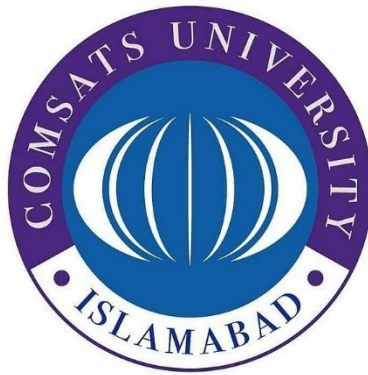


MBA PROJECT REPORT

**EXAMINING THE INFLUENCE OF DIGITAL INFLUENCERS'
CREDIBILITY ON PURCHASE INTENTION AND BRAND
ATTITUDE AMONG INSTAGRAM USERS IN LAHORE.**



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**Examining the Influence of Digital Influencers' Credibility on
Purchase Intention and Brand Attitude among Instagram Users in
Lahore.**

1 Executive Summary:

Influencer marketing on Instagram can be considered a type of word-of-mouth marketing that can assist brands in gaining loyal customers (Veissi, 2017). One of the key advantages of Instagram is to be able to connect with the users all over the world and especially people who are living life out large and sharing what they're doing every day with their followers. It allows brands to reach an engaged audience, introduce their brand, and start building relationships with potential customers (Later, 2020). However, there are challenges associated with influencer marketing on Instagram. The credibility of the influencer is a critical factor in the success of influencer marketing on Instagram. Credibility refers to the degree to which an influencer is perceived as trustworthy, knowledgeable, and appealing by their followers (Lou & Yuan, 2019). The credibility of an influencer can impact their followers' attitudes and behaviors towards both the influencer and the brand being promoted (Belanche et al., 2021). This study aims to address this research gap by proposing and testing a conceptual model that examines the impact of digital influencers' credibility on consumer purchase intention and brand attitude on Instagram among users based in Lahore to provide valuable insights to marketing managers.

2 Introduction:

Man is a social animal and for eons hundreds and thousands of research articles and papers have been published to recognize behavioral patterns and practices that are influenced by the community that a person belongs to, the cultural values, the norms, the social groups they're part of etc. Modern day organizations, brands, companies, and businesses have leveraged this knowledge about human brain and behavior to produce and market products that align with their consumers ideas, beliefs, values, preferences etc. The art of collecting this data and recognizing the patterns that lie in it has rendered fruitful results for many companies and organizations. Marketing tools have evolved greatly over the past few decades, and everything is data-driven now in the world of buying and selling. The history of marketing is long and intense. It can be defined as the practice of creating, delivering and exchanging values with customers, clients and society (Kotler & Keller, 2016).

Without a doubt it is crucial for any organization that wants to deliver upon the needs and desires of its target audience or consumers in order to achieve his business-driven goals and earn valuable returns and high profits. Over time the way marketers have performed to act upon this intensive value generating idea through various evolving methodologies and adoptions to cater to the changing and ever evolving demands and requirements of the consumer. Marketing has gone through various developments in terms of sales, relationships, production, etc. (Grewal & Levy, 2021) Marketing has also been influenced by trends and forces such as globalization, social responsibility, sustainability and diversity. Over time, marketing has become more customer-focused, value-driven, integrated and strategic (Pride & Ferrell, 2021). This focus on data-driven and strategic approach is what has led various brands and organizations to flourish. Undoubtedly the expansion and growth of digital marketing is one of the most significant developments in the field of marketing itself. As the name suggests digital marketing focuses on the utilization of digital tools and facilities to promote products brands and to create awareness.

Chaffey & Ellis-Chadwick (2022) defined digital marketing as the use of digital channels and platforms to engage with potential and current customers. The world of digital marketing is vast and abundant, it features activities such as search engine optimization, social media marketing, email marketing, content marketing, online advertising, and mobile marketing. Digital marketing allows marketers to reach a broad and diverse audience, track and improve their performance,

tailor their messages, and build relationships with customers (Ryan & Jones, 2021). Trends and innovations such as artificial intelligence, big data analytics, blockchain technology, augmented reality, virtual reality, and influencer marketing are shaping the field of digital marketing.

The trends and innovations in digital marketing have the potential to revolutionize how marketers create value for their customers. Digital marketing offers many benefits over traditional marketing methods, including cost-effectiveness, flexibility, interactivity, and creativity. However, it also presents challenges and risks such as privacy and security concerns, ethical and legal issues, information overload, and increased competition. As a result, marketers must be mindful of the opportunities and threats posed by digital marketing and employ appropriate strategies to achieve their objectives (Taiminen & Karjaluoto, 2021).

A report by Influencer Marketing Hub (2020) found that Instagram was the top platform for influencer marketing globally in 2020, with 87% of marketers utilizing it for their campaigns. It was also an analysis of the report that influencer marketing on Instagram has a high return on investment that is ROI. It was reported that for every dollar that was spent on influencer marketing, there was a dollar 5.20 return on average earned media. That translates to roughly 1494.74 PKR For every 287.44 PKR spent.

Instagram is a visually oriented platform that allows users to share photos and videos enhanced with filters, stickers, hashtags, and captions (De Vries & Carlson, 2014). Users can interact with each other through likes, comments, direct messages, stories, and reels (Merz et al., 2018). With over one billion monthly active users as of 2021 (Statista, 2021), Instagram is one of the most popular and influential social media platforms in the world.

Influencer marketing on Instagram can be considered a type of word-of-mouth marketing that can assist brands in gaining loyal customers (Veissi, 2017). One of the key advantages of Instagram is to be able to connect with the users all over the world and especially people who are living life out large and sharing what they're doing every day with their followers It allows brands to reach an engaged audience, introduce their brand, and start building relationships with potential customers (Later, 2020). However, there are challenges associated with influencer marketing on Instagram. The credibility of the influencer is a critical factor in the success of influencer marketing on Instagram. Credibility refers to the degree to which an influencer is perceived as trustworthy, knowledgeable, and appealing by their followers (Lou & Yuan, 2019). The credibility of an

influencer can impact their followers' attitudes and behaviors towards both the influencer and the brand being promoted (Belanche et al., 2021).

Credibility is not a fixed or universal concept; it can vary depending on the context and culture of the followers (Kim & Chung, 2021). Individualistic societies may consider different values to have an impact on influencers credibility and what defines credibility of a person in general whereas collectivistic societies may have a different approach. Similarly, even within the same communities and cultures different psychographic groups may consider different values play a role in credibility and what defines credibility. Different groups of people may have different perceptions and expectations regarding what makes an influencer credible and thus it is crucial to identify the mindsets, perceptions, needs, wants, and desires as well as the expectations of a group of people that we are operating within. There are multiple factors that need to be considered while seeking to understand consumer perception regarding the credibility of influencers. It can be divided over various dimensions such as attractiveness, knowledgeability, authenticity, trustworthiness, number of followers etc., as well as the message characteristics, such as quality, relevance, and consistency (Ohanian, 1990; Amos et al., 2008). By taking these factors into account, marketers can choose and work with credible influencers who can effectively communicate persuasive messages to their target audience.

There seems to be a common misconception among the general public that influencer marketing is solely focused on the fashion industry on Instagram however that is far from the truth research suggests that influencer marketing can be and has been used in a variety of interests and fields such as fitness, gaming, education, consultation, beauty, and travel (Influencer Marketing Hub, 2020). According to Statista (2020), the global influencer marketing industry was worth \$9.7 billion USD in 2020 and was expected to expand to \$13.8 billion USD in 2021. In 2020, Instagram was listed as the dominant medium for influencer marketing globally, with 87% of marketers using it for their campaigns (Influencer Marketing Hub). The report also found that influencer marketing on Instagram had a high return on investment (ROI), with an average earned media value of \$5.20 per dollar spent.

However, as important as the role of digital influencers and influencer marketing in various social platforms especially Instagram seems, there is a lack of considerable research on how consumer behavior is affected by additional influencers in the context of different cultures (Kim & Chung,

2011). In particular, there is a dearth of studies on how digital influencers influence consumer behavior in Pakistan, which is a developing country with a large and young population that is increasingly using social media for information and entertainment (Nasrullah, 2020). Therefore, this study aims to fill this gap by investigating the impact of digital influencers' credibility on consumer purchase intention and brand attitude on Instagram in Pakistan.

3 Need of study:

Instagram is a fast-growing tool that is used by majority of the population all over the world as suggested by statistics discussed earlier especially the population of Pakistan and a popular city such as Lahore has vast potential for recognizing the utilization of a tool such as Instagram for the need of businesses brands and profit-oriented community. Recognizing the growing concept of influencer marketing and the control that influencers have over their followers in terms of guiding them towards their likes and preferences, the brands they use, the choices they make, the purpose of the study is to understand that impact of digital influencers in terms of their credibility and how it influences our consumers purchase intention and behaviors towards a brand such as brand attitude. Although some research exists on the importance of Instagram influencers and their credibility not many researchers have been conducted within the vicinity of Lahore Pakistan. This study aims to facilitate the growing markets and business brands of one of the largest populous cities of the country that is leading the industrial revolution within the nation in order to make a useful contribution.

Instagram is a highly popular and influential social media platform in Pakistan, boasting 44.6 million users as of January 2021 (Statista, 2021). The platform provides a visually oriented and interactive space for digital influencers and consumers to exchange information about products and brands (Javed et al., 2022). Digital influencers are individuals with large, loyal followings on social media who can influence consumer behavior and opinions through their endorsements and recommendations (Jiménez-Castillo and Sánchez-Fernández, 2019). They play a significant role in Pakistan's fashion and beauty sectors, where they can sway consumers' decision-making processes and attitudes towards brands on Instagram (Javed et al., 2022).

The effectiveness of digital influencers' communication on social media largely depends on their credibility, which is determined by how knowledgeable, trustworthy, attractive, similar, and socially recognized consumers perceive them to be (Jiménez-Castillo and Sánchez-Fernández,

2019). Credibility can impact consumer trust, attitude, purchase intention, and word-of-mouth towards endorsed products or brands (Khan et al., 2020). However, there is a lack of empirical research on the effect of digital influencers' credibility on consumer purchase intention and brand attitude on Instagram in Pakistan. Most existing studies on digital influencer marketing have focused on other contexts, such as Western countries or other social media platforms. Additionally, there is a need to investigate how other factors such as consumer involvement, perceived social presence, perceived value congruence, consumer attitude towards the influencer, consumer engagement, and brand attitude may mediate or moderate the relationship between digital influencers' credibility and consumer outcomes on Instagram.

This study aims to address this research gap by proposing and testing a conceptual model that examines the impact of digital influencers' credibility on consumer purchase intention and brand attitude on Instagram among users based in Lahore. Lahore is an appropriate city for conducting this research in Pakistan for several reasons. Firstly, Lahore is one of the largest and most populous cities in the country, with a population exceeding 12 million people (World Population Review, 2022). Secondly, Lahore is a prominent center of culture, history, and economy in Pakistan with a diverse and dynamic society (World Population Review, 2022). Thirdly, Lahore has high levels of social media adoption and usage relevant to influencer marketing. DataReportal (2022) reported that the number of social media users in Pakistan grew by 24% from 2020 to 2021, reaching 31.5% of the total population. Statcounter (2021) also showed that social media platforms such as Facebook, YouTube, and Instagram are popular in Pakistan. Given its urban and educated population, Lahore is likely to have a large proportion of these social media users. As a result, focusing on Lahore for this research in Pakistan can provide a rich and representative sample of potential and existing customers influenced by influencer marketing. This study can contribute to the theoretical understanding of digital influencer marketing while also providing practical implications for marketers looking to leverage digital influencers' credibility to influence consumer behavior on Instagram in Pakistan.

