



The Role of Instagram Influencers' Credibility on Customer Purchase Intention: A Case of Restaurant Sector Sri Lanka

Hemanthi Dulanjini Samarakoon
The Open University of Sri Lanka
hemanthidula@gmail.com

R.M.U.R.K. Rathnayaka
University of Peradeniya, Sri Lanka
udayanganimkt@pdn.ac.lk

DOI: <http://doi.org/10.4038/sljamuok.v8i1.88>

ABSTRACT

The higher internet penetration rates and the upward trend in social media subscriptions point towards the higher potential in social media to be utilized as interactive media for marketing purposes. Influencer marketing is one such form of social media marketing. An exploratory pilot survey pointed out that even though consumers prefer referring to Instagram influencers for information on restaurants some Instagram users mentioned having issues regarding making the purchase decision based on influencers' suggestions later on.

Hence the purpose of this study was to find out whether Instagram influencers' credibility impacts the customers' purchase intention related to the restaurants promoted by these influencers. Apart from that, it was aimed to find out the credibility dimensions that impact the purchase intention and the most salient dimension/dimensions among those.

Survey data suggested that Instagram influencers' credibility does have an impact on the customer purchase intention related to the restaurants promoted by these influencers.

Keywords: *Attractiveness, Expertise, Influencers' Credibility, Trustworthiness, Influencer Marketing*

Copyright: This is an open access article distributed under the Creative Commons Attribution License 4.0, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.



1. INTRODUCTION

The technological advancements of the modern world have revolutionized the way how brands place their products in the market and communicate with their target customers. Digitalization has brought about innovative changes almost in all fields, and with consumers having access to a vast pool of information marketers are pushed to use more innovative techniques in every one of their marketing aspects. Due to digital technology organizations can keep track of their digitalized marketing campaigns easier than the more traditional forms of marketing.

Among the different types of digitalized marketing forms, social media marketing is at the top at present as it is an interactive medium with a wide range of diverse users from all over the globe. “Social media are digital media which encourage audience participation, interaction and sharing” (Chaffey, Dave; Smith, PR, 2017, p. 225). Social media was simply an interactive social networking platform a few years ago but at present, it has evolved into one of the most convenient and effective channels for marketing activities.

“Social media has a huge appeal to marketers because it can support advocacy amongst consumers such that when they share positive comments about products or content, they create a viral effect known as ‘social media amplification’” (Chaffey, Dave; Smith, PR, 2017, p. 227). A large return on investment (ROI) can be gathered through a lesser initial investment on social media marketing campaigns; hence the cost-effectiveness helps businesses in managing their marketing-related expenses. As it is interactive media receiving feedback from consumers supports in further developing a product.

Influencer marketing is one such form of social media marketing. Influencers can be simply defined as individuals who have a considerable follower base and their opinions carry a weight that can be used to impact/effect a secondary party other than themselves. Conducting product and service-related marketing activities with the involvement of such influencers is influencer marketing in simple terms. Influencer marketing is gaining more popularity among other forms of social media marketing.

Influencer marketing was a 1.7 billion industry in 2016 and showed a growth up to 4.6 billion in 2018 and is expected to grow up to a 6.5 billion industry in 2019 (influencer marketing hub: resources: influencer marketing benchmark report 2019, 2019). According to research conducted by Rakuten marketing (an affiliate marketing service provider branched in multiple countries), they discovered that “Four in five globally surveyed consumers said they made a purchase recommended by an influencer through clicking on a link or image that was shared, while 88% of consumers surveyed have been inspired to purchase based on what they saw from an influencer” (Rakuten 2019 influencer marketing report, 2019, p. 11).

Photo and video sharing application “Instagram” is the leader in Influencer Marketing at present. Among a variety of social media platforms, Instagram is the most popular among Business to Consumer marketers. According to research conducted by Mediakix, a full-service influencer marketing agency; Instagram was ranked as the most important influencer channel in 2019, 89% of the respondents’ selected Instagram as one of the most important social media channels (Influencer marketing resources: Mediakix, 2019). According to a survey conducted by influencer marketing hub, 79% of their survey respondents considered Instagram to be important for their influencer marketing campaign (influencer marketing hub: resources: influencer marketing benchmark report 2019, 2019). Instagram is the most convenient social media platform for marketing and sharing food-related information as a colour photograph can increase the salivation and craving of a viewer (follower) easily. Instagram is an eye candy application that aligns with what the restaurant sector stands for.

