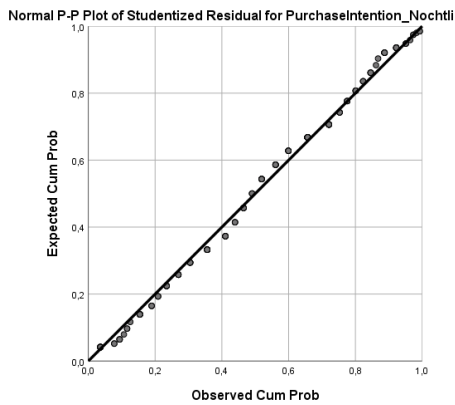
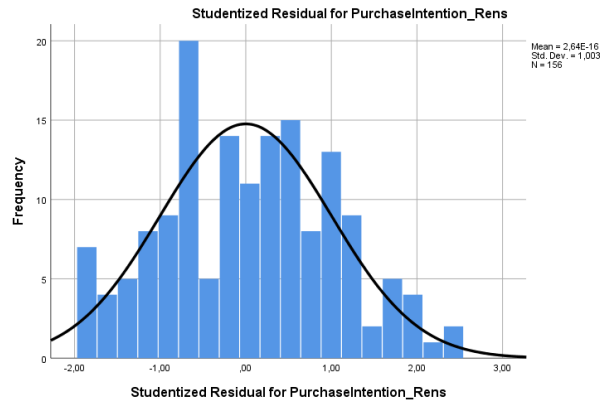
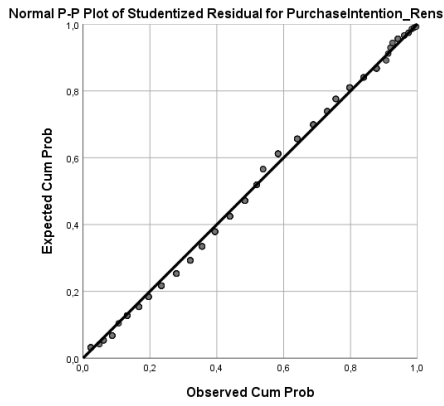
Pairwise Comparisons						
Measure: ConsumerAttitude						
(I) Number of Followers	(J) Number of Followers	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	.279*	.103	.022	.030	.528
	3	.415*	.125	.003	.112	.717
2	1	-.279*	.103	.022	-.528	-.030
	3	.136	.119	.773	-.153	.425
3	1	-.415*	.125	.003	-.717	-.112
	2	-.136	.119	.773	-.425	.153

7.2 | Hypothesis 2b

7.2.1 | Assumption 4



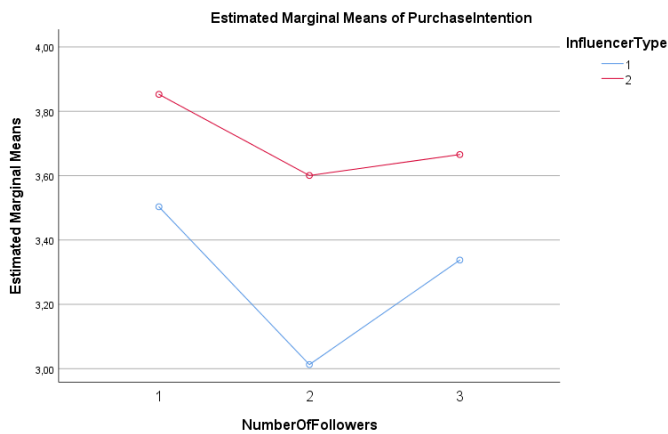




7.2.2 | Assumption 5

Mauchly's Test of Sphericity ^a							
Measure: ConsumerAttitude							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
InfluencerType	1.000	.000	0	.	1.000	1.000	1.000
NumberOfFollowers	.993	1.073	2	.585	.993	1.000	.500
InfluencerType * NumberOfFollowers	.953	7.354	2	.025	.955	.967	.500

7.2.3 | Two-way repeated measures ANOVA



Descriptive Statistics			
	Mean	Std. Deviation	N
Purchase Intention Lise	3.5032	1.28298	156
Purchase Intention Vivian	3.0128	1.21277	156
Purchase Intention Rianne	3.3376	1.26915	156
Purchase Intention Marit	3.8526	1.30877	156
Purchase Intention Rens	3.6004	1.40502	156
Purchase Intention Nochtli	3.6656	1.53752	156

Tests of Within-Subjects Effects							
Measure: PurchaseIntention							
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Influencer Type	Sphericity Assumed	41.603	1	41.603	33.928	.000	.180
	Greenhouse-Geisser	41.603	1.000	41.603	33.928	.000	.180
	Huynh-Feldt	41.603	1.000	41.603	33.928	.000	.180
	Lower-bound	41.603	1.000	41.603	33.928	.000	.180
Error(Influencer Type)	Sphericity Assumed	190.064	155	1.226			
	Greenhouse-Geisser	190.064	155.000	1.226			
	Huynh-Feldt	190.064	155.000	1.226			
	Lower-bound	190.064	155.000	1.226			
Number of Followers	Sphericity Assumed	21.520	2	10.760	11.893	.000	.071
	Greenhouse-Geisser	21.520	1.986	10.835	11.893	.000	.071
	Huynh-Feldt	21.520	2.000	10.760	11.893	.000	.071
	Lower-bound	21.520	1.000	21.520	11.893	.001	.071
Error(Number of Followers)	Sphericity Assumed	280.480	310	.905			
	Greenhouse-Geisser	280.480	307.862	.911			
	Huynh-Feldt	280.480	310.000	.905			
	Lower-bound	280.480	155.000	1.810			

Influencer Type * NumberOfFollowers	Sphericity Assumed	3.240	2	1.620	2.186	.114	.014
	Greenhouse-Geisser	3.240	1.911	1.696	2.186	.117	.014
	Huynh-Feldt	3.240	1.934	1.675	2.186	.116	.014
	Lower-bound	3.240	1.000	3.240	2.186	.141	.014
Error(InfluencerType*NumberOfFollowers)	Sphericity Assumed	229.704	310	.741			
	Greenhouse-Geisser	229.704	296.189	.776			
	Huynh-Feldt	229.704	299.796	.766			
	Lower-bound	229.704	155.000	1.482			

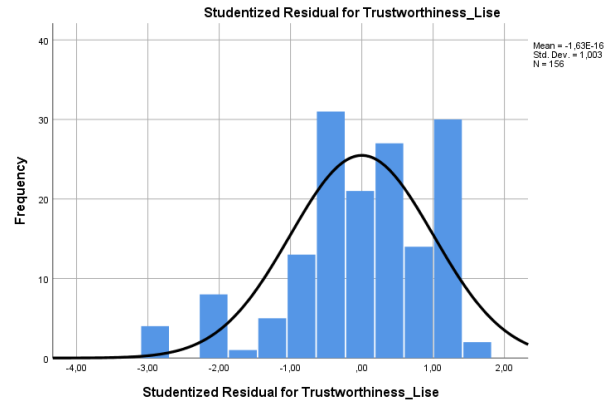
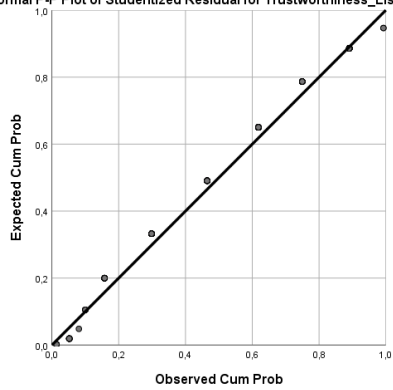
Pairwise Comparisons						
Measure: PurchaseIntention						
(I) Influencer Type	(J) Influencer Type	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	-.422*	.072	.000	-.565	-.279
2	1	.422*	.072	.000	.279	.565