4 Problem statement:

“Influencer marketing on Instagram is a popular and effective marketing strategy in Pakistan, but there is a lack of empirical research on how the credibility of digital influencers affects consumer behavior outcomes, such as purchase intention and brand attitude. Purchase intention refers to the

likelihood of consumers buying the products or services endorsed by the influencers, while Brand attitude is the degree of positive or negative evaluation that consumers have towards a brand or its products (Keller, 2013). Brand attitude can influence consumer purchase intention and loyalty, as well as the effectiveness of marketing campaigns (Chen et al., 2019). The aim of this study is to test the hypotheses that digital influencer credibility has a positive effect on consumer purchase intention and brand attitude.”

5 Research question:

The main research question of this study is:

“How does digital influencer's credibility affect consumer purchase intention and brand attitude on Instagram amongst Lahore based Instagram users?”

To answer this question, this study adopts the dual AISAS model proposed by Javed et al. (2022) as a theoretical framework and is the social identity model of influencer marketing (SIMIM) proposed by Farivar and Wang (2021) and develops two hypotheses based on the existing literature. This study contributes to the literature by exploring a new context and culture for influencer marketing research and by examining both behavioral outcomes of digital influencer's influence on Instagram. This study also has practical implications for community e-commerce platforms or other e-commerce platforms that want to leverage digital influencers as a sustainable marketing strategy.

6 Literature Review:

6.1 Variables:

- Digital influencer credibility:

This is the independent variable in the model. It refers to the extent to which consumers perceive digital influencers as trustworthy, competent, and attractive sources of information and recommendations on Instagram. It is a conceptual variable that can be measured by indicators such as source credibility scale, source attractiveness scale, and source expertise scale. Previous studies have suggested that digital influencer credibility can positively influence consumer purchase intention and content outreach on social media platforms (Javed et al., 2022; Kareem & Venugopal, 2023; Saima & Khan, 2020).

Digital influencer's credibility refers to the extent to which consumers perceive digital influencers as trustworthy, expert and attractive sources of information or advice about products or services on Instagram (Bilro et al., 2020). Credibility is an important factor that affects consumers' attitudes and behaviors toward digital influencers and their endorsed products or services (Chen & Xie, 2008). Previous studies have shown that digital influencer's credibility positively influences consumer purchase intention (Bilro et al., 2020; Costa et al., 2019) and content outreach (Javed et al., 2022) on Instagram.

- **Consumer purchase intention:**

This dependent variable in the model represents the probability that consumers will buy products or services endorsed by digital influencers on Instagram. It is a conceptual variable that can be measured using indicators such as purchase intention scales, behavioral intention scales, and willingness to pay scales. Research has shown that consumer purchase intention can be influenced by various factors on social media platforms, including influencer credibility, brand image, brand familiarity, and social norms (Alawadhi & Örs, 2020; Kareem & Venugopal, 2023; Saima & Khan, 2020).

- **Brand Attitude**

Brand Attitude: Brand attitude refers to the extent to which consumers have positive or negative evaluations of a brand or its products (Keller, 2013). Brand attitude can affect consumer purchase intention and loyalty as well as the effectiveness of marketing campaigns (Chen et al., 2019). Various factors can influence brand attitude, including brand image, brand personality, brand associations and brand trust (Keller, 2013)

6.2 Digital Marketing:

Due to the fast-paced of evolution in technology all forms of sciences and businesses have advanced including the sector of digital marketing. It is an error involving science with the inclusion of emerging trends and innovations such as AI, big data analytics, blockchain technology, AR/VR and influencer marketing.

Instagram:

Instagram is a visual-centric platform that allows users to share photos and videos with filters, stickers, hashtags, captions, etc. (De Vries & Carlson, 2014). Instagram also enables users to interact with each other through likes, comments, direct messages, stories, reels, etc. (Merz et al., 2018). Instagram has over one billion monthly active users and is one of the most popular and influential social media platforms for influencer marketing, especially in the fashion industry (Mavroudis, 2018).

Instagram has emerged as one of the most influential social media platforms globally, particularly in industries such as fashion, beauty, lifestyle, entertainment, food, travel, health, fitness, education, technology, and social causes. The platform has provided a space for users to become digital influencers, promoting products or services to their followers through sponsored posts or stories. As a result, influencer marketing has become a widely used and effective tactic for brands to connect with and engage potential customers online.

In 2022, the worldwide market value for influencer marketing reached 16.4 billion U.S. dollars, more than doubling since 2019, as reported by Statista (2023a). With the influencer endorsement industry continuing to evolve, the size and worth of influencer marketing platforms are also growing each year, resulting in increasingly lucrative partnerships between brands and content creators. The Instagram influencer market alone was valued at 5.24 billion U.S. dollars in 2021 and is expected to increase to 8.08 billion by 2025 (Statista, 2023b).

Instagram's global popularity is evident in the distribution of its user base. As of January 2023, India had the largest Instagram audience in the world with 229 million users. The United States followed with 143 million users, Brazil with 112 million, Indonesia with 96 million, and Russia with 77 million (Statista, 2023c). In Pakistan, Instagram is also a widely used social media platform with an estimated 18 million active users as of January 2023 (NapoleonCat, 2023).

According to Nasrullah (2020), social media usage in Pakistan has increased significantly in recent years due to factors such as improved internet access, affordable smartphones, rising literacy rates, and growing urbanization. Social media platforms such as Instagram have also become important sources of information, entertainment, and socialization for Pakistani users, especially among the younger generations. Influencer marketing on Instagram has also emerged as a prominent trend in

Pakistan's digital landscape. According to Javed et al. (2022), fashion influencers exert powerful influence on consumers' decision-making process and content outreach on Instagram in Pakistan. The authors proposed a dual AISAS model to understand how digital influencers influence consumer behavior on Instagram in Pakistan.

The dual AISAS model consists of two layers of AISAS process: Attention, Interest, Search, Action and Share. The model assumes that digital influencers are able to attract consumers' attention immediately through their visual content; then engage consumers with their personal stories or opinions; then trigger consumers' search for more information about the products or services endorsed by them; then influence consumers' purchase intention through their recommendations or reviews; and finally motivate consumers' content outreach through their calls-to-action or incentives. The model is based on the theory of buying behavior and the multi-step flow theory. The authors collected data from 969 Pakistani Instagram users who follow digital influencers using a questionnaire based on the AISAS model and analyzed the data using structural equation modeling. The results showed that every path in the dual AISAS model was significant and had a profound effect.

6.3 Influencer Marketing:

Influencer marketing has emerged as a popular and effective technique for brands to reach out to and engage potential customers online (Dwivedi et al., 2018). Instagram is one of the most popular and important social media channels for influencer marketing, particularly in the fashion industry (Mavroudis, 2018). Instagram is a visual platform that allows users to post photographs and videos with filters, stickers, hashtags, captions, and other features (De Vries & Carlson, 2014). Instagram also allows users to engage with one another via likes, comments, direct messages, stories, reels, and other means (Merz et al., 2018).

With the rise of social media platforms like as Instagram, YouTube, TikTok, and Snapchat, influencer marketing has developed as a key trend in the digital environment. According to McKinsey (2023), during the last five years, influencer marketing has increased by more than 50% on platforms such as Instagram and YouTube in Western countries, and on platforms such as Pinduoduo and WeChat in China. In 2022, the influencer marketing economy was estimated to be worth \$16.4 billion (Statista, 2023a). According to Statista (2023b), the global influencer marketing value will reach \$22.3 billion by 2024.

For influencer marketing, Instagram is one of the most popular and influential social media networks. Instagram had over one billion monthly active members as of January 2023, making it the sixth most popular social network in the world, according to Statista (2023b). Instagram also has tools like Stories, Reels, IGTV, Live, Guides, and Shops that allow users to produce and sell content.

6.4 Influencer Credibility and its effect on influencer Marketing:

Influencer marketing can help marketers to increase their brand awareness, credibility and trust among their target audience by leveraging the power and influence of these individuals (Forbes, 2020). Influencer marketing can also help marketers to generate user-generated content, word-of-mouth referrals, social proof, etc. that can enhance customer loyalty and advocacy (Dhun & Dangi, 2022).

However, one of the key factors that determines the success and effectiveness of influencer marketing is the credibility of the influencers. Credibility refers to the extent to which the influencers are perceived as trustworthy, reliable, competent and attractive by their followers and potential customers (Ohanian, 1990). Credibility can influence how customers perceive and respond to the messages and recommendations of the influencers, as well as how they form their attitudes and intentions towards the brands and products endorsed by the influencers (Amos et al., 2008).

Therefore, influencer credibility is an important concept and factor for influencer marketing. Influencer credibility can be affected by various factors, such as the source characteristics of the influencers, such as their expertise, trustworthiness, attractiveness, similarity, etc., and the message characteristics of the influencers, such as their quality, relevance, consistency, etc. (Ohanian, 1990; Amos et al., 2008). By understanding and enhancing these factors, marketers can select and collaborate with credible influencers who can deliver effective and persuasive messages to their target audience.

6.5 Theoretical Background:

6.5.1 The AISAS Model:

The dual AISAS model is an extension of the AISAS model developed by Dentsu Inc. (2007) to explain the online consumer behavior process. The AISAS model consists of five stages:

- **Attention**
- **Interest**
- **Search**
- **Action**
- **Share**

The model suggests that consumers first pay attention to online stimuli such as advertisements or word-of-mouth; then develop interest in the products or services; then search for more information online or offline; then take action such as purchasing or contacting; and finally share their experiences or opinions with others online or offline.

The dual AISAS model adds another layer of AISAS process to account for the role of digital influencers in influencing consumer behavior on Instagram. The model assumes that digital influencers are able to attract consumers' attention immediately through their visual content; then engage consumers with their personal stories or opinions; then trigger consumers' search for more information about the products or services endorsed by them; then influence consumers' purchase intention through their recommendations or reviews; and finally motivate consumers' content outreach through their calls-to-action or incentives.

To understand how digital influencers influence consumer behavior on Instagram, this study adopts the dual AISAS model proposed by Javed et al. (2022). The dual AISAS model is an extension of the AISAS model developed by Dentsu Inc. (2007) to explain the online consumer behavior process. The AISAS model consists of five stages: Attention, Interest Search, Action and Share. The model suggests that consumers first pay attention to online stimuli such as advertisements or word-of-mouth; then develop interest in the products or services; then search for more information online or offline; then take action such as purchasing or contacting; and finally share their experiences or opinions with others online or offline.

