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Impact of Social Media Opinion Leaders Influencers on Individual Consumption Decisions of Visually Conspicuous Products

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Abstract

Social media has completely altered how businesses engage with their customers. Social media influencers have become an essential marketing tool for many industries. The consumption of conspicuous products is growing in today's era. Therefore, most people prefer luxury products as a status symbol, ignoring what brands offer. Consequently, brands spend considerable resources on social media to promote their products and reach a wider audience. However, little research is available on how social media affects customer behavior and how to measure social media effectiveness. This study aims to fill this gap by investigating the influence of social media influencers on customer attitudes, behaviors, and purchase intentions toward the consumption of conspicuous products in Pakistan. The study also examined the mediating effect of brand image on consumer attitude and purchase intention. The study used Smart PLS 4 for data analysis on a data set of 200 respondents. The results indicate that social medial Influencer positively affects brand image, consumer attitude and purchase intention.

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The findings also reveal that brand image mediates (i) social media influencer and consumer attitude and (ii) social media influencer and purchase intention. This research contributes to the current reservoir of knowledge by providing insights into the factors that make social media influencer successful in promoting conspicuous products. The study findings can benefit conspicuous/luxury brands in selecting suitable social media influencer and marketing strategies that enhance their brand image.

Introduction

Social media relates to how people create, share, and transfer thoughts and knowledge through online groups and channels (Tajpour et al., 2022). According to Schaffner et al. (2022), social media users use mobiles, laptops, and desktops to create fully interactive channels where other users share their opinions on the quality of goods and services. It extensively impacts businesses, groups, and individuals relationships (Reddy et al., 2023). According to Fachrurazi et al. (2022), social media promotes social interactions and provides job opportunities. Wahab et al. (2022) assert that social media influences buyer decisions, especially regarding visually conspicuous products. Extant literature suggests that most individuals worldwide connect with social media mediums, including WhatsApp, TikTok, Instagram, Twitter, Facebook, Snapchat. and many others, due to which they get influenced by social media influencers (Alexandre et al., 2022). Social media influencers are popular on social media. They have many followers and are perceived to have know-how in specific areas such as technology, beauty, and fashion (Lee et al., 2023). Followers of social media influencers often seek the opinions of social media influencers on the quality and value proposition of goods and services, especially those related to visually conspicuous products (Niswonger, 2023).

Pangarkar et al. (2023) assert that when buying these products, followers are more likely to believe and adopt the opinions of social media leaders. Therefore, it is essential to understand the impact of social media influencers on individual consumption decisions of visually conspicuous products (Yao et al., 2021; Rossotto et al., 2018). Chu et al. (2022) assert that marketers can use social media and opinion leaders to reach their target audience and boost sales. Since social media usage has increased, most businesses also use it as a tool for marketing their products (Ancillai et al., 2020). Apparel retailers initially used social media to promote their brands. As more firms understood the potential of social media, they also started using it as a tool for marketing their products (Alatawy, 2022; Fakhreddin & Foroudi, 2022).

Given the importance of social media influences, the study examines the impact of social media influencer on consumer attitude, brand image, and purchase intention. It also examines the mediating role of brand image on (i) Social media influencer and consumer attitude and (ii) social media influencer and consumer purchase intention.

Literature Review

Credibility (Dimension of Social Media Influencer)

Credible social media influencers have more impact on the followers than other influencers (Alrwashdeh et al., 2022). Hasan (2023) asserts that influencers' credibility depends on the objectivity of the content they share with their followers. The studies by Kurdi et al. (2022) and Majali et al.(2022) document that influencer credibility significantly affects a consumer's attitude and buying behavior. Therefore, these studies suggest that firms must select credible social media influencers for their target audience. Researchers also believe that consumers follow reliable, honest, and trustworthy influencers and seek their advice when purchasing goods and services (Pradhan et al., 2023).

Social Attractiveness (Dimension of Social Media Influencer)

The influencer's familiarity, preferences, and proximity to followers determine the influencer's attractiveness (Bhattacharya, 2023). The audience or followers are more inclined to adopt the influencer's views, attitudes, and behaviors when they feel they share relevant values or attributes with them (Simay et al., 2023). Consumers compare their and followers' personality traits. If followers find similarities between their and influencers' personalities, their attraction towards the influencers increases (Delbaere et al. 2021). Weismueller et al. (2020) assert that consumers' similarity perception has two categories. They are real- similarity and desired similarity. Real personality refers to consumers' actual personality. The desired personality refers to the personality they want (Hudders et al. 2021). Literature documents that, apart from social media attractiveness, followers expect that social media influencers must be creditable in the relevant domains and have a high reputation in the industry (Koay et al. 2022).