Pairwise Comparisons						
Measure: PurchaseIntention						
(I) NumberOfFollowers	(J) NumberOfFollowers	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	.371*	.073	.000	.194	.549
	3	.176	.079	.080	-.014	.367
2	1	-.371*	.073	.000	-.549	-.194
	3	-.195*	.076	.035	-.380	-.010
3	1	-.176	.079	.080	-.367	.014
	2	.195*	.076	.035	.010	.380

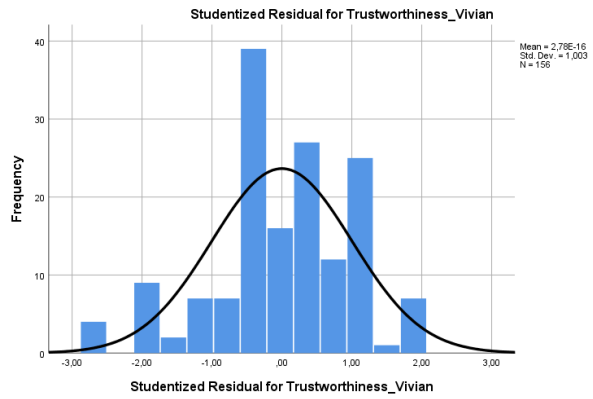
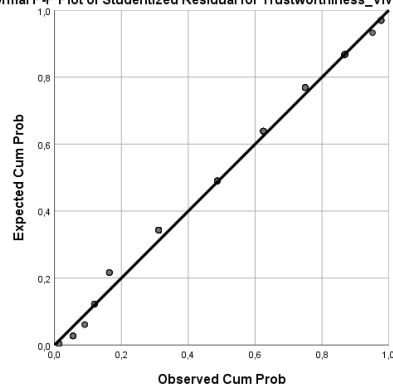
7.3 | Hypothesis 2c

7.3.1 | Assumption 4

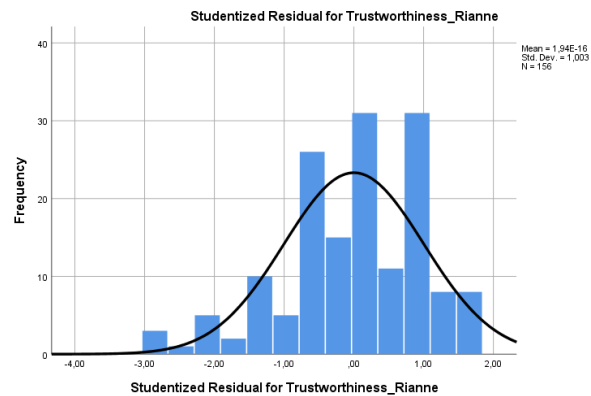
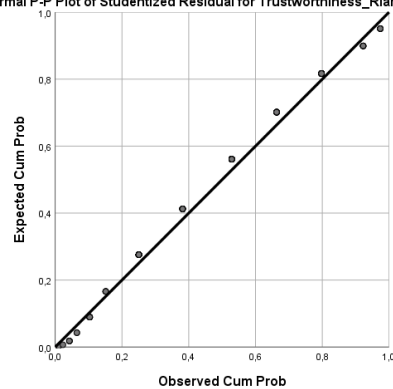
Normal P-P Plot of Studentized Residual for Trustworthiness_Lise

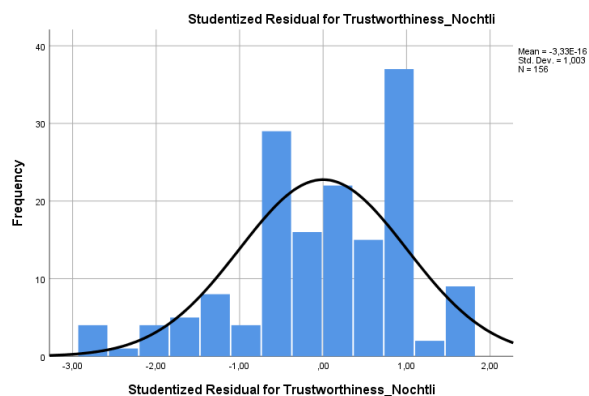
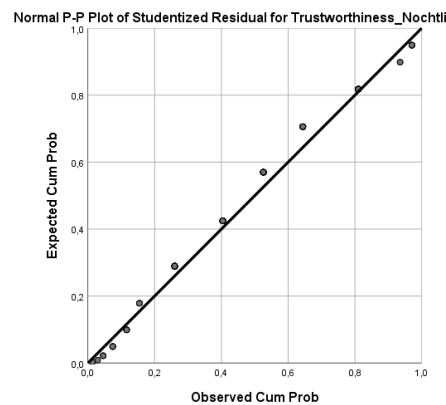
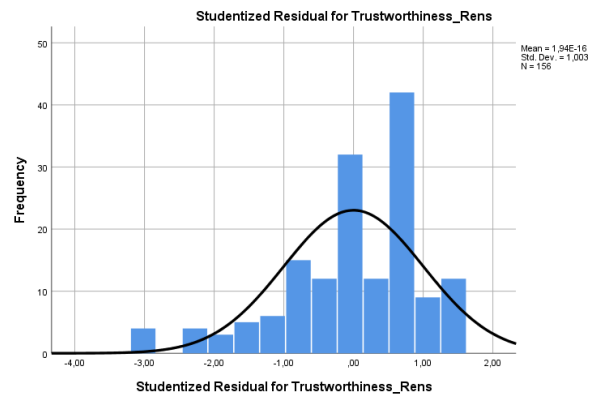
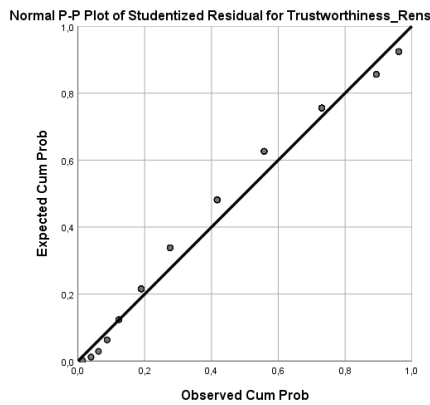
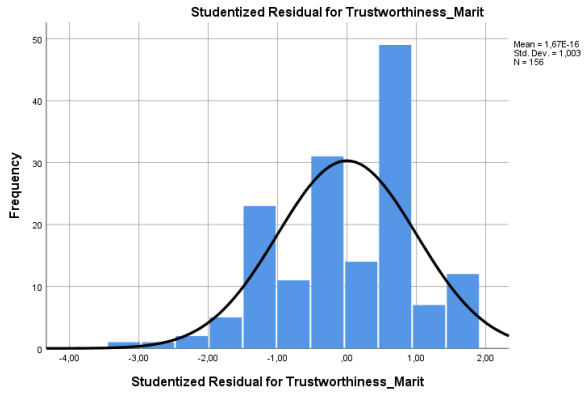
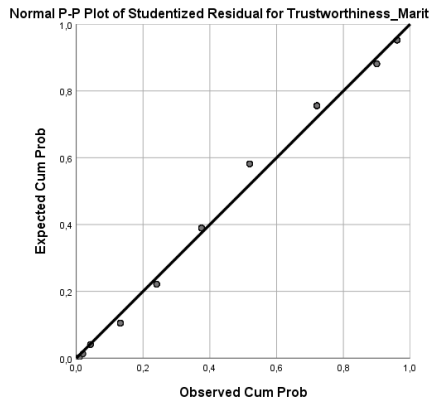