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The AISAS model, which is dual in nature, draws upon two key theoretical concepts: the theory of purchasing behavior and the multi-step flow theory. According to the theory of purchasing behavior, consumers progress through several stages before deciding to make a purchase. These stages include recognizing a problem, searching for information, evaluating alternatives, making a purchase decision, and engaging in post-purchase behavior (Kotler & Keller, 2016). The multi-step flow theory explains how mass media messages are filtered and modified by opinion leaders before reaching the final audience: mass media, opinion leaders, opinion followers and public opinion (Katz & Lazarsfeld, 1955). The dual AISAS model integrates these two theories by considering digital influencers as opinion leaders who influence consumers' buying behavior through online media.

6.5.2 The social identity model of influencer marketing (SIMIM):

Furthermore, A good model to research brand attitude under the influence of Instagram influencers that has been used by some other researcher in the past is the social identity model of influencer marketing (SIMIM) proposed by Farivar and Wang (2021). The SIMIM is based on the social identity theory and the self-categorization theory, which suggest that people tend to categorize themselves and others into different social groups based on their shared characteristics and values.

The SIMIM argues that influencer marketing can affect brand attitude through two mechanisms: identification and internalization. Identification refers to the extent to which followers perceive themselves as belonging to the same social group as the influencer and share their identity. Internalization refers to the extent to which followers accept and adopt the influencer's values and opinions as their own. The SIMIM also identifies four factors that influence identification and internalization: influencer attractiveness, expertise, trustworthiness and similarity. The SIMIM provides a comprehensive and cohesive framework to understand how influencer marketing can affect brand attitude and other outcomes.

7 Hypotheses Development:

Based on the dual AISAS model and the existing literature on influencer marketing and consumer behavior on Instagram, this study develops two hypotheses:

H1: Consumer purchase intention is positively influenced by the credibility of a digital influencer.

H2: Brand attitude on Instagram is positively impacted by the credibility of a digital influencer.

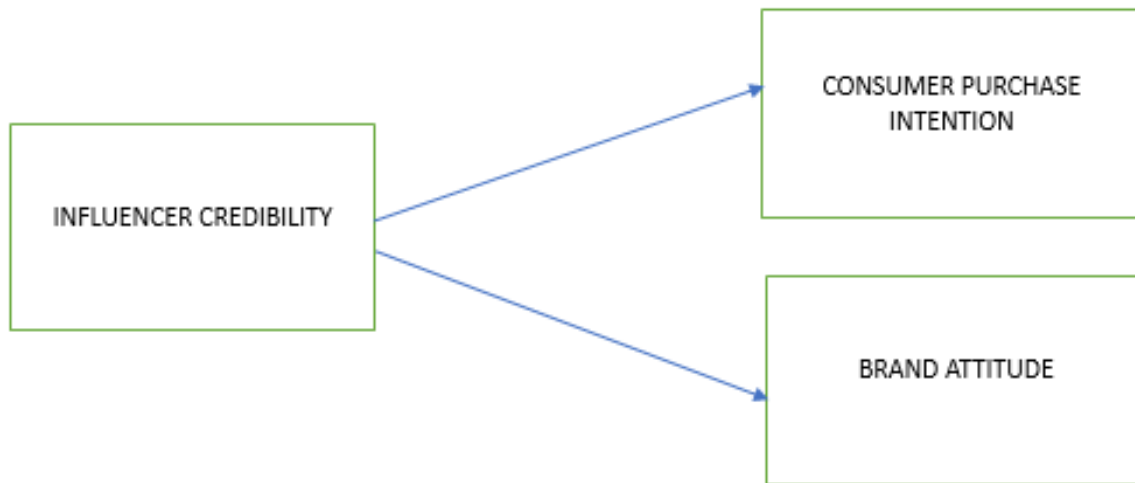


Figure 1: Conceptual Model

8 Methodology:

We tackle this research project by utilizing the means of an online questionnaire survey that was designed based on previous existing research done on similar topics but for different variables. We focused on the dual AISAS model and the SIMM model, For measuring influencer credibility , consumer purchase intention, and brand attitude respectively. The dual AISAS model proposed by Javed et al (2022), captures the two layers of consumer behavior and Instagram number one the traditional AISAS process of attention, interest, search, action and share and the new A plus I SAS process of attention plus interest, search, action, and share. Furthermore, the SIMM model designed by Farivar and Wang (2011), which discusses the role of influencer attractiveness, trustworthiness, and similarity and how it is a factor in the attitude that their followers or the consumers develop regarding a brand endorsed by them. The questionnaire was disseminated among Instagram using population off Lahore, Pakistan.

The online questionnaire survey featured a total of 25 relevant questions that had been designed by following ethical practices and unbiased terminology. Questions featured a range of categories, divided over a total of six sections, starting with the demographic questions that collected data regarding the respondents age group, gender, monthly income, etcetera. The second section

featured questions that aim to gauge the level of Instagram users per respondent, the third, fourth and fifth section focused on the dual AISAS model to identify the role of influencers credibility regarding the consumer purchase intention, and the factors regarding the influencer in terms of their credibility that may influence it. And finally the 6th section focused on the brand attitude developed by Instagram users based on how they perceive Instagram influencers that endorsed those brands. A combination of close ended questions such as multiple choice and open-ended questions such as the Likert scale questions were utilized.

We administered the online questionnaire using Google Forms, that allows creating, distributing, and analyzing surveys. We used a convenience sampling method to recruit respondents through social media platforms such as Facebook, Twitter, and WhatsApp. We invited people who were 18 years or older, who lived in Lahore, Pakistan, and who followed at least one influencer on Instagram to participate in our survey. We distributed the survey link through social media posts and messages and asked people to share it with their contacts who met the criteria. We collected responses for three weeks, from May 15 to June 4, 2023.

Out of the 100 responses received, 42 were excluded due to being incomplete, duplicate, or invalid, leaving 58 valid responses for data analysis. Our data collection method was quantitative, as we collected numerical data that could be measured and analyzed using statistical techniques. We used SPSS software to clean and organize the data, generate descriptive statistics and graphs, and Excel to calculate mean and standard deviation values. SPSS diagnostic tools were used to check the assumptions of the analyses. We identified trends and generalized opinions of consumers regarding their perceptions of influencers, their credibility, and the role of credibility in their purchase intention and attitude towards the brand. We created tables to show the frequency of responses per question and the individual and cumulative percentages for each. Additionally, we evaluated the data using a Microsoft Excel spreadsheet, where we cleaned the data, separated relevant percentages for analysis, and transformed them into visually appealing and informative pie charts that showed the largest opinion per response. We also conducted a mean and standard deviation analysis, which revealed that most values belonged to the neutral, agree, or strongly agree categories.

We used the results of the data analysis to answer our research questions and test our hypotheses. We also discussed the implications, limitations, and recommendations of our findings for theory and practice.

9 Data Analysis:

Following are the findings of our data analysis:

9.1 Gender:

Amongst the 58 valid responses, 43 of the respondents were female and 15 were male. That suggests that 72.9% of our demographic was female and 25.4% was male.

Table 1: Gender of respondents

1. What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.7	1.7	1.7
- Female	43	72.9	72.9	74.6
- Male	15	25.4	25.4	100.0
Total	59	100.0	100.0	

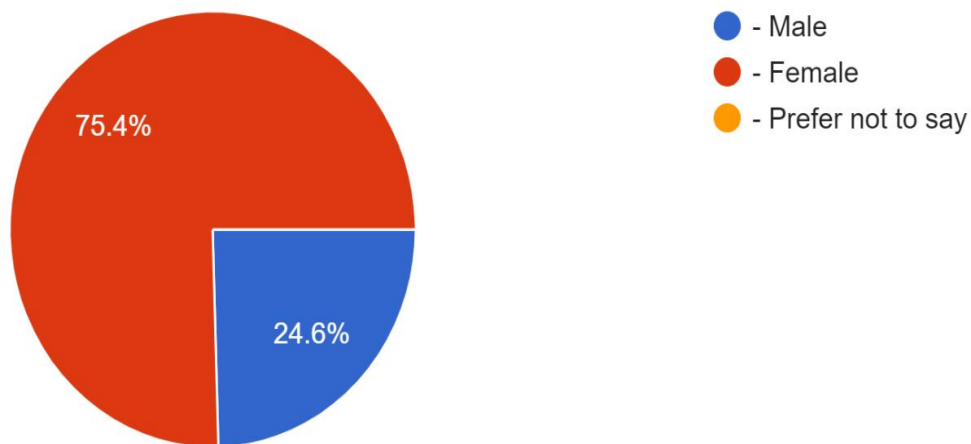


Figure 2: Gender ratio of respondents

9.2 Age group:

The questionnaire targeted individuals who were aged 18 or above. 40.7% of the respondents were aged 18 years to 24 years old. 52.5% were aged between 25 years to 34 years old and the remaining were distributed between two groups with 3.4% being in the 45-54 years old category and 1.7% in the 55 or above group.

Surprisingly, none of our respondents were in the 35-44 years old category.

2. What is your age group?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.7	1.7	1.7
- 18-24	24	40.7	40.7	42.4
- 25-34	31	52.5	52.5	94.9
- 45-54	2	3.4	3.4	98.3
- 55 or above	1	1.7	1.7	100.0
Total	59	100.0	100.0	

Table 2: Age group

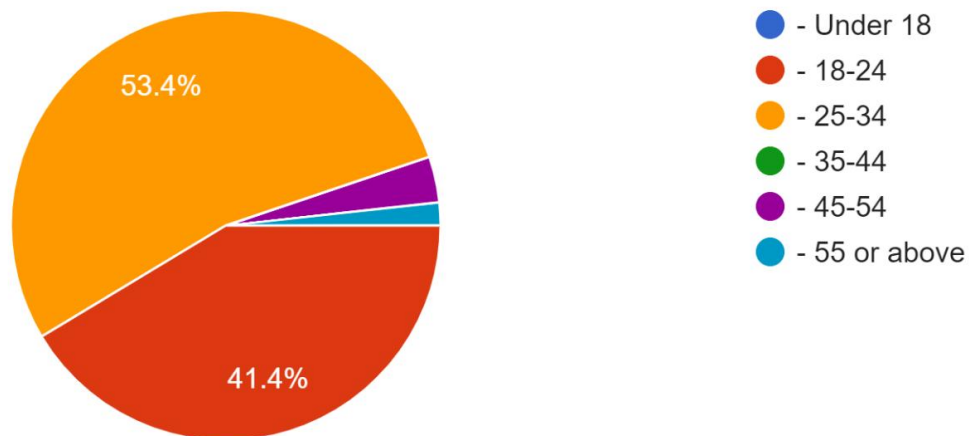
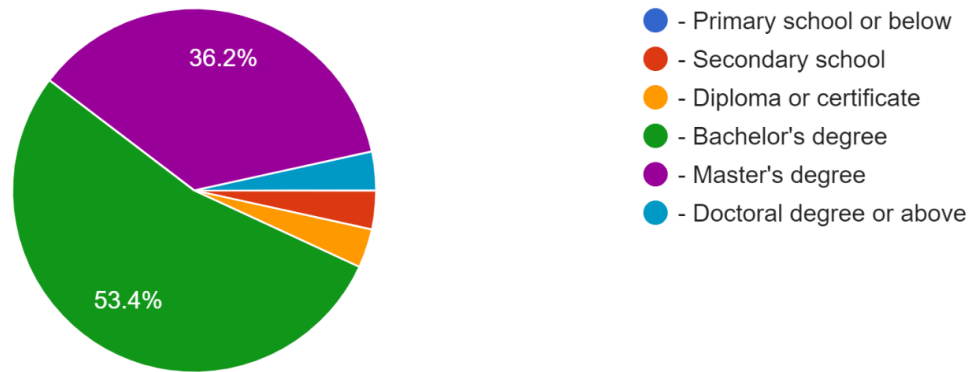


Figure 3: Age group pie chart

9.3 Level of Education:

The majority of our demographic had acquired a bachelor's degree as the highest form of education at 52.5%, followed by a close 35.6% master's degree holders.