Trustworthiness (Dimension of Social Media Influencer)

Trust is a personal trait that relates to dependability and honesty (Roldan-Gallego et al., 2023). Paul and Nikolaev (2021) assert that social media influencers biased and false feedback adversely affects their trust. Kurdi et al. (2022) believe consumers' perception of social media influencers significantly depends on many traits of influencers, including honesty, integrity, and probity. Thus, we argue that the trustworthiness of social media influencers is important in purchasing and changing followers' attitudes and behaviors (Cayaban et al., 2023).

Communication (Dimension of Social Media Influencer)

The exchange of information and ideas between social media influencers and their followers refers to communication. It has various aspects, including types, language, and tone of posted materials on social media (Dalla-Pria et al., 2022). Communication can influence how followers perceive and respond to social media influencers (Roccapriore & Pollock, 2023). Most researchers endorsed that the quality of influencers' messages is important for a huge following. Moreover, Balaban et al. (2022) believe that social media endorsers use many communication strategies, including endorsements and reviewing products. Similarly, Wentzell et al. (2021) assert that social media influencers use their communication skills to engage and build followers' trust. For example, besides other strategies, they post educational or entertaining content on social media.

Respect (Dimension of Social Media Influencer)

Respect is a consumer's admiration and high opinion of a social media influencer. It encompasses various aspects, such as credibility, expertise, authenticity, professionalism, and likability (Su et al., 2023). Similarly, Schillinger et al. (2020) assert that social media influencers command followers respect by various factors such as the quality and relevance of the content they post, their engagement with their followers, their consistency, and their overall reputation in the industry (Kurdi et al., 2022). Consumers' respect for social media influencers can impact their attitudes towards products (Lou, 2022). Moreover, consumers' perceptions of the influencers' respect depend on critical elements, including perceived knowledge, genuineness, social standing, and the language and tone used by the influencers (Ramzan et al., 2023). These elements can affect consumers' attitudes and purchasing intent toward the marketed products and services (Bhagat & Kim, 2023).

Brand Image

According to Kotler and Pfoertsch (2007), "brand image is the perception and belief made by consumers, which includes associations and built in memory of customers" (Rajasa et al., 2023). Brand image promotes emotional attachment between consumers and brands, an important precursor of consumers' purchase intention (Norvadewi et al., 2023). Similarly, Chen, Hsu, and Lee (2019) believe that brand image is an emotional attachment that persuades consumers to buy products and services. Moreover, Tannady et al. (2022) assert that consumers' purchase decisions significantly depend on a brand's image.

Consumer Purchase Intention

Purchase intention is consumers' willingness to buy goods and services soon. It includes many factors, such as attitudes, cultural aspects, and the influence of family, friends, and colleagues (Parulian & Tannady, 2023). Influencers on social media

significantly affect consumers' purchase intentions (Sharma et al., 2022). Similarly, Weismueller et al. (2020) argue that consumers who follow social media influencers are more likely to purchase goods and services recommended by influencers. In social media, consumers' purchase intentions significantly depend on the trustworthiness and credibility of social media influencers (Gerlich, 2023). Social media users' messages often create a sense of urgency and scarcity, which enhances consumers' purchase intentions (Khan et al., 2023).

Consumer Attitude

Consumers' attitude is their enduring perception of products, services, and people (Bhattacharya, 2023). The Theory of Planned Behavior suggests that religious beliefs and cultural aspects are precursors of consumers' attitudes. Consumers positive attitudes toward a brand is positively correlated with their purchase intentions and purchase behavior (Wang & Li, 2022). Researchers believe that the relationship between attitude and purchase intention is universal. It does not vary from one country to another and from one product to another (Elbarky, 2023). Kurdi et al. (2022) state that social media influencers engage followers, which promotes consumers' positive attitudes toward products and services. Similarly, Hudders and Lou (2022) state that the followers' attitudes toward products or services depend on "opinion leaders' expertise, trustworthiness, and attractiveness." In the same context Delbaere et al.(2021) assert social media influencers promote emotional attachment to brands, which leads to brand loyalty and purchase intentions. Moreover, social media users promote a sense of community in their followers, promoting positive attitudes toward a brand (Lou et al., 2023).