Normal P-P Plot of Studentized Residual for Trustworthiness_Vivian



Normal P-P Plot of Studentized Residual for Trustworthiness_Rianne

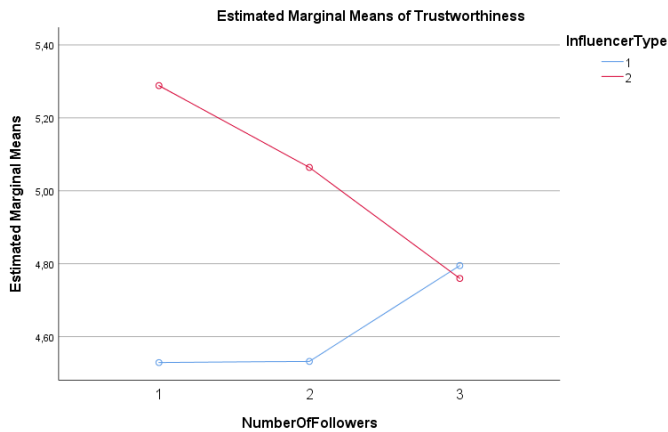




7.3.2 | Assumption 5

Mauchly's Test of Sphericity ^a							
Measure: ConsumerAttitude							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
InfluencerType	1.000	.000	0	.	1.000	1.000	1.000
NumberOfFollowers	.998	.323	2	.851	.998	1.000	.500
InfluencerType * NumberOfFollowers	.995	.844	2	.656	.995	1.000	.500

7.3.3 | Two-way repeated measures ANOVA



Descriptive Statistics			
	Mean	Std. Deviation	N
Trustworthiness Lise	4.5288	1.22111	156
Trustworthiness Vivian	4.5321	1.31576	156
Trustworthiness Rianne	4.7949	1.33425	156
Trustworthiness Marit	5.2885	1.02711	156
Trustworthiness Rens	5.0641	1.35089	156
Trustworthiness Nochtli	4.7596	1.36721	156

Tests of Within-Subjects Effects							
Measure: Trustworthiness							
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Influencer Type	Sphericity Assumed	41.043	1	41.043	43.021	.000	.217
	Greenhouse-Geisser	41.043	1.000	41.043	43.021	.000	.217
	Huynh-Feldt	41.043	1.000	41.043	43.021	.000	.217
	Lower-bound	41.043	1.000	41.043	43.021	.000	.217
Error(Influencer Type)	Sphericity Assumed	147.874	155	.954			
	Greenhouse-Geisser	147.874	155.000	.954			
	Huynh-Feldt	147.874	155.000	.954			
	Lower-bound	147.874	155.000	.954			
Number of Followers	Sphericity Assumed	3.113	2	1.556	1.913	.149	.012
	Greenhouse-Geisser	3.113	1.996	1.560	1.913	.149	.012
	Huynh-Feldt	3.113	2.000	1.556	1.913	.149	.012
	Lower-bound	3.113	1.000	3.113	1.913	.169	.012
Error(Number of Followers)	Sphericity Assumed	252.221	310	.814			
	Greenhouse-Geisser	252.221	309.351	.815			
	Huynh-Feldt	252.221	310.000	.814			
	Lower-bound	252.221	155.000	1.627			
Influencer Type * Number of Followers	Sphericity Assumed	26.142	2	13.071	15.724	.000	.092
	Greenhouse-Geisser	26.142	1.989	13.142	15.724	.000	.092
	Huynh-Feldt	26.142	2.000	13.071	15.724	.000	.092

fFollowers	Lower-bound	26.142	1.000	26.142	15.724	.000	.092
Error(InfluencerType*NumberOfFollowers)	Sphericity Assumed	257.692	310	.831			
	Greenhouse-Geisser	257.692	308.314	.836			
	Huynh-Feldt	257.692	310.000	.831			
	Lower-bound	257.692	155.000	1.663			

Within-Subjects Factors	
Measure: Trustworthiness	
InfluencerType	Dependent Variable
1	Trustworthiness_Lise
2	Trustworthiness_Marit

Tests of Within-Subjects Effects						
Measure: Trustworthiness						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
InfluencerType	Sphericity Assumed	45.007	1	45.007	65.126	.000
	Greenhouse-Geisser	45.007	1.000	45.007	65.126	.000
	Huynh-Feldt	45.007	1.000	45.007	65.126	.000
	Lower-bound	45.007	1.000	45.007	65.126	.000
Error(InfluencerType)	Sphericity Assumed	107.118	155	.691		
	Greenhouse-Geisser	107.118	155.000	.691		
	Huynh-Feldt	107.118	155.000	.691		
	Lower-bound	107.118	155.000	.691		

Pairwise Comparisons						
Measure: Trustworthiness						
(I) Influencer Type	(J) Influencer Type	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	-.760*	.094	.000	-.946	-.574
2	1	.760*	.094	.000	.574	.946

Within-Subjects Factors	
Measure: Trustworthiness	
InfluencerType	Dependent Variable
1	Trustworthiness_Vivian
2	Trustworthiness_Rens

Tests of Within-Subjects Effects						
Measure: Trustworthiness						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Influencer Type	Sphericity Assumed	22.080	1	22.080	20.442	.000
	Greenhouse-Geisser	22.080	1.000	22.080	20.442	.000
	Huynh-Feldt	22.080	1.000	22.080	20.442	.000
	Lower-bound	22.080	1.000	22.080	20.442	.000
Error(Influencer Type)	Sphericity Assumed	167.420	155	1.080		
	Greenhouse-Geisser	167.420	155.000	1.080		
	Huynh-Feldt	167.420	155.000	1.080		
	Lower-bound	167.420	155.000	1.080		

Pairwise Comparisons						
Measure: Trustworthiness						
(I) Influencer Type	(J) Influencer Type	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	-.532*	.118	.000	-.765	-.300
2	1	.532*	.118	.000	.300	.765

Within-Subjects Factors	
Measure: Trustworthiness	
Influencer Type	Dependent Variable
1	Trustworthiness Rianne
2	Trustworthiness Nochtli

Tests of Within-Subjects Effects						
Measure: Trustworthiness						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Influencer Type	Sphericity Assumed	.097	1	.097	.115	.735
	Greenhouse-Geisser	.097	1.000	.097	.115	.735
	Huynh-Feldt	.097	1.000	.097	.115	.735
	Lower-bound	.097	1.000	.097	.115	.735
Error(Influencer Type)	Sphericity Assumed	131.028	155	.845		
	Greenhouse-Geisser	131.028	155.000	.845		
	Huynh-Feldt	131.028	155.000	.845		
	Lower-bound	131.028	155.000	.845		