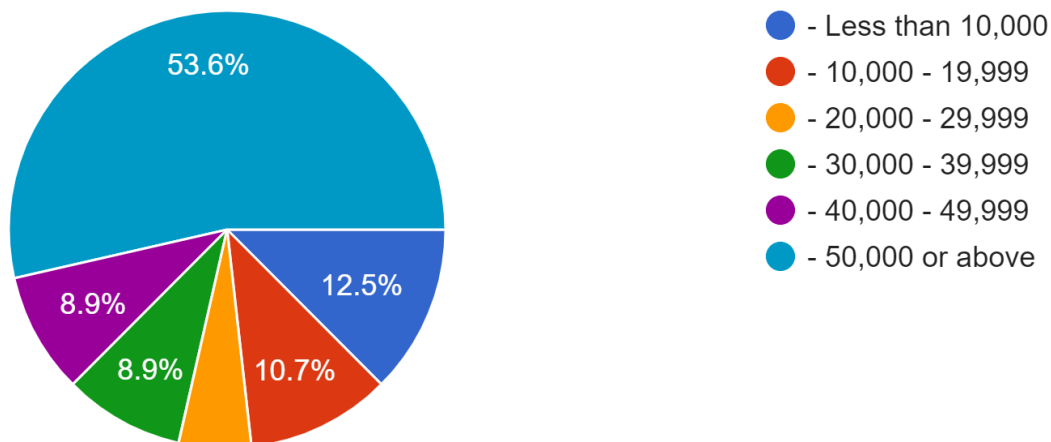
3. What is your highest level of education?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.7	1.7	1.7
- Bachelor's degree	31	52.5	52.5	54.2
- Diploma or certificate	2	3.4	3.4	57.6
- Doctoral degree or above	2	3.4	3.4	61.0
- Master's degree	21	35.6	35.6	96.6
- Secondary school	2	3.4	3.4	100.0
Total	59	100.0	100.0	

Table 3: Highest level of education

9.4 Monthly income:

50.8% of our respondents had a monthly income of more than 50,000 PKR. 13.6% of the population has an income level of less than 10,000 according to the demographic. 10.2% of respondents belonged to the 10,000 – 19,999 PKR and 40,000 - 49,999 PKR income bracket respectively.



4. What is your monthly income (in Pakistani rupees)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.7	1.7	1.7
- 10,000 - 19,999	6	10.2	10.2	11.9
- 20,000 - 29,999	3	5.1	5.1	16.9
- 30,000 - 39,999	5	8.5	8.5	25.4
- 40,000 - 49,999	6	10.2	10.2	35.6
- 50,000 or above	30	50.8	50.8	86.4
- Less than 10,000	8	13.6	13.6	100.0
Total	59	100.0	100.0	

Table 4: Monthly income in PKR

9.5 Instagram usage frequency:

78.0% of the respondents claimed to use Instagram several times a day which suggests a higher frequency of usage. The statistics adds to the validity of the study in highlighting the importance of Instagram as a tool of marketing and identifying the influence off influencers credibility in terms of purchase intention and brand attitude that potential customers experience while using Instagram throughout the day.

5. How often do you use Instagram?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.7	1.7	1.7
- Once a day	8	13.6	13.6	15.3
- Once a month or less	1	1.7	1.7	16.9
- Several times a day	46	78.0	78.0	94.9
- Several times a month	1	1.7	1.7	96.6
- Several times a week	2	3.4	3.4	100.0
Total	59	100.0	100.0	

Table 5: Instagram usage statistics

9.6 Time spent on Instagram (in minutes):

52.5% of respondents claimed to spend more than 50 minutes a day on Instagram in terms of their app usage. 15.3% of the respondents spent 40 to 49 minutes a day on Instagram and 11.9% of the respondents spent 20 to 29 minutes on Instagram a day.

6. How much time do you spend on Instagram per day (in minutes)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.7	1.7	1.7
- 10 - 19	5	8.5	8.5	10.2
- 20 - 29	7	11.9	11.9	22.0
- 30 - 39	4	6.8	6.8	28.8
- 40 - 49	9	15.3	15.3	44.1
- 50 or more	31	52.5	52.5	96.6
- Less than 10	2	3.4	3.4	100.0
Total	59	100.0	100.0	

Table 6: Time spent on Instagram.

9.7 Purpose of using Instagram:

Response to the question of what the main purpose of using Instagram our respondents could choose from a vast variety of reasons they could possibly use Instagram. Most options on the list experience or a value of 1.7% respondents for various items on the list. The highest recorded value was 10.2% for the option “to watch stories and reels of others”. This statistic emphasizes the importance of word of mouth as taking interest in the stories, reels/content created by others in the community is the keen focus of a majority of population however all regions hold almost similar values of interest and people are utilizing Instagram for various purposes.

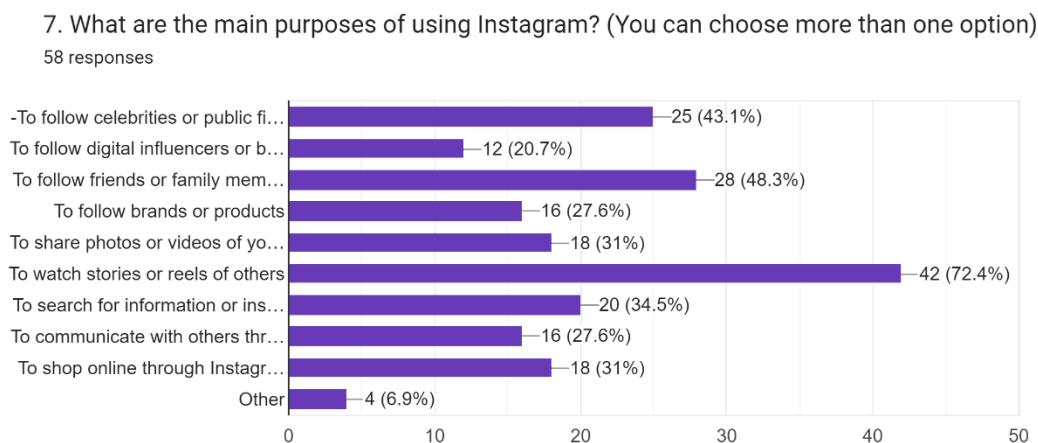
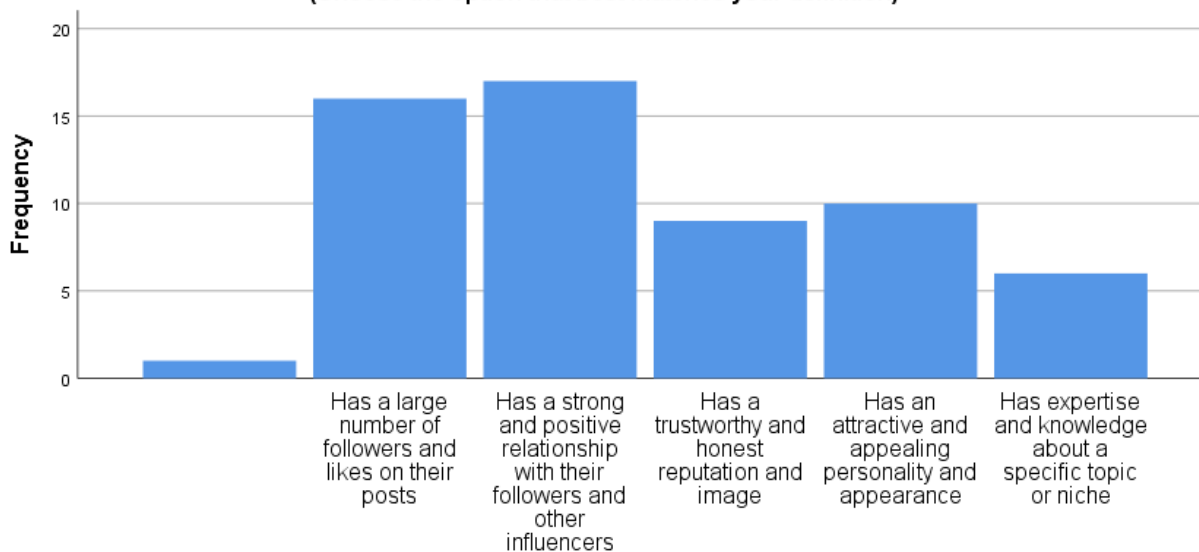


Figure 4: Purpose of using Instagram

9.8 Definition of a digital influencer:

28.8% of the respondents define an influencer on Instagram is someone who has a strong positive relationship with their followers and other influencers. 27.1% of the respondents suggested that the influencer is someone who has a large number of followers and likes their posts. 16.9% of the respondents define an influencer as someone who has an attractive and appealing personality and appearance whereas 15.3% of the population considers someone who has a trustworthy and honest reputation and image as a digital influencer. Lastly 10.2% of the respondents consider someone who has expertise and knowledge about a specific topic and niche.

**8. How do you define a digital influencer on Instagram?
A digital influencer on Instagram is someone who:
(Choose the option that best matches your definition)**



A digital influencer on Instagram is someone who:

Figure 5: Definition of an Influencer

Table 7: Digital Influencer Definition

**8. How do you define a digital influencer on Instagram?
A digital influencer on Instagram is someone who:
(Choose the option that best matches your definition)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.7	1.7	1.7
Has a large number of followers and likes on their posts	16	27.1	27.1	28.8
Has a strong and positive relationship with their followers and other influencers	17	28.8	28.8	57.6
Has a trustworthy and honest reputation and image	9	15.3	15.3	72.9
Has an attractive and appealing personality and appearance	10	16.9	16.9	89.8
Has expertise and knowledge about a specific topic or niche	6	10.2	10.2	100.0
Total	59	100.0	100.0	



9.9 Total number of digital influences followed by an individual on Instagram:

32.2% of the respondents follow 1-5 influencers on Instagram. Followed by 23.7% respondents following more than 20 influencers, and the third highest majority of 15.3% respondents follow no influencers. The remaining 13.6% respondents follow 11-15 influencers, 8.5% respondents follow 6-10 influencers, and 5.1% respondents follow 16-20 influencers.