Hypothesis Development

Social Media Influencer and Brand Image

Many researchers have documented that social media influencer enhances brand image. Therefore, they suggest firms must collaborate with social media influencers to achieve their market goals (Armawan et al., 2023). Also, Jasin (2022) stresses that firms ensure that their advertising themes align with the personality of social media influencers. Using the right influencers with appropriate characteristics promotes agent action-psychological event, which triggers a positive response from the audience (Gómez-Rico et al., 2023). Therefore, it will enhance a firm's brand image (Kurdi et al.,2022). Extant literature documents that celebrities are often social media influencers and educate followers about the brand's attributes (Khan & Fatma, 2023). As a result, it enhances followers' perceptions of the brand's quality and performance, enhancing brand awareness (Herrando& Martín-De Hoyos, 2022). Armawan et al. (2023) assert that social media influencers are reliable third-party endorsers in the prevailing era.

Influencers use social media platforms such as Facebook, Instagram, and Twitter to publicize product information and the latest promotions to online followers, enhancing followers' perception of a brand (Azmi et al., 2022). Moreover, Saran and Shokouhyar (2023) assert that social media influencers generate significant buzzwords that enhance brand image, which is more cost-efficient and effective than conventional marketing tools.

H1: Social media influencer positively affects brand image.

Social Media Influencer, Attitude, and Purchase Intention

Extant literature documents that social media influencer can change consumers' attitudes and behavior toward a product and service (Lin et al., 2023). Muthaiyah (2023) believes that the informative content of social media influencer enhances followers' trust, leading to positive attitudes and purchase intentions (Ao et al., 2023). However, they observed that the social media influencers' trust significantly depends on their credibility (Kurdi et al., 2022). At the same time, many studies document that apart from trust and credibility, consumer attitude and purchase intention significantly depend on the expertise of social media influencers (Dos-Santos et al., 2023). Self-perception Theory Asserts that the followers take the recommendations of social media influencers at face value, positively affecting consumers' attitudes and purchase intention about a brand or product (Herrando & Martín-De Hoyos, 2022). Yones and Muthaiyah (2023) also observed that the gender of social media influencers moderates the association between social media influencers and consumers' attitudes and purchase intentions. Social comparison suggests that individuals compare themselves with social media influencers (Dinh & Lee, 2022). If consumers find similarities between their and social media influencers' characteristics, their attitudes and purchase intentions towards the brand will increase. In contrast, if consumers find dissimilarity between their personality traits and influencers, their attitudes and purchase intentions about the brand will decrease (Shoenberger & Kim, 2023).

H2: Social media influencer positively affects consumers' attitudes toward auspiciously visible products.

H3: Social media influencer positively affects consumers' purchase intention toward auspiciously visible products.

Mediating Role of Brand Image

In the above discussions, we found social media influencer affects brand image (Khan & Fatma, 2023), and brand image promotes positive attitude and purchase intention

(Gómez-Rico et al., 2023). Therefore, we argue that social media influencers, through brand image, affect attitudes and purchase intentions (Herrando & Martín-De Hoyos, 2022),

H4: Brand image mediates social media influencer and consumer attitude.

H5: Brand image mediates social media influencer and purchase intention.

Research Model

Based on theoretical discussions, we have proposed a model (Refer to Figure 1) containing one independent variable (i.e., social media influencer), one mediating variable (i.e., brand image), and two dependent variables (i.e., consumer attitude and purchase intention).
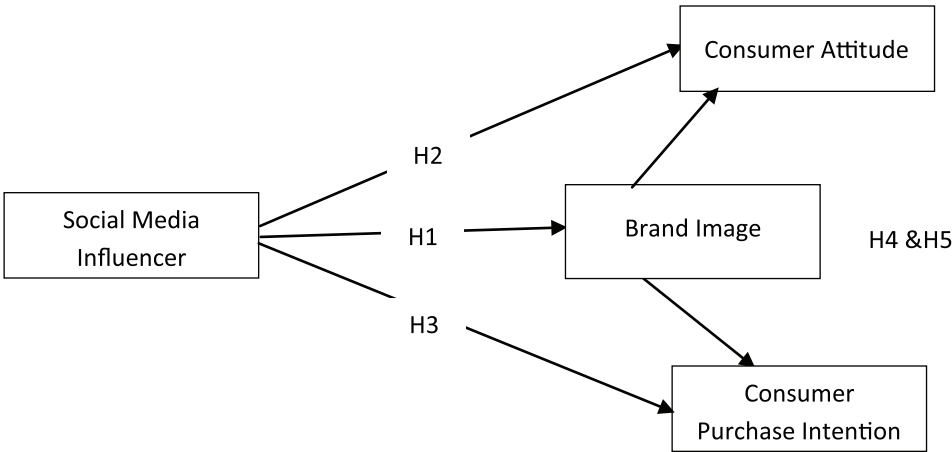
Figure 1: Conceptual Model

Methodology

Research Design

This study is "quantitative research," and it adopted post-positivist philosophy. The approach we used in the study is deductive since we, based on the literature, developed a model that we empirically tested by collecting the data from the target audience. It took us three months to collect the data (i.e., March 2023 to June 2023).