Pairwise Comparisons						
Measure: Trustworthiness						
(I) Influencer Type	(J) Influencer Type	Mean Difference (I-J)	Std. Error	Sig. ^a	95% Confidence Interval for Difference ^a	
					Lower Bound	Upper Bound
1	2	.035	.104	.735	-.170	.241
2	1	-.035	.104	.735	-.241	.170

Within-Subjects Factors	
Measure: Trustworthiness	
NumberOfFollowers	Dependent Variable
1	Trustworthiness_Lise
2	Trustworthiness_Vivian
3	Trustworthiness_Rianne

Mauchly's Test of Sphericity ^a							
Measure: ConsumerAttitude							
Within Subjects Effect	Mauchly's W	Approx. Chi- Square	df	Sig.	Epsilon ^b		
					Greenho use- Geisser	Huynh- Feldt	Lower- bound
NumberOfFollowers	.978	3.464	2	.177	.978	.991	.500

Tests of Within-Subjects Effects						
Measure: Trustworthiness						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
NumberO fFollower s	Sphericity Assumed	7.272	2	3.636	4.332	.014
	Greenhouse-Geisser	7.272	1.956	3.717	4.332	.015
	Huynh-Feldt	7.272	1.981	3.671	4.332	.014
	Lower-bound	7.272	1.000	7.272	4.332	.039
Error(Nu mberOfF ollowers)	Sphericity Assumed	260.228	310	.839		
	Greenhouse-Geisser	260.228	303.254	.858		
	Huynh-Feldt	260.228	307.087	.847		
	Lower-bound	260.228	155.000	1.679		

Pairwise Comparisons						
Measure: Trustworthiness						
(I) NumberO fFollower s	(J) NumberO fFollower s	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	-.003	.107	1.000	-.261	.255
	3	-.266*	.108	.045	-.528	-.004
2	1	.003	.107	1.000	-.255	.261
	3	-.263*	.096	.020	-.495	-.031
3	1	.266*	.108	.045	.004	.528
	2	.263*	.096	.020	.031	.495

Within-Subjects Factors	
Measure: Trustworthiness	
NumberOfFollowers	Dependent Variable
1	Trustworthiness_Lise
2	Trustworthiness_Vivian
3	Trustworthiness_Rianne

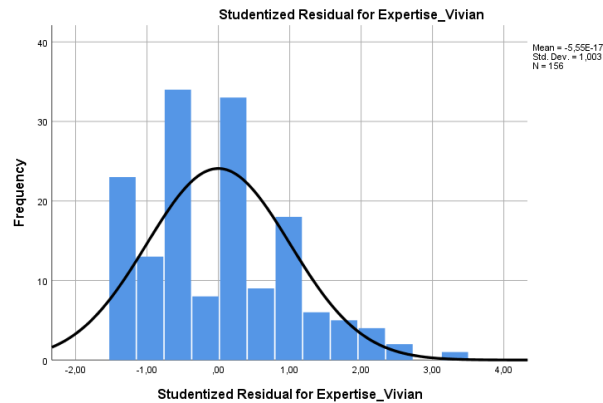
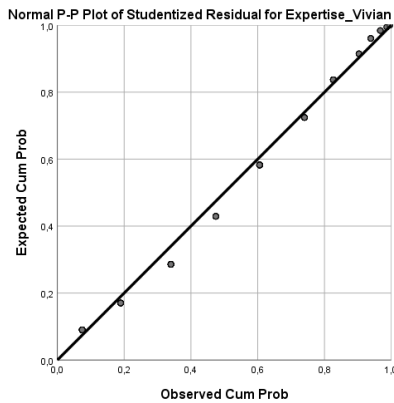
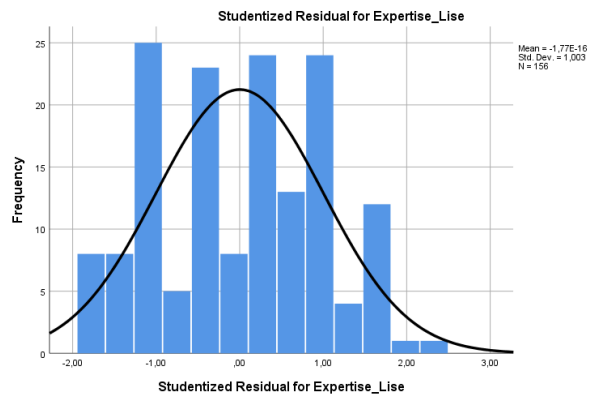
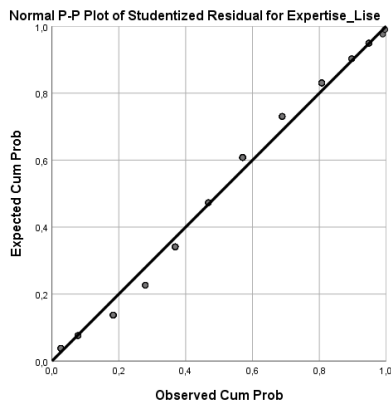
Mauchly's Test of Sphericity ^a							
Measure: ConsumerAttitude							
Within Subjects Effect	Mauchly's W	Approx. Chi- Square	df	Sig.	Epsilon ^b		
					Greenho use- Geisser	Huynh- Feldt	Lower- bound
NumberOfFollowers	.983	2.576	2	.276	.984	.996	.500