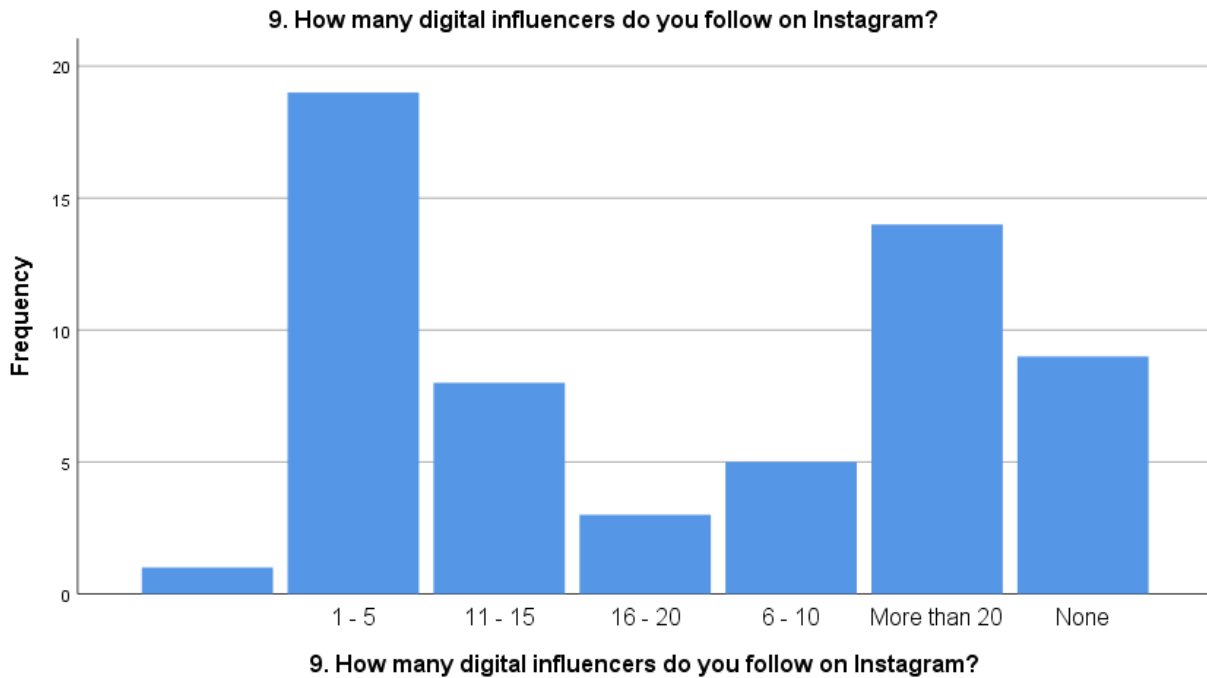


Figure 6: No. of digital influencers followed..

9. How many digital influencers do you follow on Instagram?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.7	1.7	1.7
1 - 5	19	32.2	32.2	33.9
11 - 15	8	13.6	13.6	47.5
16 - 20	3	5.1	5.1	52.5
6 - 10	5	8.5	8.5	61.0
More than 20	14	23.7	23.7	84.7
None	9	15.3	15.3	100.0
Total	59	100.0	100.0	

Table 8: No. of influencers followed on Instagram.

9.10 Niche or topics:

60.3% of respondents' influencers focus on the main topic of Fashion or beauty, followed by 51.7% of the respondents' influencers focusing on the topic of lifestyle and travel, and 48.3% of respondents' influencers focusing on the topic of Entertainment or Humor. 36.2% respondents identified the topic or niche as Food or cooking, 32.8% as Health and Fitness of their influencers. Art or culture, Education or career and Sports or Hobbies were identified as Niche or Topics of influencers by 25.9%, 24.1% and 20.7% respondents respectively. 8.6% respondents identified Politics as the topic or niche of influencers. And lastly 12.1%

respondents identified other as topics or niche of influencers.

10. What are the main topics or niches of the digital influencers you follow on Instagram? (You can choose more than one option)

58 responses

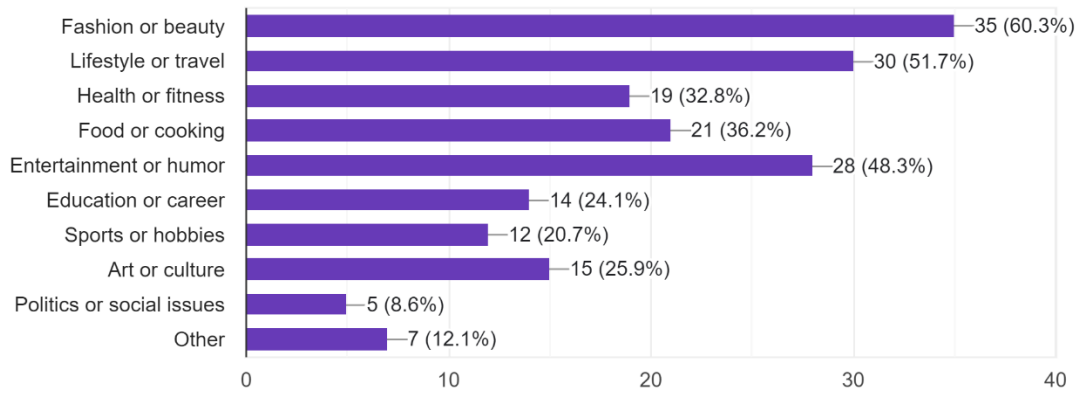


Figure 7: Niche or Topics

10. What are the main topics or niches of the digital influencers you follow on Instagram? (You can choose more than one option)

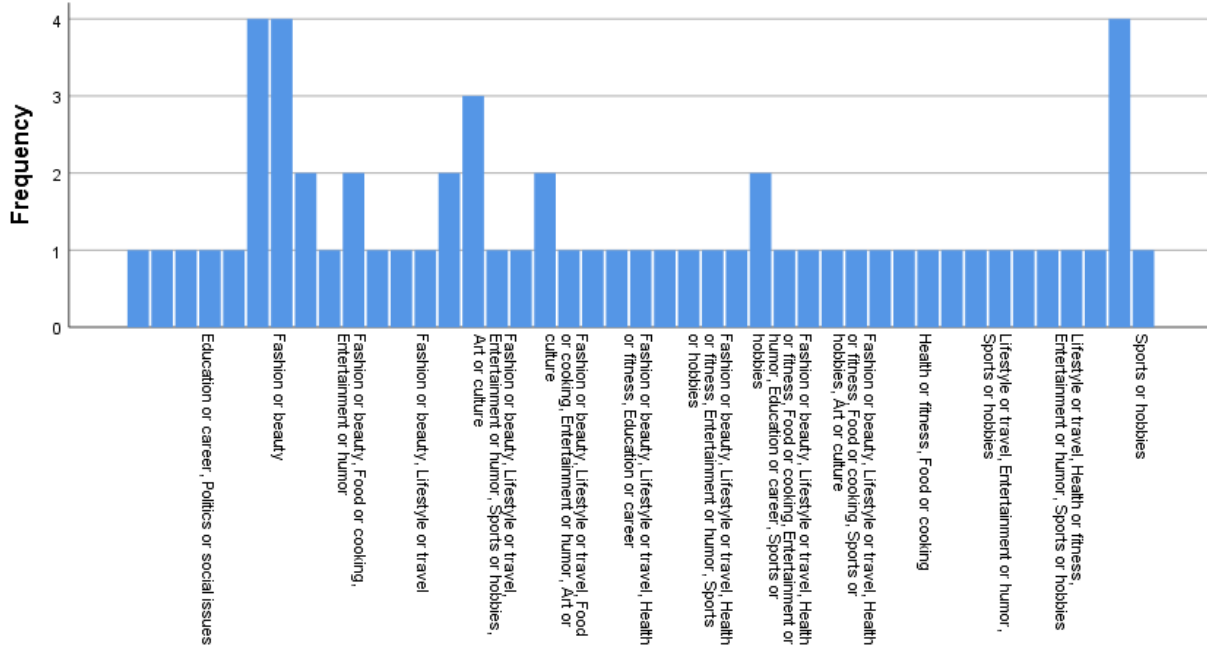


Figure 8: Niche or Topic

9.11 Questions to measure the impact of influencer credibility on purchase intention and brand attitude:

The next few questions identified the relevance of Influencer credibility, purchase intention and Brand Attitude:

Majority of respondents would either Agree or Strongly Agree, 39.66% and 15.52% respectively, that personal stories or opinions of influencers are engaging. 22.41% respondents were neutral and less than a quarter of respondents either disagree or strongly disagree, 12.07% and 10.34% respectively.

The digital influencers I follow are able to engage me with their personal stories or opinions.

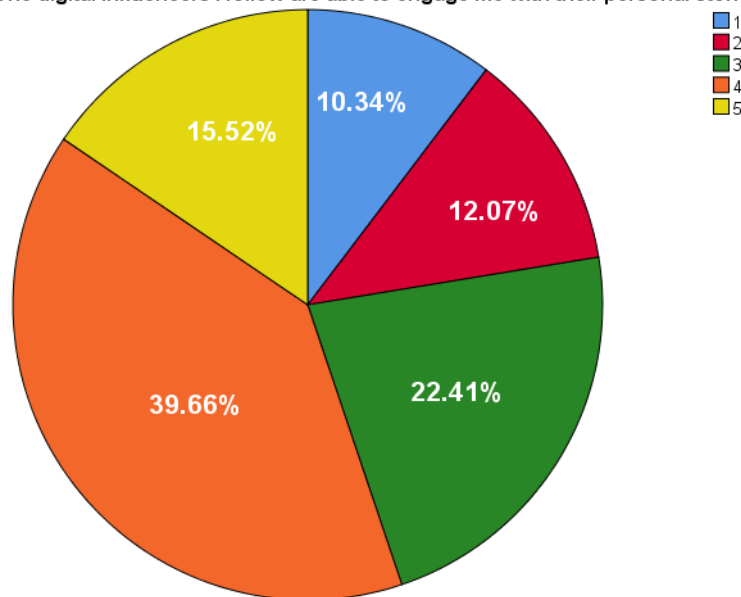


Figure 9: Engagement with stories and opinions

34.48% and 13.79% of respondents would either Agree or Strongly Agree respectively, that influencers are able to influence their purchase intention. However, 27.59% respondents were neutral and less than a quarter of respondents either disagree or strongly disagree, 17.24% and 6.9% respectively, that influencers are able to influence their purchase intentions.

The digital influencers I follow are able to influence my purchase intention through their recommendations or reviews.

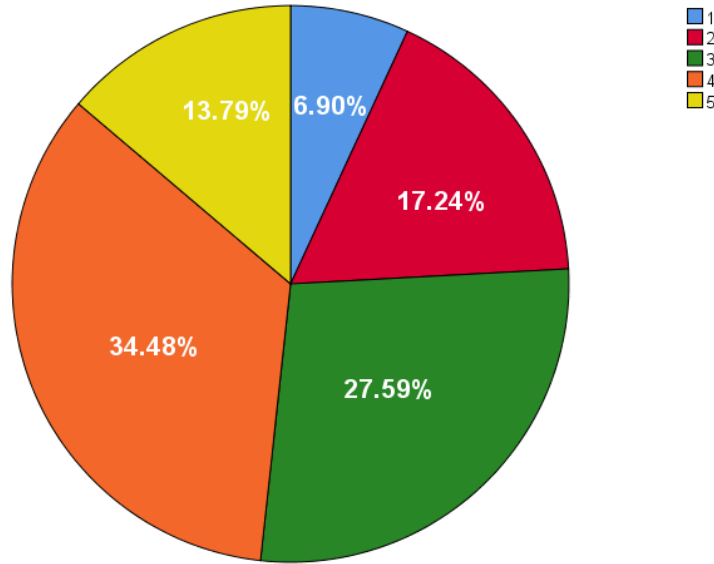


Figure 10: Influence of Purchase intention

Majority of respondents are Neutral when it comes to influencers motivating content outreach through their call to action or incentives. Followed by 29.31% respondents Agree and 6.9% respondents Strongly Agree of influencers motivating their content outreach. Last but not the least 13.79% respondents Disagree and 8.62% respondents Strongly Disagree that their content outreach is motivated by influencers.