When attention is paid to the Sri Lankan digital statistics for the years from January 2018 to January 2019 it is found that 6.2 million out of the 20.98 million Sri Lankans are active social media users with an internet penetration rate of 30% (hootsuite and we are social, 2019). The visible uptrend in the popularity of social media has paved the way for the introduction of influencer marketing. Among the 6.2 million active Sri Lankan social media users 1.1 million people can be reached through Instagram posts containing ads (hootsuite and we are social, 2019), leaving plenty of space for successful influencer campaigns.

Customers tend to rely on Information with ownership more than anonymous information; therefore, influencers come to fill this gap. Hence the purpose of this research is to find out the impact of Instagram influencers’ credibility on consumer purchase intention with reference to restaurants.

1.1. Research Questions

- i. Does the credibility of Instagram influencers impact the customers’ purchase intention related to the restaurants promoted by these influencers?
- ii. What is the credibility related factors of Instagram influencers that have an impact on customer purchase intention?
- iii. What credibility related factor/factors have the most salient relationship with customer purchase intention?

2. LITERATURE REVIEW

A summary of past literary work that define the research problem and dimensions such as social media, Instagram, influencers, influencer marketing, credibility and purchase intention are included here.

2.1. Social Media

“To simplify it to the essence of why social is social, we can say: social media are digital media which encourage audience participation, interaction and sharing” (Chaffey, Dave; Smith, PR, 2017, p. 225). Instagram reports the highest rate of increase in change inactive users based on quarter on quarter change in the number of active users as per January 2019; +38 million that is +4.4% while Facebook the biggest social media platform globally records only +37 million and +1.7% (hootsuite and we are social, 2019).

“The marketer benefits of using SM based on consumers’ strategy are as follows: the consumer purchases the product uses it, shapes an opinion about it and afterwards communicates with other consumers. Based on this, the marketer considers the last step, communication between consumers, an opportunity to increase recognition of how consumers perceive their products and services” (Rebelo, How influencers' credibility on instagram is perceived by consumers and its impact on purchase intention, 2017, p. 20).

“Social media has a huge appeal to marketers because it can support advocacy amongst consumers such that when they share positive comments about products or content, they create a viral effect known as ‘social media amplification’” (Chaffey, Dave; Smith, PR, 2017, p. 227).

2.2. Influencers

An influencer is someone with the potential to dominate over an individual’s independent thinking capabilities and sway them according to the whims and wishes of the influencer himself. “Influencers can be characterized as “micro-celebrities”. They are a new approach of online performance that involves people expanding their recognition by using technologies like social platforms, blogs and videos” (Senft, 2008).

“One of the biggest misconceptions about influencers is that they are someone with a large social media following. This thinking confuses influence with popularity. The act of influencing requires a specific result: a change in thinking or behaviour. An influencer, therefore, is someone who has the power to influence the perception of others or get them to do something different. When applying this definition to marketers, an influencer is someone who helps other people buy from you. How do they do this? Influencers must have a combination of three key factors: reach, contextual credibility and

salesmanship. The higher these three factors, the higher the influence potential of an individual.” (Dada, 2017).

2.3. Influencer Marketing

Many scholarly definitions for influencer marketing are not available since it's a newly emerging field for all sorts of literature. Hence many companies that are engaged in influencer marketing activities define the term on their own.

“Influencer marketing is a hybrid of old and new marketing tools, taking the idea of the celebrity endorsement and placing it into a modern-day content-driven marketing campaign. The main difference is that the results of the campaign are collaborations between brands and influencers.” (Articles: influencer marketing hub, 2019)

“Influencer marketing involves marketing products and services to those who have a sway over the things other people buy. This market influence typically stems from an individual's expertise, popularity, or reputation. Marketing to an audience of influencers is similar to word-of-mouth marketing, but it doesn't rely strictly on explicit recommendations” (Types of marketing: marketing schools, n.d.).

“Influencer marketing is easily described as marketing on social media that focuses on using influencers to drive a brand's message to the larger market” (Tap influence, 2017 cited in (Johansen, Ida Kristin; Guldvik, Camilla Sveberg, 2017)).

2.4. Credibility

According to Ohanian (1990), “Source credibility” is a term commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message”

“Some researchers defined source credibility as a characteristic that influences individuals' perception of the persuasiveness of the speaker” (Metzger, Flanagin, Eyal, Lemus, & McCann, 2003 cited in (Xiao, Min; Wanga, Rang ; Olmstedb, Sylvia Chan-;, 2018, p. 4)).