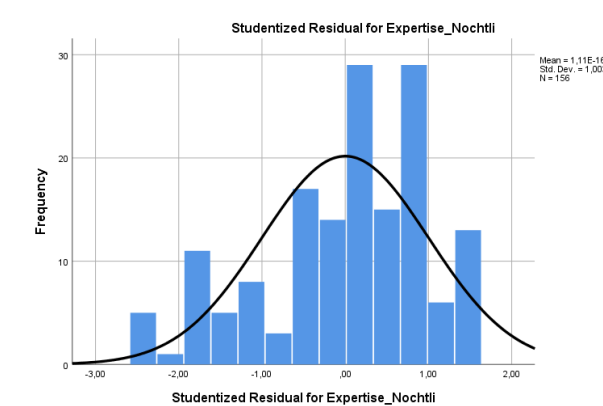
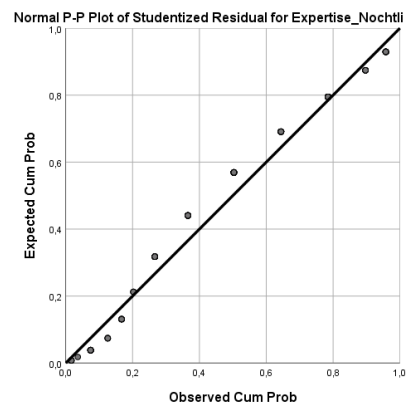
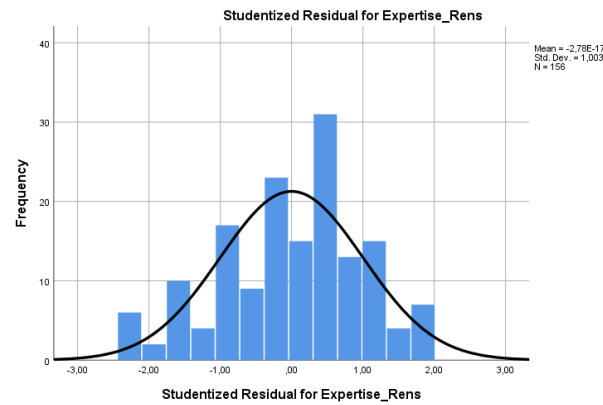
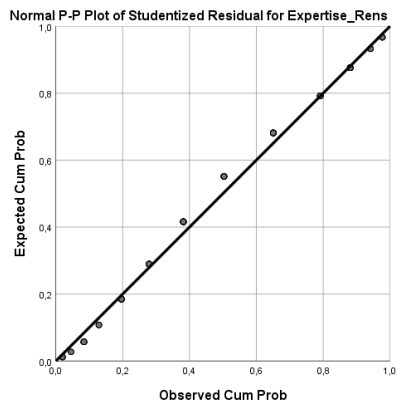
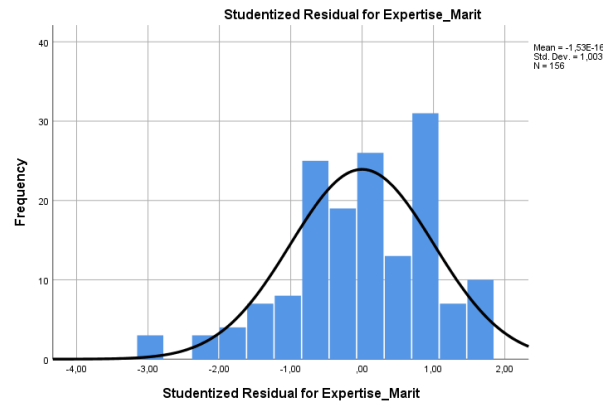
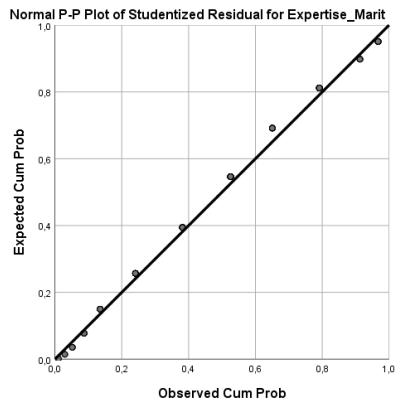
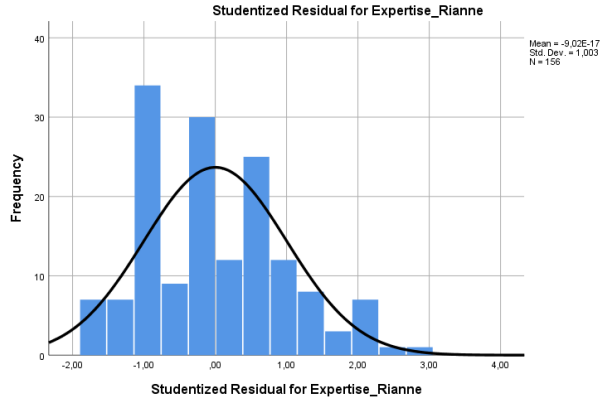
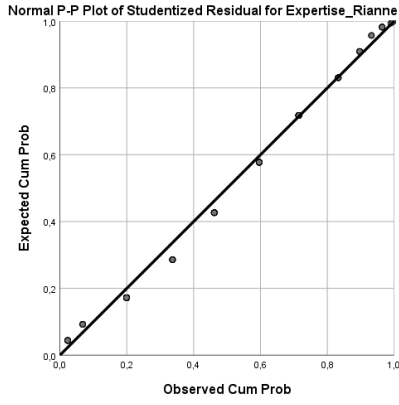
Tests of Within-Subjects Effects						
Measure: Trustworthiness						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
NumberO fFollower s	Sphericity Assumed	21.982	2	10.991	13.646	.000
	Greenhouse-Geisser	21.982	1.967	11.173	13.646	.000
	Huynh-Feldt	21.982	1.992	11.033	13.646	.000
	Lower-bound	21.982	1.000	21.982	13.646	.000
Error(Nu mberOfF ollowers)	Sphericity Assumed	249.685	310	.805		
	Greenhouse-Geisser	249.685	304.942	.819		
	Huynh-Feldt	249.685	308.829	.808		
	Lower-bound	249.685	155.000	1.611		

Pairwise Comparisons						
Measure: Trustworthiness						
(I) Number of Followers	(J) Number of Followers	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	.224	.104	.096	-.027	.475
	3	.529*	.095	.000	.299	.759
2	1	-.224	.104	.096	-.475	.027
	3	.304*	.106	.014	.048	.561
3	1	-.529*	.095	.000	-.759	-.299
	2	-.304*	.106	.014	-.561	-.048

7.4 | Hypothesis 2d

7.4.1 | Assumption 4

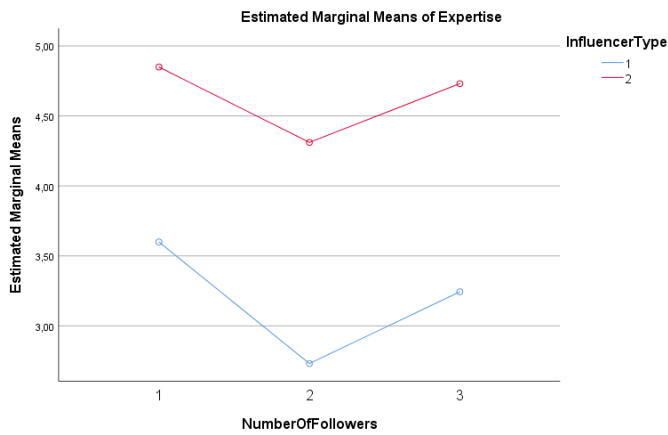




7.4.2 | Assumption 5

Mauchly's Test of Sphericity ^a							
Measure: Expertise							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
InfluencerType	1.000	.000	0	.	1.000	1.000	1.000
NumberOfFollowers	.969	4.872	2	.088	.970	.982	.500
InfluencerType * NumberOfFollowers	.998	.349	2	.840	.998	1.000	.500

7.4.3 | Two-way repeated measures ANOVA



Descriptive Statistics			
	Mean	Std. Deviation	N
Expertise Lise	3.5994	1.46510	156
Expertise Vivian	2.7308	1.29189	156
Expertise Rianne	3.2436	1.31430	156
Expertise Marit	4.8494	1.30064	156
Expertise Rens	4.3109	1.46281	156
Expertise Nochtli	4.7308	1.54229	156

Tests of Within-Subjects Effects							
Measure: Expertise							
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Influencer Type	Sphericity Assumed	484.618	1	484.618	252.555	.000	.620
	Greenhouse-Geisser	484.618	1.000	484.618	252.555	.000	.620
	Huynh-Feldt	484.618	1.000	484.618	252.555	.000	.620
	Lower-bound	484.618	1.000	484.618	252.555	.000	.620
	Sphericity Assumed	297.424	155	1.919			
	Greenhouse-Geisser	297.424	155.000	1.919			