The digital influencers I follow are able to motivate my content outreach through their calls-to-action or incentives.

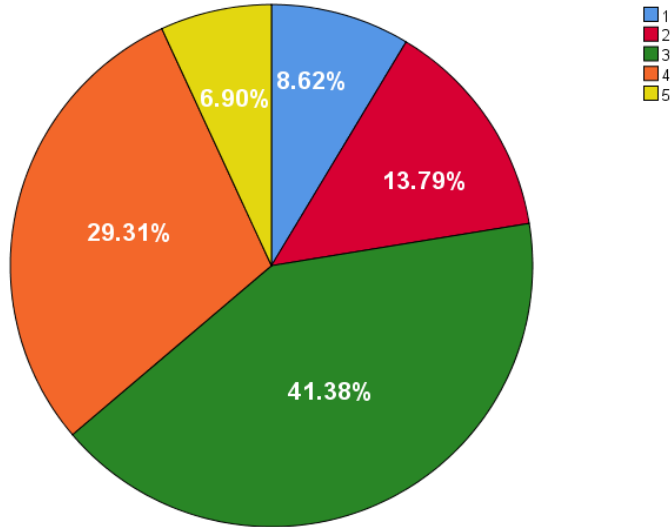


Figure 11: Motivated by call to action or incentives

Majority respondents 37.93% and 18.97% either Agree or Strongly Agree that their influencers are knowledgeable and competent. Where as 25.86% respondents were neutral, 12.07% disagree and 5.17 strongly disagree that influencers are knowledgeable and competent.

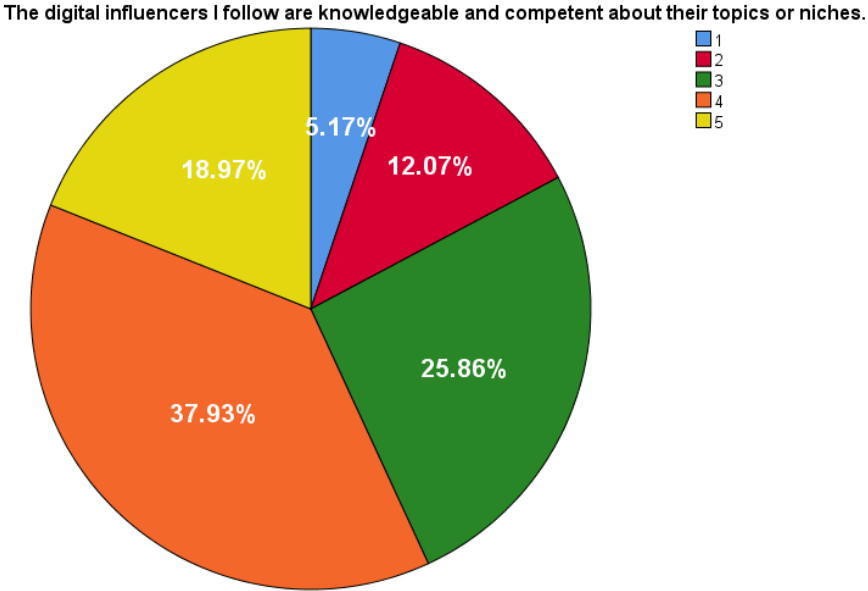


Figure 12: Knowledgeable and competent

Similarly 37.93% respondents Agree that influencers are reliable and consistent in their opinions and recommendations, 17.24% strongly agree, 27.59% are neutral, 10.34% disagree or 6.9% strongly disagree.

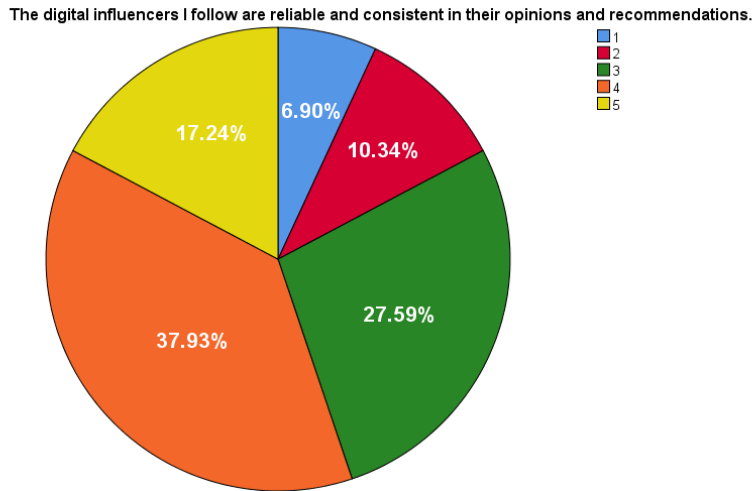


Figure 13: Reliable and Consistent

Majority respondents were neutral in terms of influencers being honest and transparent about their endorsements and collaborations. 31.03% Agree, 8.62% Strongly Agree, 12.07% Disagree and 8.62% Strongly Disagree.

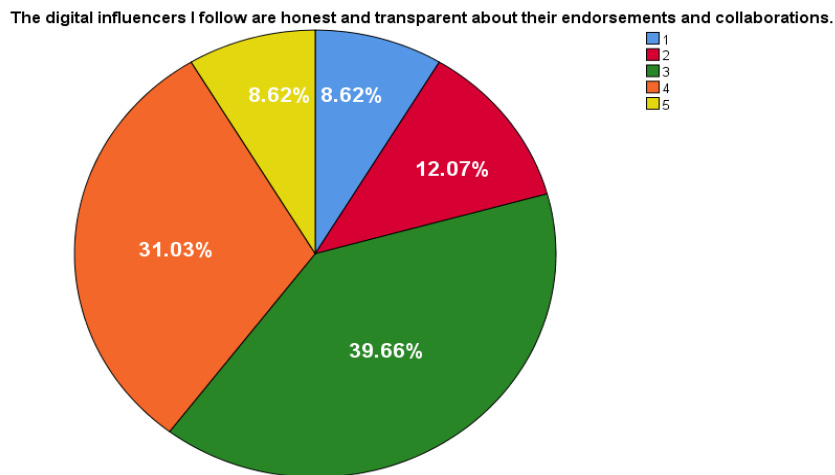


Figure 14: Honest and Transparent

The questionnaire asked respondents to rate influencers based on their attractiveness and appeal on a scale of 1-5 (1 being not aty all attractive and 5 being very attractive). 48.28% respondents rated 4, 22.41% gave the rating of 3, 20.69% rated 5, 6.9% rated 1 and 1.72% rated 2.

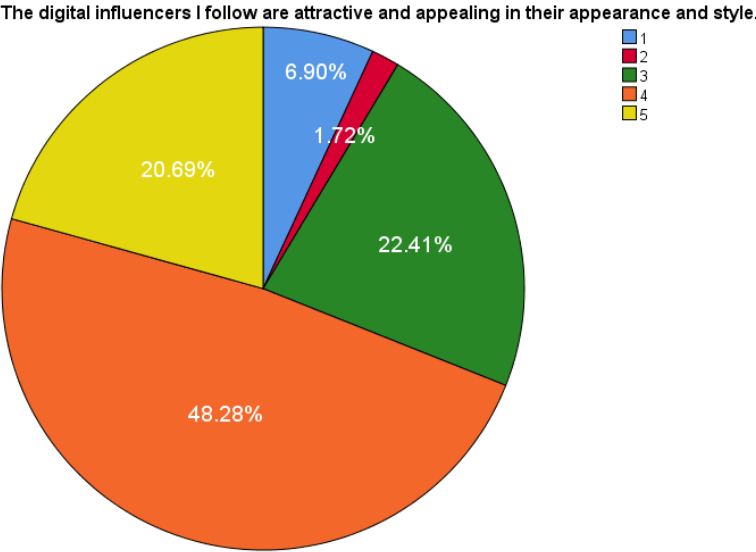


Figure 15: Attractive and appealing

Similarly respondents had to rate influencers on charismatic and engaging personality and communication on a similar scale of 1-5. The majority, with 51.72% respondents rated 4, 18.97% rated 3, 15.52% rated 5, 6.9% rated 2 and 6.9% rated 1.

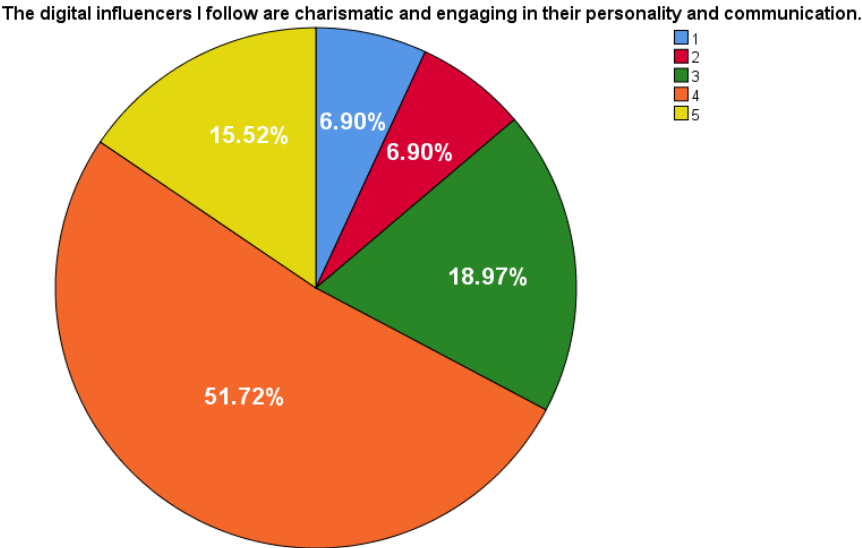


Figure 16: Charismatic and Engaging

In terms of finding influencers attractive on a scale of 1-5 (1 being not at all and 5 being very attractive) the majority of respondents with 53.45% said 2, 22.41% selected 4, 13.79% rated 3, 6.9% rated 5 and 3.45% rated 1.