“The perceived credibility of an influencer refers to whether an individual perceives the influencers' recommendations as unbiased, believable, true, or factual” (Hass, 1981 cited in (Rebelo, How influencers' credibility on instagram is perceived by consumers and its impact on purchase intention, 2017, p. 27)). A reliable source will lead to refined actions and also positive attitudes towards the source from a user. Also, the degree of credibility of the source may lie in the hands of the individual who disseminate the information.

Attractiveness, trustworthiness and expertise (Ohanian, 1990) of the source impact to determine the credibility of the source of information. “When source credibility refers to a person as the information

source, this tri component model of expertise, trustworthiness and attractiveness make good theoretical and empirical sense” (Goldsmith, Ronald E; Lafferty, Barbara A; Newell, Stephen J., 2000, p. 44).

Ohanian (1990), suggested 15 indicators for measuring perceived credibility and it has been used by several scholars in their research. In this research the source of information is the Instagram influencers, hence attractiveness, trustworthiness and expertise as proposed by Ohanian were implied as the dimensions to measure the relationship between influencers’ credibility and purchase intention.

2.5. Purchase Intention

“Purchase intention can be described as the cognitive behaviour regarding the intention to buy a particular brand” (Shah et al., 2012 cited in (Johansen, Ida Kristin; Guldvik, Camilla Sveberg, 2017, p. 27)).

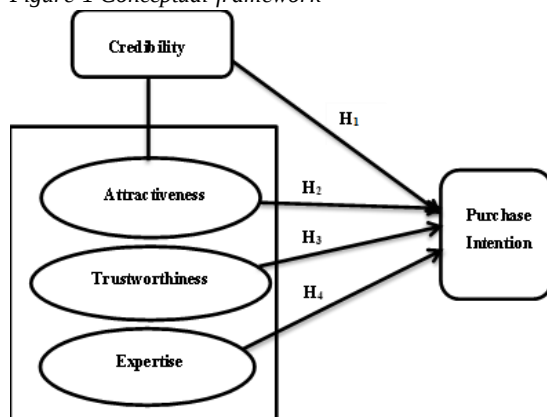
“As per, Raza et al. (2014), purchase intention means, a condition between the customer and the seller when the customer is ready to make a deal with the seller” (Athapaththu, Jayani Chamarika; Kulathunga, D, 2018, p. 114). Consumers’ willingness to buy in the future or future buying intention related to a particular product can be termed as purchase intention.

“Regarding the study conducted by Dodds et al. (1991), Instagram users’ purchase intentions occur as follows: when Instagram users pretend to buy the product; or when they are likely that they will buy the product; or when they are willing to buy the product that influencers are promoting on Instagram” (Rebelo, How influencers' credibility on instagram is perceived by consumers and its impact on purchase intention, 2017, p. 30). This concept is adapted for this research as follows: when Instagram users pretend to buy the service; or when it is likely that they will buy the service; or when they are willing to buy the service of a restaurant that the influencers are promoting on Instagram.

3. RESEARCH METHODOLOGY

3.1. Conceptual framework

Figure 1 Conceptual framework



Source: Developed by the researcher based on the literature review

This conceptual framework comprises “Credibility” which is the independent variable of this study and it is discussed under the variables “Attractiveness”, “Trustworthiness” and “Expertise”. The dependent variable is defined as the “Purchase Intention”.

3.2. Definitions of Key Concepts

The working definitions of the key concepts that were used for this study are as follows.

Attractiveness – physical attributes of an individual that leads to the overall image. Not just the visible tangible aspects but also the aura an individual emits through his / her appearance and conduct. Hence 5 indicators; attractive, handsome, classy, elegant, sexy as suggested by (Ohanian, 1990) is used.

Trustworthiness – the reliability or dependability of an individual. To what extent can we rely on the information individual shares. Whether the individuals who share the information take responsibility for the content they share. Hence 5 indicators; Dependable, Honest, Reliable, Sincere, Trustworthy as suggested by (Ohanian, 1990) is used.

Expertise – the proficiency of an individual related to a particular field is referred to here. What is the calibre/she/he have of the field they disseminate information on? Basically, to see whether an individual knows what they talk about. Ohanian (1990) suggested Expert, Experienced, Knowledgeable, Qualified, and Skilled as indicators to measure expertise.