Error(InfluencerType)	Huynh-Feldt	297.424	155.000	1.919			
	Lower-bound	297.424	155.000	1.919			
NumberOffollowers	Sphericity Assumed	79.943	2	39.971	34.825	.000	.183
	Greenhouse-Geisser	79.943	1.940	41.216	34.825	.000	.183
	Huynh-Feldt	79.943	1.964	40.709	34.825	.000	.183
	Lower-bound	79.943	1.000	79.943	34.825	.000	.183
Error(NumberOffollowers)	Sphericity Assumed	355.807	310	1.148			
	Greenhouse-Geisser	355.807	300.638	1.184			
	Huynh-Feldt	355.807	304.387	1.169			
	Lower-bound	355.807	155.000	2.296			
InfluencerType * NumberOffollowers	Sphericity Assumed	4.521	2	2.260	2.146	.119	.014
	Greenhouse-Geisser	4.521	1.995	2.266	2.146	.119	.014
	Huynh-Feldt	4.521	2.000	2.260	2.146	.119	.014
	Lower-bound	4.521	1.000	4.521	2.146	.145	.014
Error(InfluencerType*NumberOffollowers)	Sphericity Assumed	326.563	310	1.053			
	Greenhouse-Geisser	326.563	309.300	1.056			
	Huynh-Feldt	326.563	310.000	1.053			
	Lower-bound	326.563	155.000	2.107			

Pairwise Comparisons						
Measure: Expertise						
(I) Influencer Type	(J) Influencer Type	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	-1.439*	.091	.000	-1.618	-1.260
2	1	1.439*	.091	.000	1.260	1.618

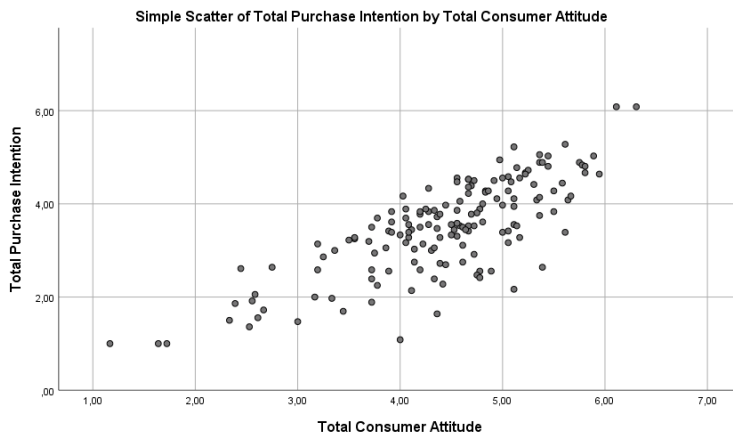
Pairwise Comparisons						
Measure: Expertise						
(I) NumberOffollowers	(J) NumberOffollowers	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	.704*	.091	.000	.482	.925
	3	.237*	.078	.009	.048	.427
2	1	-.704*	.091	.000	-.925	-.482
	3	-.466*	.087	.000	-.677	-.256

3	1	-.237*	.078	.009	-.427	-.048
	2	.466*	.087	.000	.256	.677

Appendix 8 | Simple linear regression

8.1 | Hypothesis 3

8.1.1 | Assumption 3



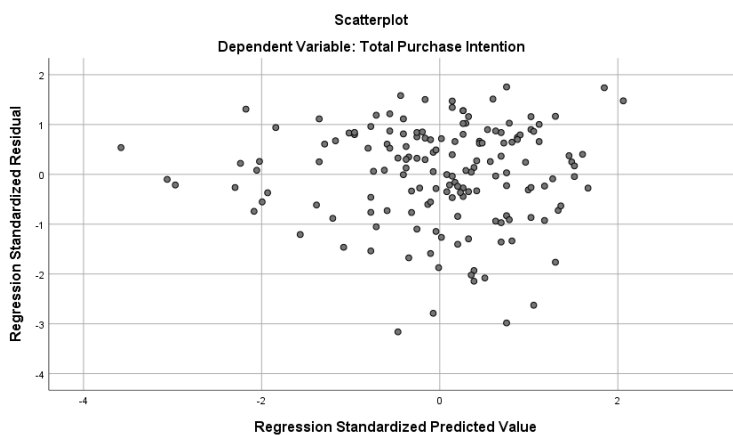
8.1.2 | Assumption 4

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.777 ^a	.604	.602	.64483	1.948

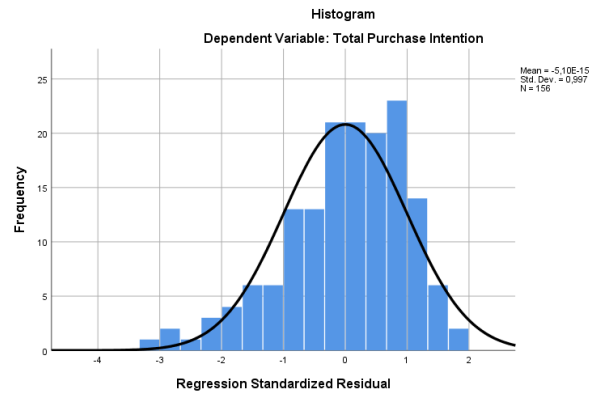
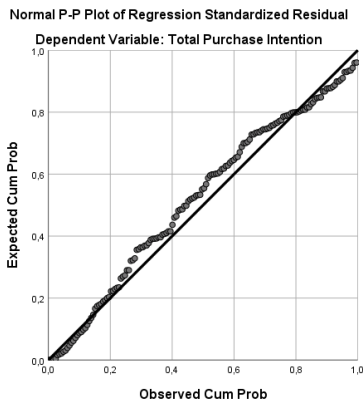
8.1.3 | Assumption 5

Casewise Diagnostics ^a				
Case Number	Std. Residual	Total Purchase Intention	Predicted Value	Residual
34	-3.163	1.08	3.1227	-2.03935

8.1.4 | Assumption 6



8.1.5 | Assumption 7



8.1.6 | Simple linear regression

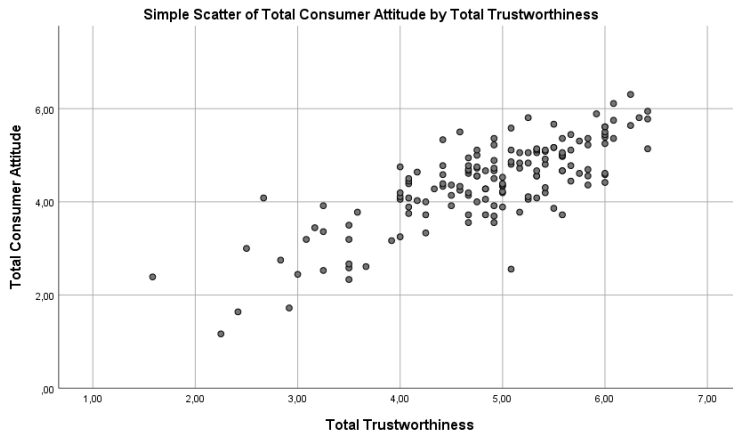
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.777 ^a	.604	.602	.64483	1.948

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.703	1	97.703	234.969	.000 ^b
	Residual	64.035	154	.416		
	Total	161.737	155			

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.363	.257		-1.412	.160	-.870	.145
	Total Consumer Attitude	.871	.057	.777	15.329	.000	.759	.984

8.2 | Hypothesis 4a

8.2.1 | Assumption 3



8.2.2 | Assumption 4

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,744 ^a	,554	,551	,61040	1,775