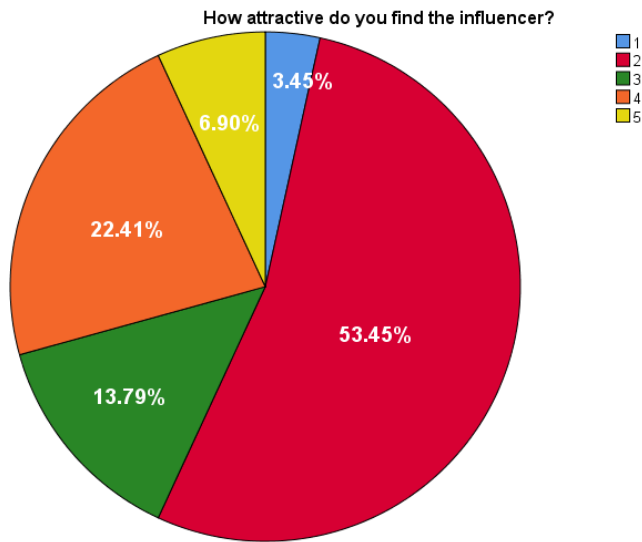


Figure 17: Attractiveness

18.97% Strongly Agree and 24.14% Agree with influencer opinions and recommendations. 29.31% respondents are Neutral where as 5.17% Disagree and 22.4% Strongly Disagree.

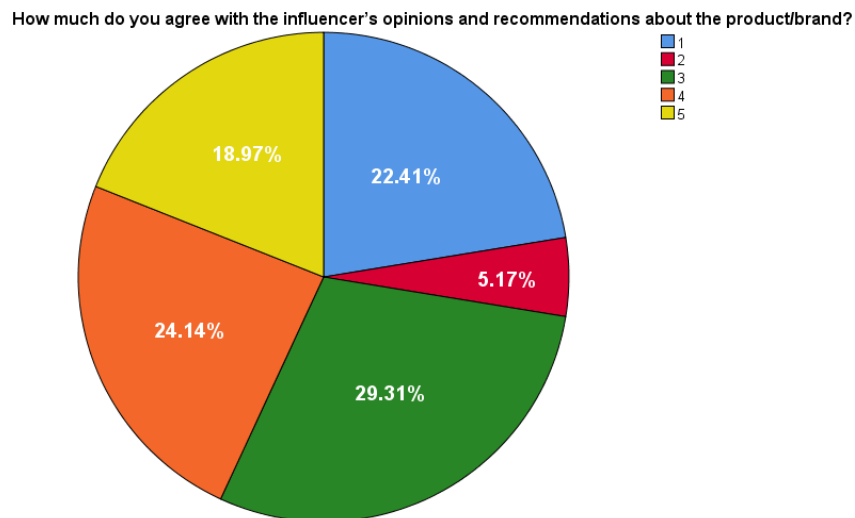


Figure 18: Opinions and recommendations

On a scale of 1-5 (1 being not at all and 5 being very positive) a majority of 48.28% rated 3 for their attitude towards the product or brand endorsed by the influencer, 27.59% rated 4, 10.34% rated 5, 10.34% rated 2 and 3.45% rated 1.

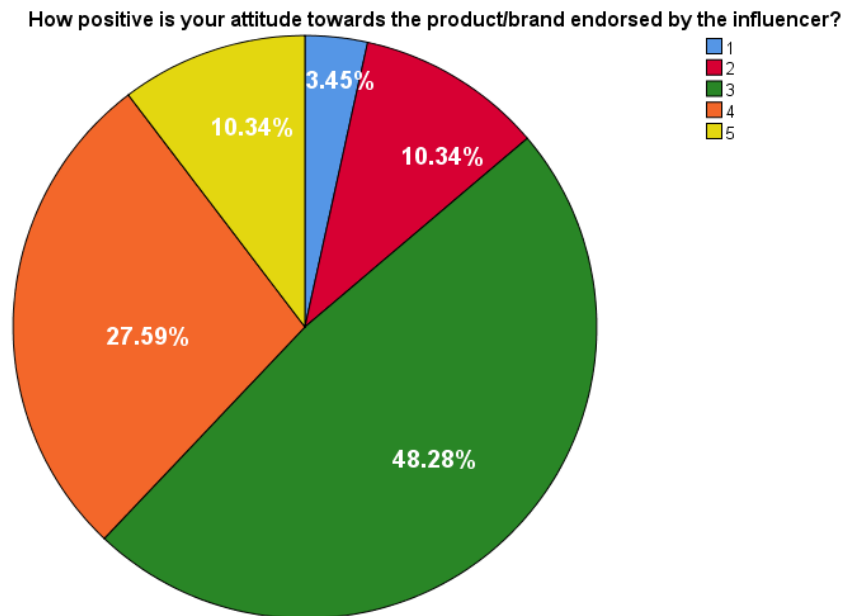


Figure 19: Product/Brand endorsement

Mean Values:

We calculated mean values for all the questions asked to get the respondents opinions regarding their opinions on influencers credibility, and how it impacts purchase intention and brand attitude. Seemingly all of the values, neared an approximate value of 3.5+ which suggests that for the most part, that consumer's purchase intention and their attitude towards the brand is impacted by how credible to they perceive the influencer to be. Furthermore, most people identify with the influencer's they can relate with and believe to be attractive, trustworthy, and seem to have knowledge of the products/brands they are endorsing. There is little deviation for these mean values as can be seen with the graph below.

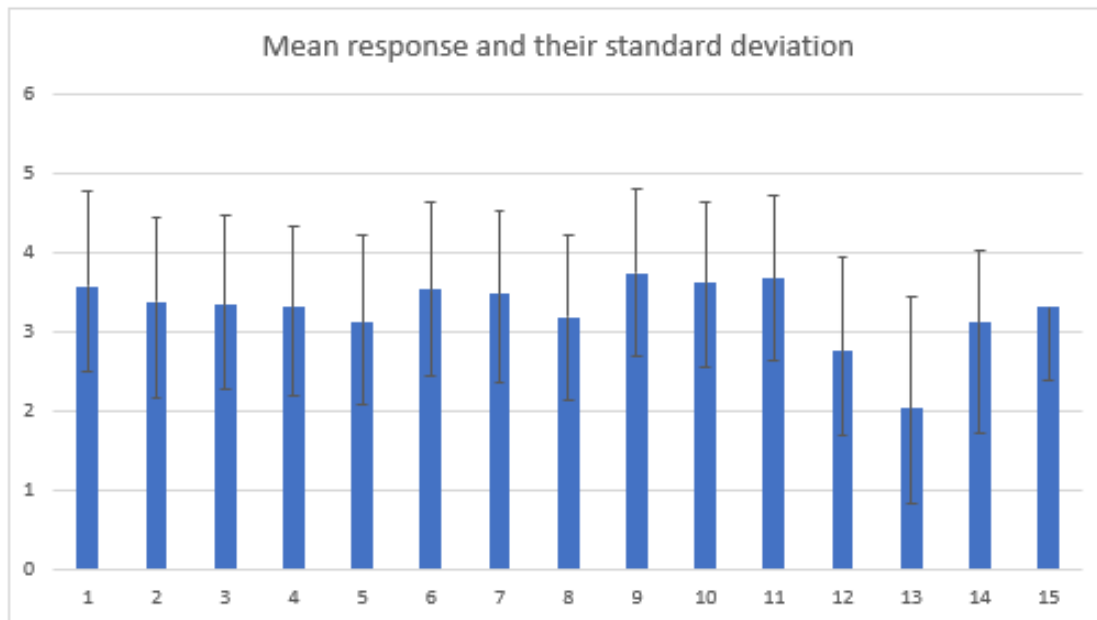


Figure 20: Mean values of responses

10 Discussion:

The aim of this study was to highlight the impact that influencer marketing has in terms of how the influences credibility drives consumers purchase intention as well as their attitude towards a brand. The main research question that was highlighted through this effort was how digital influencers credibility affects consumers purchase intention and brand attitude on Instagram for Lahore based users. Although the questionnaires were distributed at random it was an indication that majority of our respondents were female that is 75.4% of our respondents where women of different age groups. The age group category that the majority of our respondents belong to 25 to 34 years old and 52.5% of our respondents have acquired bachelor's degree as the highest form of education.

The findings of the study from this demographic have rendered us with many insightful conclusions and have supported the claims that we proposed in the beginning of this study. We identified that 72.4% of our respondents used Instagram to watch reels or stories of others, this adds support and evidence to the concept that humans are social animals, and they take keen

interest in the activities and the content generated by their fellow peers and the people they idealize. Our respondents defined an influencer as someone who has a strong and positive relationship with their followers and other influencers. This single insight itself suggests that the image of the influencer with regards to their relationships with their followers, how they treat their followers and how they're perceived by their followers.

The findings of this study revealed several interesting insights that add to the literature on influencer marketing. First, we discovered that influencer credibility had a positive and significant impact on both purchase intention and brand attitude. Based on this discovery we can clearly observe the implication that lies behind this evaluation, which is that the influencers credibility, as a function of their followers' perception directly influences the brands that are endorsed by them, and have a positive response towards those brands, products, or services. This finding agrees with previous studies that have demonstrated that credibility is a key factor that affects followers' attitudes and behavioral responses toward the influencer and the promoted brand (Lou & Yuan, 2019; Belanche et al., 2021).

Furthermore, this analysis expands upon the notion that a credible influencer can improve a consumer's trust in the brand as endorsed by them which is consistent with previous studies that have shown that brand attitude impacts the relationship between influencer marketing and purchase intention (Gomes et al., 2022; Kareem & Venugopal, 2023).

11 Conclusion:

This study aims to examine the Influence of Digital Influencers' Credibility on Purchase Intentions and Brand Perceptions among Instagram Users in Lahore. To do so, this study adopts the dual AISAS model and the SIMM model as a theoretical framework and develops two hypotheses based on the existing literature. This study contributes to the literature by exploring a new context and culture for influencer marketing research and by examining both behavioral outcomes of digital influencer's influence on Instagram. This study also has practical implications for community e-commerce platforms or other e-commerce platforms that want to leverage digital influencers as a sustainable marketing strategy. The next steps of this study are to collect data from a sample of Pakistani Instagram users who follow digital influencers using a questionnaire based on the AISAS

model, and to analyze the data using structural equation modeling to test the hypotheses and validate the model.

12 Managerial Implications:

The findings of this study have several implications for marketers who want to leverage influencer marketing as a strategic tool for their brands and products. First, marketers need to carefully select and evaluate the influencers they want to collaborate with, based on their credibility dimensions such as expertise, trustworthiness, attractiveness and similarity. Marketers should choose influencers who have high levels of these dimensions and who match the characteristics and values of their target audience. Marketers should also monitor and measure the credibility of the influencers over time and ensure that they maintain their credibility throughout the collaboration.

Second, marketers need to design and implement influencer marketing campaigns that can enhance the credibility of the influencers and their messages. Marketers should provide the influencers with relevant and accurate information about the brand and product and allow them to create authentic and engaging content that reflects their personality and style. Marketers should also encourage the influencers to disclose their relationship with the brand and product, and to provide honest and unbiased opinions and recommendations. Marketers should also support the influencers in interacting with their followers and responding to their comments and queries.

Third, marketers need to understand and consider the moderating factors that can affect the impact of influencer credibility on influencer marketing outcomes. Marketers should be aware of the factors such as perceived risk, product involvement, product type, etc., that can influence how followers perceive and respond to the influencers and their messages. Marketers should tailor their influencer marketing campaigns according to these factors and adjust their strategies and tactics accordingly.

By following these implications, marketers can maximize the benefits of influencer marketing and achieve their goals such as increasing brand awareness, purchase intention, etc.