3.3. Sampling Strategy and Collection of Data

The targeted population of this research is all the Instagram users in Sri Lanka since every one of them is exposed to Instagram influencers at some point. Therefore, the population size is 1.1 million (hootsuite and we are social, 2019). Survey data were collected through the distribution of detailed questionnaires among the sample participants. A non-probabilistic convenience sample of 384 participants was decided as the sample size.

3.4. Analysis of Data and Hypothesis Testing

Hypothesis number 1

H_1 – there is an impact of Instagram influencers’ credibility on customer purchase intention.

H_0 - there is no impact of Instagram influencers’ credibility on customer purchase intention.

To test the above hypothesis, a linear regression analysis was performed and the results are presented in Table 1 and 2.

Table 1 Model Summary of Credibility

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.655 ^a	.429	.428	.72259

a. Predictors: (Constant), Credibility

Source: Survey Data 2020

Table 2 Coefficients of Credibility

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.163	.123		9.461	.000
	Credibility	.665	.040	.655	16.451	.000

a. Dependent Variable: Purchase Intention

Source: Survey Data 2020

As per the results in Table 2 of the linear regression, it is verified that the model used is statistically significant since its significance value is 0.000, it should be a value less than 0.05 to be accepted as significant. The regression model statistically significantly predicts the outcome variable.

According to Table 1, the R square value is 0.429. This value interprets that 42.9% of Instagram users' purchase intention is explained by the credibility of Instagram influencers. Instagram influencers' credibility accounts for 42.9% of the purchase intention of the customers (followers) who follow them on Instagram.

As per Table 1 "R" value which represents the simple correlation between Instagram influencers' credibility and customer purchase intention is 0.655, there is a higher degree of correlation between these two variables.

Therefore, the credibility of an influencer has a significant and positive standardized coefficient ($\beta = 0.655; p = 0.000$), which confirms that there is a positive and significant relation between the credibility of an Instagram influencer and customer purchase intention.

Hypothesis number 2

H₂ – there is an impact of Instagram influencers' attractiveness on customer purchase intention.

H₀ - there is no impact of Instagram influencers' attractiveness on customer purchase intention.

To test the above hypothesis, a linear regression analysis was performed and the results are presented in Tables 3 and 4.

Table 3 Model Summary of Attractiveness

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.607 ^a	.368	.366	.76027

a. Predictors: (Constant), Attractiveness

Source: Survey Data 2020

Table 4 Coefficients of Attractiveness

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.391	.124		11.246	.000
Attractiveness	.585	.040	.607	14.481	.000

a. Dependent Variable: Purchase Intention

Source: Survey Data, 2020

As per the results in Table 4 of the linear regression, it is verified that the model used is statistically significant since its significance value (p -value) is 0.000, it should be a value less than 0.05 to be accepted as significant. The regression model statistically significantly predicts the outcome variable.

According to Table 3, the R square value is 0.368. This value interprets that 36.8% of Instagram users' purchase intention is explained by the attractiveness of Instagram influencers. Instagram influencers' attractiveness accounts for 36.8% of the purchase intention of the customers (followers) who follow them on Instagram.

As per Table 3 "R" value which represents the simple correlation between Instagram influencers' attractiveness and customer purchase intention is 0.607, there is a higher degree of correlation between these two variables.

Therefore, the attractiveness of an influencer has a significant and positive standardized coefficient ($\beta = 0.607$; $p = 0.000$), which confirms that there is a positive and significant relationship between the attractiveness of an Instagram influencer and customer purchase intention.

Hypothesis number 03

H_3 – there is an impact of Instagram influencers' trustworthiness on customer purchase intention.

H_0 - there is no impact of Instagram influencers' trustworthiness on customer purchase intention.

To test the above hypothesis, a linear regression analysis was performed and the results are presented in Tables 5 and 6.

Table 5 Model Summary of Trustworthiness

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.606 ^a	.367	.365	.76102

a. Predictors: (Constant), Trustworthiness

Source: Survey Data 2020

Table 6 Coefficients of Trustworthiness

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.519	.116		13.129	.000
Trustworthiness	.562	.039	.606	14.442	.000

a. Dependent Variable: Purchase Intention

Source: Survey Data 2020

As per the results in Table 6 of the linear regression, it is verified that the model used is statistically significant since its significance value (p -value) is 0.000, it should be a value less than 0.05 to be accepted as significant. The regression model statistically significantly predicts the outcome variable.