After deleting one outlier.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.790 ^a	.624	.622	.56018	1.636

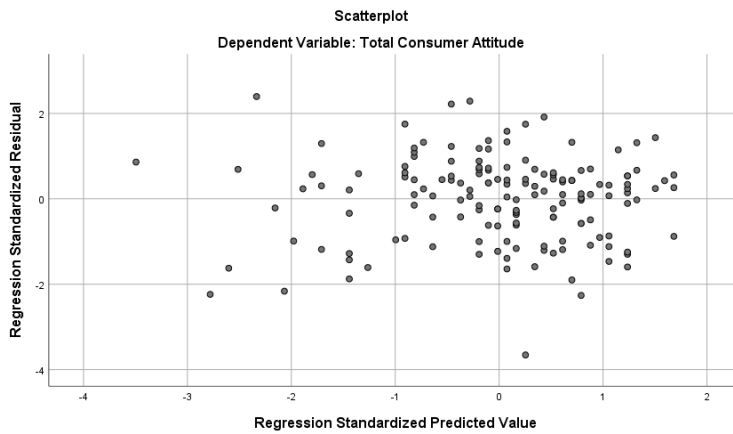
8.2.3 | Assumption 5

Casewise Diagnostics ^a				
Case Number	Std. Residual	Total Consumer Attitude	Predicted Value	Residual
2	4,854	5,39	2,4258	2,96306
88	-3,363	2,56	4,6085	-2,05290

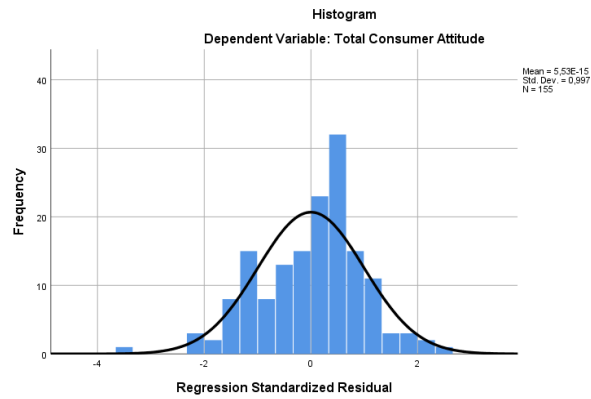
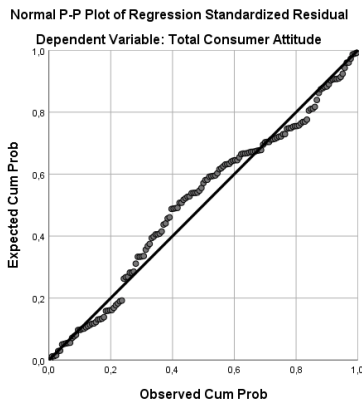
After deleting standard residual 4.854.

Casewise Diagnostics ^a				
Case Number	Std. Residual	Total Consumer Attitude	Predicted Value	Residual
87	-3.657	2.56	4.6042	-2.04868

8.2.4 | Assumption 6



8.2.5 | Assumption 7



8.2.6 | Simple linear regression

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.790 ^a	.624	.622	.56018	1.636

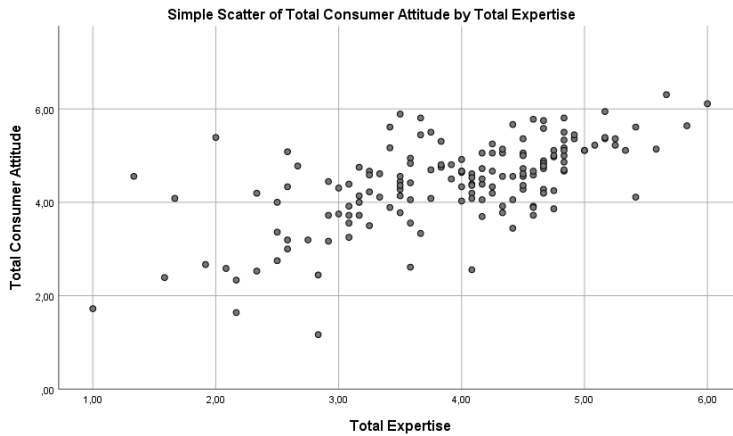
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.735	1	79.735	254.095	.000 ^b
	Residual	48.012	153	.314		
	Total	127.747	154			

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.686	.239		2.877	.005	.215	1.158

Total Trustworthiness	.771	.048	.790	15.940	.000	.675	.866
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8.3 | Hypothesis 4b

8.3.1 | Assumption 3



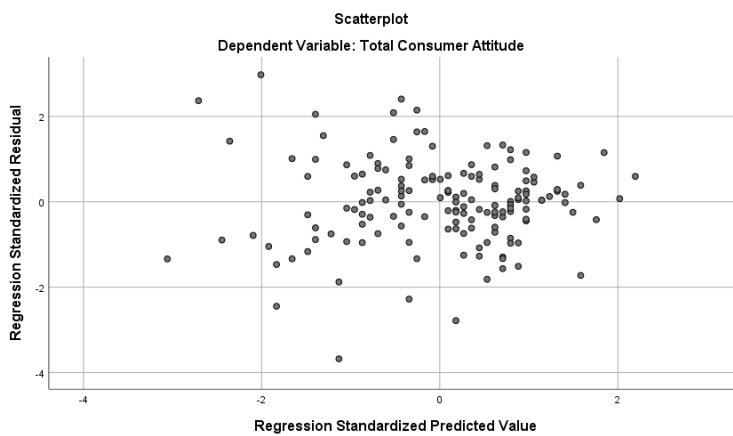
8.3.2 | Assumption 4

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.630 ^a	.396	.393	.71014	1.727

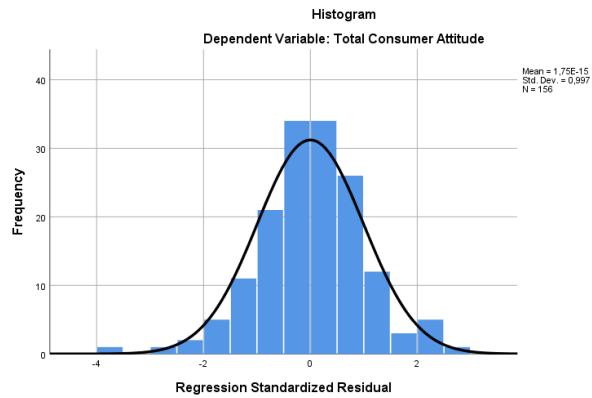
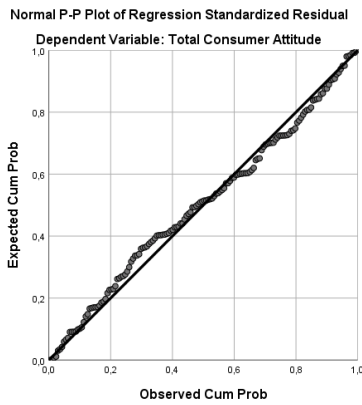
8.3.3 | Assumption 5

Casewise Diagnostics ^a				
Case Number	Std. Residual	Total Consumer Attitude	Predicted Value	Residual
3	-3.677	1.17	3.7780	-2.61138