13 Limitations and Future Recommendations:

There are several limitations to this study that should be acknowledged and addressed in future research. Firstly, the study focused on influencer marketing on Instagram, which is a popular and

influential social media platform. However, other platforms such as YouTube, Facebook, and TikTok are also widely used for influencer marketing. As a result, future research should investigate the effects of influencer credibility on influencer marketing outcomes across different platforms and compare their similarities and differences.

Secondly, the study used a cross-sectional survey design to collect data from Instagram users who follow influencers. This design does not allow for causal inferences or longitudinal changes. Therefore, future research should employ experimental or longitudinal designs to test the causal relationships and temporal dynamics between influencer credibility and influencer marketing outcomes.

Thirdly, the study measured influencer credibility as a multidimensional construct consisting of four dimensions: expertise, trustworthiness, attractiveness, and similarity. However, other dimensions or factors may affect the credibility of influencers and their messages. Future research should explore and identify additional dimensions or factors of influencer credibility and examine their effects on influencer marketing outcomes. And lastly, the study examined the impact of influencer credibility on two main outcomes: brand attitude and purchase intention. However, other outcomes such as brand recall, brand recognition, brand association, and brand equity may also be influenced by influencer credibility. Future research should investigate the effects of influencer credibility on these other outcomes and examine the mediating and moderating mechanisms involved. By addressing these limitations and recommendations, future research can enhance our understanding of influencer marketing and provide valuable insights for marketers and influencers.

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15 Appendices:

Questionnaire:

****Section 1: Demographic Information****

1. What is your gender?
 - a) Male
 - b) Female
 - c) Prefer not to say.

2. What is your age group?
 - a) Under 18
 - b) 18-24
 - c) 25-34
 - d) 35-44
 - e) 45-54
 - f) 55 or above

3. What is your highest level of education?
 - a) Primary school or below
 - b) Secondary school
 - c) Diploma or certificate
 - d) Bachelor's degree
 - e) Master's degree
 - f) Doctoral degree or above

4. What is your monthly income (in Pakistani rupees)?
 - a) Less than 10,000
 - b) 10,000 - 19,999
 - c) 20,000 - 29,999
 - d) 30,000 - 39,999
 - e) 40,000 - 49,999
 - f) 50,000 or above

****Section 2: Instagram Usage****

5. How often do you use Instagram?
 - a) Several times a day
 - b) Once a day
 - c) Several times a week
 - d) Once a week
 - e) Several times a month
 - f) Once a month or less

6. How much time do you spend on Instagram per day (in minutes)?

- a) Less than 10
- b) 10 - 19
- c) 20 - 29
- d) 30 - 39
- e) 40 - 49
- f) 50 or more

7. What are the main purposes of using Instagram? (You can choose more than one option)

- a) To follow celebrities or public figures
- b) To follow digital influencers or bloggers
- c) To follow friends or family members
- d) To follow brands or products
- e) To share photos or videos of yourself or others
- f) To watch stories or reels of others
- g) To search for information or inspiration about products or services
- h) To communicate with others through direct messages or comments
- i) To shop online through Instagram shops or ads
- j) Other (please specify)

****Section 3: Dual AISAS Model****

8. How do you define a digital influencer on Instagram?

A digital influencer on Instagram is someone who:

(Choose the option that best matches your definition)

- a) Has a large number of followers and likes on their posts.
- b) Has expertise and knowledge about a specific topic or niche.
- c) Has an attractive and appealing personality and appearance.
- d) Has a trustworthy and honest reputation and image.
- e) Has a strong and positive relationship with their followers and other influencers.

9. How many digital influencers do you follow on Instagram?

- a) None
- b) 1 - 5
- c) 6 - 10
- d) 11 - 15
- e) 16 - 20
- f) More than 20

10. What are the main topics or niches of the digital influencers you follow on Instagram? (You can choose more than one option)

- a) Fashion or beauty

- b) Lifestyle or travel
- c) Health or fitness
- d) Food or cooking
- e) Entertainment or humor
- f) Education or career
- g) Sports or hobbies
- h) Art or culture
- i) Politics or social issues
- j) Other (please specify)

11. Please indicate your level of agreement with the following statements about the dual AISAS model using a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

| Statements | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |

| The digital influencers I follow are able to attract my attention immediately through their visual content.

| 1 | 2 | 3 | 4 | 5 |

| The digital influencers I follow are able to engage me with their personal stories or opinions.

| 1 | 2 | 3 | 4 | 5 |

| The digital influencers I follow are able to trigger my search for more information about the products or services endorsed by them.

| 1 | 2 | 3 | 4 | 5 |

| The digital influencers I follow are able to influence my purchase intention through their recommendations or reviews.

| 1 | 2 | 3 | 4 | 5 |

| The digital influencers I follow are able to motivate my content outreach through their calls-to-action or incentives.

| 1 | 2 | 3 | 4 | 5 |

****Section 4: Digital Influencer's Credibility****

12. Please indicate your level of agreement with the following statements about the digital influencer's credibility using a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

| Statements | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |

| The digital influencers I follow are knowledgeable and competent about their topics or niches.

| 1 | 2 | 3 | 4 | 5 |

| The digital influencers I follow are reliable and consistent in their opinions and recommendations.

| 1 | 2 | 3 | 4 | 5 |

| The digital influencers I follow are honest and transparent about their endorsements and collaborations.

| 1 | 2 | 3 | 4 | 5 |

| The digital influencers I follow are attractive and appealing in their appearance and style.

| 1 | 2 | 3 | 4 | 5 |

| The digital influencers I follow are charismatic and engaging in their personality and communication.

| 1 | 2 | 3 | 4 | 5 |

| The digital influencers I follow have similar values and preferences as me.

| 1 | 2 | 3 | 4 | 5 |

| The digital influencers I follow have a good reputation and image among their followers and other influencers.

| 1 | 2 | 3 | 4 | 5 |

****Section 5: Brand Attitude ****

- How attractive do you find the influencer? (1: Not at all attractive, 5: Very attractive)
- How knowledgeable do you think the influencer is about the product/brand? (1: Not at all knowledgeable, 5: Very knowledgeable)
- How trustworthy do you think the influencer is? (1: Not at all trustworthy, 5: Very trustworthy)
- How similar do you think the influencer is to you in terms of personality, values and preferences? (1: Not at all similar, 5: Very similar)
- How strongly do you identify with the influencer and their social group? (1: Not at all strongly, 5: Very strongly)
- How much do you agree with the influencer's opinions and recommendations about the product/brand? (1: Not at all agree, 5: Very much agree)
- How positive is your attitude towards the product/brand endorsed by the influencer? (1: Not at all positive, 5: Very positive)

10. What are the main topics or niches of the digital influencers you follow on Instagram? (You can choose more than one option)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.7	1.7	1.7
Education or career	1	1.7	1.7	3.4
Education or career, Other	1	1.7	1.7	5.1
Education or career, Politics or social issues	1	1.7	1.7	6.8
Education or career, Sports or hobbies, Art or culture, Politics or social issues	1	1.7	1.7	8.5
Entertainment or humor	4	6.8	6.8	15.3
Fashion or beauty	4	6.8	6.8	22.0
Fashion or beauty, Entertainment or humor, Art or culture	2	3.4	3.4	25.4
Fashion or beauty, Food or cooking	1	1.7	1.7	27.1
Fashion or beauty, Food or cooking, Entertainment or humor	2	3.4	3.4	30.5
Fashion or beauty, Food or cooking, Entertainment or humor, Art or culture	1	1.7	1.7	32.2
Fashion or beauty, Health or fitness, Food or cooking, Art or culture	1	1.7	1.7	33.9
Fashion or beauty, Lifestyle or travel	1	1.7	1.7	35.6
Fashion or beauty, Lifestyle or travel, Education or career	2	3.4	3.4	39.0
Fashion or beauty, Lifestyle or travel, Entertainment or humor	3	5.1	5.1	44.1
Fashion or beauty, Lifestyle or travel, Entertainment or humor, Sports or hobbies, Art or culture	1	1.7	1.7	45.8

Fashion or beauty, Lifestyle or travel, Food or cooking	1	1.7	1.7	47.5
Fashion or beauty, Lifestyle or travel, Food or cooking, Entertainment or humor	2	3.4	3.4	50.8
Fashion or beauty, Lifestyle or travel, Food or cooking, Entertainment or humor, Art or culture	1	1.7	1.7	52.5
Fashion or beauty, Lifestyle or travel, Health or fitness, Art or culture	1	1.7	1.7	54.2
Fashion or beauty, Lifestyle or travel, Health or fitness, Art or culture, Other	1	1.7	1.7	55.9
Fashion or beauty, Lifestyle or travel, Health or fitness, Education or career	1	1.7	1.7	57.6
Fashion or beauty, Lifestyle or travel, Health or fitness, Entertainment or humor	1	1.7	1.7	59.3
Fashion or beauty, Lifestyle or travel, Health or fitness, Entertainment or humor, Education or career	1	1.7	1.7	61.0
Fashion or beauty, Lifestyle or travel, Health or fitness, Entertainment or humor, Sports or hobbies	1	1.7	1.7	62.7
Fashion or beauty, Lifestyle or travel, Health or fitness, Food or cooking	1	1.7	1.7	64.4
Fashion or beauty, Lifestyle or travel, Health or fitness, Food or cooking, Entertainment or humor	2	3.4	3.4	67.8
Fashion or beauty, Lifestyle or travel, Health or fitness, Food or cooking, Entertainment or humor, Education or career, Sports or hobbies	1	1.7	1.7	69.5
Fashion or beauty, Lifestyle or travel, Health or fitness, Food or cooking, Entertainment or humor, Education or career, Sports or hobbies, Art or culture	1	1.7	1.7	71.2
Fashion or beauty, Lifestyle or travel, Health or fitness, Food or cooking, Entertainment or humor, Education or career, Sports or hobbies, Art or culture, Politics or social issues, Other	1	1.7	1.7	72.9

Fashion or beauty, Lifestyle or travel, Health or fitness, Food or cooking, Sports or hobbies, Art or culture	1	1.7	1.7	74.6
Food or cooking	1	1.7	1.7	76.3
Food or cooking, Entertainment or humor, Education or career	1	1.7	1.7	78.0
Health or fitness, Food or cooking	1	1.7	1.7	79.7
Health or fitness, Sports or hobbies, Art or culture, Politics or social issues	1	1.7	1.7	81.4
Lifestyle or travel	1	1.7	1.7	83.1
Lifestyle or travel, Entertainment or humor, Sports or hobbies	1	1.7	1.7	84.7
Lifestyle or travel, Food or cooking, Education or career, Art or culture	1	1.7	1.7	86.4
Lifestyle or travel, Health or fitness, Education or career	1	1.7	1.7	88.1
Lifestyle or travel, Health or fitness, Entertainment or humor, Sports or hobbies	1	1.7	1.7	89.8
Lifestyle or travel, Health or fitness, Food or cooking, Entertainment or humor, Sports or hobbies, Art or culture, Politics or social issues	1	1.7	1.7	91.5
Other	4	6.8	6.8	98.3
Sports or hobbies	1	1.7	1.7	100.0
Total	59	100.0	100.0	

Table 9: Topics or Niches