According to Table 5, the R square value is 0.367. This value interprets that 36.7% of Instagram users' purchase intention is explained by the trustworthiness of Instagram influencers. Instagram influencers' trustworthiness accounts for 36.7% of the purchase intention of the customers (followers) who follow them on Instagram.

As per Table 5 “R” value which represents the simple correlation between Instagram influencers' trustworthiness and customer purchase intention is 0.607, there is a higher degree of correlation between these two variables.

Therefore, the trustworthiness of an influencer has a significant and positive standardized coefficient ($\beta = 0.606$; $p = 0.000$), which confirms that there is a positive and significant relationship between the trustworthiness of an Instagram influencer and customer purchase intention.

Hypothesis number 04

H_4 – there is an impact of Instagram influencers' expertise on customer purchase intention.

H_0 - there is an impact of Instagram influencers' expertise on customer purchase intention.

To test the above hypothesis, a linear regression analysis was performed and the results are presented in Tables 7 and 8.

Table 7 Model Summary of Expertise

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.562 ^a	.316	.314	.79085

a. Predictors: (Constant), Expertise

Source: Survey Data 2020

Table 8 Coefficient of Expertise

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.641	.119		13.736	.000
Expertise	.484	.038	.562	12.903	.000

a. Dependent Variable: Purchase Intention

Source: Survey Data 2020

As per the results in Table 8 of the linear regression, it is verified that the model used is statistically significant since its significance value (p -value) is 0.000, it should be a value less than 0.05 to be accepted as significant.

According to Table 7, the R square value is 0.316. This value interprets that 31.6% of Instagram users' purchase intention is explained by the expertise of Instagram influencers. Instagram influencers' expertise accounts for 31.6% of the purchase intention of the customers (followers) who follow them on Instagram.

As per Table 7 “R” value which represents the simple correlation between Instagram influencers' expertise and customer purchase intention is 0.562, there is a moderate degree of correlation between these two variables.

Therefore, the expertise of an influencer has a significant and positive standardized coefficient ($\beta = 0.562$; $p = 0.000$), which confirms that there is a positive and significant relation between the expertise of an Instagram influencer and customer purchase intention.

4. CONCLUSION AND RECOMMENDATIONS

Does the credibility of Instagram influencers impact the customers' purchase intention related to the restaurants promoted by these influencers?

The credibility of Instagram influencers has a positive standardized co-efficient. The beta value (0.655) and the p -value (0.000) of credibility calculated through linear regression analysis suggests that the credibility of Instagram influencers has a significant and positive impact on customer purchase intention.

Yes, the study data suggests that the credibility of Instagram influencers' impact the customers' purchase intention related to the restaurants promoted by these influencers

What is the credibility related factors of Instagram influencers that have an impact on customer purchase intention?

Regarding the three credibility dimensions, all three of them are statistically significant and positively impact the purchase intention. Taking into account its p -values and betas, these dimensions are attractiveness ($\beta=0.607$; $p=0.000$), trustworthiness ($\beta=0.606$; $p= 0.000$) and expertise ($\beta=0.562$; $p=0.000$). These results answer the research question since they are all are statistically significant, considering that p -value < 0.05 . Since all betas present values above 0, the influence of these three credibility dimensions towards purchase intention is very positive.

Under these circumstances, credibility related factors of Instagram influencers that have an impact on the customer purchase intention as suggested by the survey data is attractiveness, trustworthiness and expertise.

What credibility related factor/factors have the most salient relationship with customer purchase intention?

The dimensions of credibility to follow an influencer on Instagram explaining Instagram users' purchase intention are attractiveness ($\beta=0.607$; $p=0.000$), trustworthiness ($\beta=0.606$; $p=0.000$) and expertise ($\beta=0.562$; $p=0.000$). When we take the beta values into further consideration attractiveness is the strongest dimension/factor since its beta ($\beta=0.607$) is the highest among the credibility dimensions followed by trustworthiness ($\beta=0.606$) and expertise ($\beta=0.562$) respectively.

The survey data suggests that Instagram influencers' attractiveness has the most salient relationship with customer purchase intention.

4.1. Conclusion

Survey data suggests that Instagram influencers' credibility have an impact on the customer purchase intention related to the restaurants promoted by these influencers. The credibility dimension that has the strongest impact on the purchase intention is influencers' attractiveness while influencers' expertise has the least impact.