8.3.4 | Assumption 6



8.3.5 | Assumption 7



8.3.6 | Simple linear regression

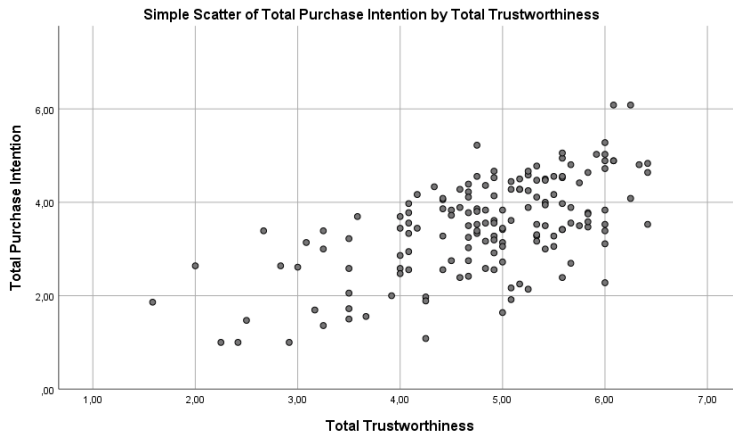
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.630 ^a	.396	.393	.71014	1.727

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.014	1	51.014	101.159	.000 ^b
	Residual	77.662	154	.504		
	Total	128.677	155			

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.070	.241		8.579	.000	1.593	2.546
	Total Expertise	.603	.060	.630	10.058	.000	.485	.721

8.4 | Hypothesis 4c

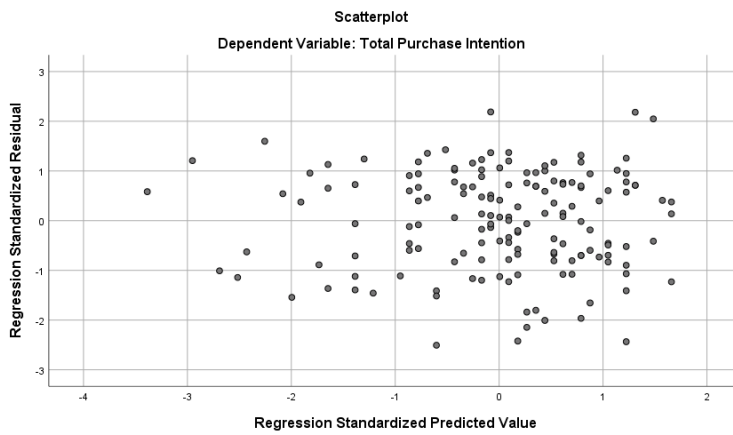
8.4.1 | Assumption 3



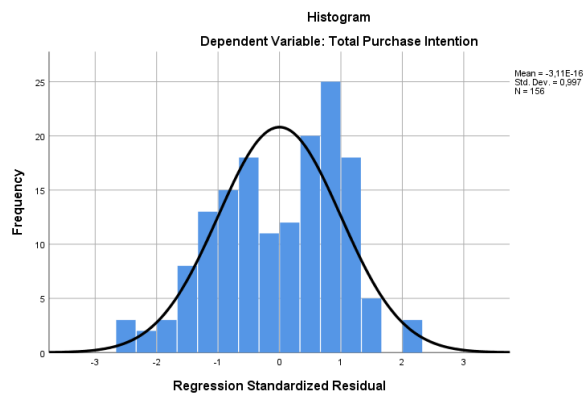
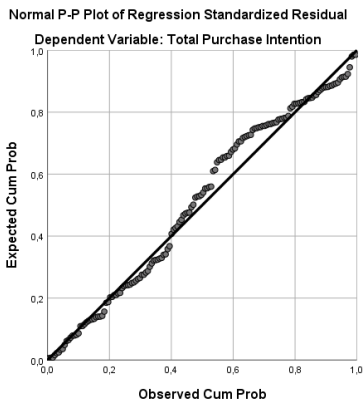
8.4.2 | Assumption 4

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.609 ^a	.371	.367	.81254	2.034

8.4.3 | Assumption 6



8.4.4 | Assumption 7



8.4.5 | Simple linear regression

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.609 ^a	.371	.367	.81254	2.034

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.062	1	60.062	90.972	.000 ^b
	Residual	101.675	154	.660		
	Total	161.737	155			

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.359	.335		1.070	.286	-.304	1.021
	Total Trustworthiness	.650	.068	.609	9.538	.000	.515	.784

8.5 | Hypothesis 4d

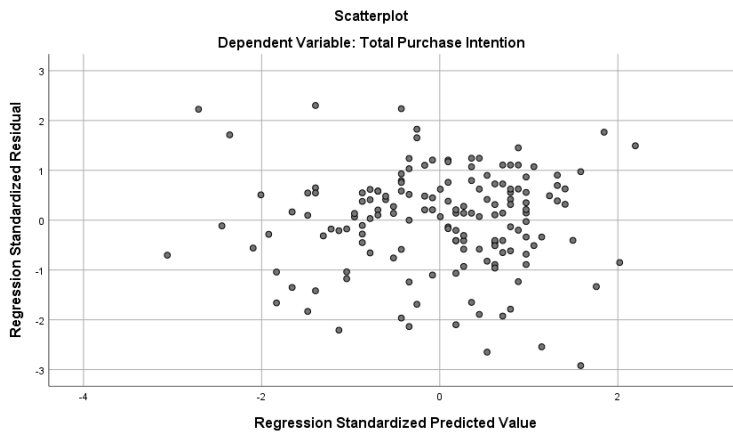
8.5.1 | Assumption 3



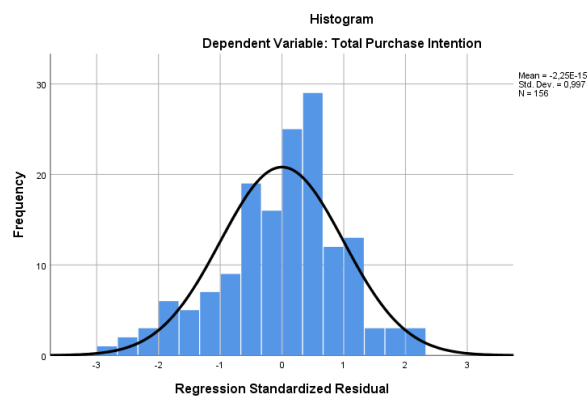
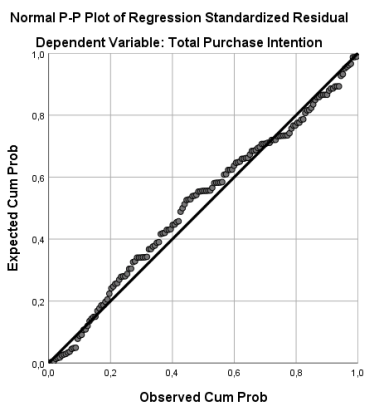
8.5.2 | Assumption 4

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.617 ^a	.381	.377	.80636	2.037

8.5.3 | Assumption 6



8.5.4 | Assumption 7



8.5.5 | Simple linear regression

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.617 ^a	.381	.377	.80636	2.037

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.604	1	61.604	94.744	.000 ^b
	Residual	100.133	154	.650		
	Total	161.737	155			

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.904	.274		3.301	.001	.363	1.445
	Total Expertise	.663	.068	.617	9.734	.000	.528	.797