Consumers are willing to purchase the service of a particular restaurant increase when those restaurants are promoted by influencers they follow on Instagram. Eventually, consumers (followers) follow influencers mainly based on the Attractiveness of the influencer followed by his / her Trustworthiness and Expertise respectively.

4.2. Suggestions and Implications

The findings of the study support in identifying the credibility related dimensions of Instagram influencers' that leads Instagram users to interact with them and the impact of those dimensions on the customer purchase intention, this knowledge could be successfully applied when planning future marketing and promotional campaigns on Instagram for the restaurant industry.

When a restaurant decides to endorse an Instagram influencer, they can ensure that the influencer they endorse meets attractiveness, trustworthiness and expertise criteria. The attractiveness of an Instagram influencer is the main dimension that triggers Instagram users purchase intention; hence it can be suggested to marketers and other stakeholders to hunt for such influencers when promoting restaurants on Instagram through influencers.

It could be suggested for marketers and other stakeholders who don't already use Instagram influencers in their restaurant promoting campaigns to include them as the study results point out that 63.5% of the survey respondents already follow influencers on Instagram.

Marketers and other stakeholders can imply the survey findings to address the needs and wants of Instagram users to reap effective results in return.

4.3. Recommendations for Future Research

Due to many restrictions and limitations, the researcher had to limit the study to the restaurant sector and one social media platform. It is better to extend the research into sectors other than the restaurant sector and other social media platforms such as Facebook, Tiktok etc.

5. REFERENCES

- influencer marketing hub*. (2019, June 25). Retrieved August 20, 2019, from influencer marketing hub: <https://influencemarketinghub.com/what-is-influencer-marketing/>
- Athapaththu, Jayani Chamarika; Kulathunga, D. (2018). Factors affecting online purchase intention: effects of technology and social commerce. *International Business Research*, 11.
- Chaffey, Dave., Smith, PR. (2017). Digital Marketing Excellence: Planning, Optimizing and integrating online marketing. 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN and 711 Third Avenue, New York, NY 10017: Routledge.
- Dada, G. A. (2017, November 14). Sites: forbes communications council. Retrieved August 20, 2019, from Forbes: <https://www.forbes.com/sites/forbescommunicationscouncil/2017/11/14/what-is-influencer-marketing-and-how-can-marketers-use-it-effectively/#250acff23d1>
- DeVellis, R. F. (1991). Scale Development: Theory and Applications (Vol. 26). Newbury Park CA: Sage Publications.
- Goldsmith, Ronald E; Lafferty, Barbara A; Newell, Stephen J;. (2000). The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and brands. *Journal of Advertising*, 29(3), 43-54.
- Hootsuite and we are social. (2019). I. Retrieved August 8, 2019, from hootsuite official: <https://hootsuite.com/resources/digital-in-2019>
- influencer marketing hub: resources: influencer marketing benchmark report 2019. (2019). Retrieved August 8, 2019, from influencer marketing hub: https://influencemarketinghub.com/IM_Benchmark_Report_2019.pdf
- Influencer marketing resources: Medikix . (2019, January). Retrieved August 23, 2019, from medikix official site: <https://www.medikix.com/influencer-marketing-resources/influencer-marketing-industry-statistics-survey-benchmarks/>
- Johansen, Ida Kristin; Guldvik, Camilla Sveberg;. (2017). Influencer marketing and purchase intentions. Bergen.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- (2019). *Rakuten 2019 influencer marketing report*. Rakuten marketing, San Mateo, California.

Rebelo, M. (2017). How influencers' credibility on instagram is perceived by consumers and its impact on purchase intention. Portugal.

Rebelo, M. (2017). How influencers' credibility on instagram is perceived by consumers and its impact on purchase intention . ctolica Lisbon, Business and economics. Portugal.

Saunders, Mark; Lewis, Philip; Thornhill, Adrian;. (2009). Research methods for business Students. Essex CM20 2JE: Pearson Education Limited.

Types of marketing: marketing schools. (n.d.). Retrieved August 17, 2019, from marketing-schools: <https://www.marketing-schools.org/types-of-marketing/influencer-marketing.html#link1>

Xiao, Min; Wanga, Rang ; Olmstedb, Sylvia Chan-;. (2018, July 30). factors affecting youtube influencer marketing credibility-a heuristic systematic model. Retrieved August 5, 2019, from Routledge: <https://doi.org/10.1080/16522354.2018.1501146>