Population and Sample Size

According to Casteel and Bridier (2021), a population refers to the number of persons

or elements in a sample frame. The term " target population" refers to the entire group of people the researcher is interested in. The study has collected data from social media users in Karachi. According to many researchers, Karachi represents Pakistan, as all ethnic population resides in this city. The sample size for the study was 200, which many researchers believe is appropriate if a researcher is using Smart PLS for statistical analysis (Aburumman et al., 2022). The study used the snowball sampling technique to collect the data, which researchers recommend if the sample frame for the target population is unavailable.

Instrument Selection

The studies have adopted the questionnaire from past studies. It has four latent variables: brand image, consumer attitude, consumer purchase, and social media influencer. Social media influencer has five dimensions. We measured the responses on a "five-point Likert scale one, suggesting a low agreement and five a high agreement." Refer to Table 1 for the summary related to the instrumentation of the study.

Table 1: Instrumentation

Construct	Sources	Items
Credibility (Dimension of SMI)	Sundaram and Webster (2000).	3
Trustworthiness(Dimension of SMI)	Sundaram and Webster (2000).	3
Communication (Dimension of SMI)	Sundaram and Webster (2000).	3
Respect (Dimension of SMI)	Sundaram and Webster (2000).	3
Social Attractiveness (Dimension of SMI)	Sundaram and Webster (2000).	3
Brand Image	Putri and Tiarawati (2021).	6
Purchase Intention	Putri and Tiarawati (2021).	9
Consumer Attitudes	Akar and Topçu (2011).	9

Data Analysis Techniques

PLS is a structural equation modeling technique appropriate for analyzing the complex relationships between the variables. Since the model in the study is complex, we used SMART PLS 4 for data analysis. Another advantage of this software is that it gives predictive power to the model and does regressions concurrently. The analysis includes evaluating the constructs' reliability and validity and testing the hypotheses.

Ethical Consideration

In this study, we followed all the relevant ethical rules and principles. Each participant gave their consent before completing the questionnaire. We also informed them that we would maintain their confidentiality and use the data for academic purposes. We also told the respondents they could discontinue filling out the questionnaire anytime.

There is no compulsion from our side.

Results

Respondent's Demographic

In Table 2, the study has presented the demographic profiles of the respondents. Two hundred responders from Karachi are of different ages, genders, and educational levels. The respondents' profiles show 47.5 % are females and 52.5% are males. Regarding education, Table 1 shows that 2.5% have completed matriculation, 8% have completed intermediate, 33% have undergraduate degrees, 26% have graduate degrees, 28.5% have Masters degrees, and 2% have a doctorate level of education.

Table 2: Demographic Profile

Demographics	Classification	Frequency	Percent
Gender	Female	95	47.5%
	Male	105	52.5%
	Total	200	100%
Age	Less than 21	23	11.5%
	21 to 30	115	57.5%
	31 to 40	47	23.5%
	41 to 50	12	6%
	Above 50	3	1.5%
	Total	200	100%
Education	Matriculation	5	2.5%
	Intermediate	16	8%
	Undergraduate	66	33%
	Graduate	52	26%
	Master	57	28.5%
	Doctorate	4	2%
	Total	200	100%
Occupation	Employee	110	55%
	Own Business	40	20%
	Student	50	25%
	Total	200	100%

Social Media Usage Pattern

The social media pattern in Table 3 shows that 15.5% of respondents use Facebook, 38 % use WhatsApp, 12% use Twitter, 31% use YouTube, 2.5% use Instagram and 1% other social media platforms. Refer to Table 2 for the summary of the results. Regarding preferred social media before purchase intention.

Table 3 Social Media Usage

	Whatsapp	38%
	YouTube	31%
	Facebook	15.5%
Frequently used Platform of	Twitter	12%
Social Media	Instagram	2.5%
	Others	1%
	Total	100%

Measurement Model Assessment

The study used the statistical software Smart PLS 4 and a two-step approach suggested by Ringle et al. (2015). Initially, we generated a measurement model (Santoso, Sunarjo, & Fadli, 2023) for the relationship between indicator variables and latent variables, followed by a structural   Model (Aburumman et al., 2022) showing the association between the latent variables. Figure 2 shows the measurement model followed by other statistical results.
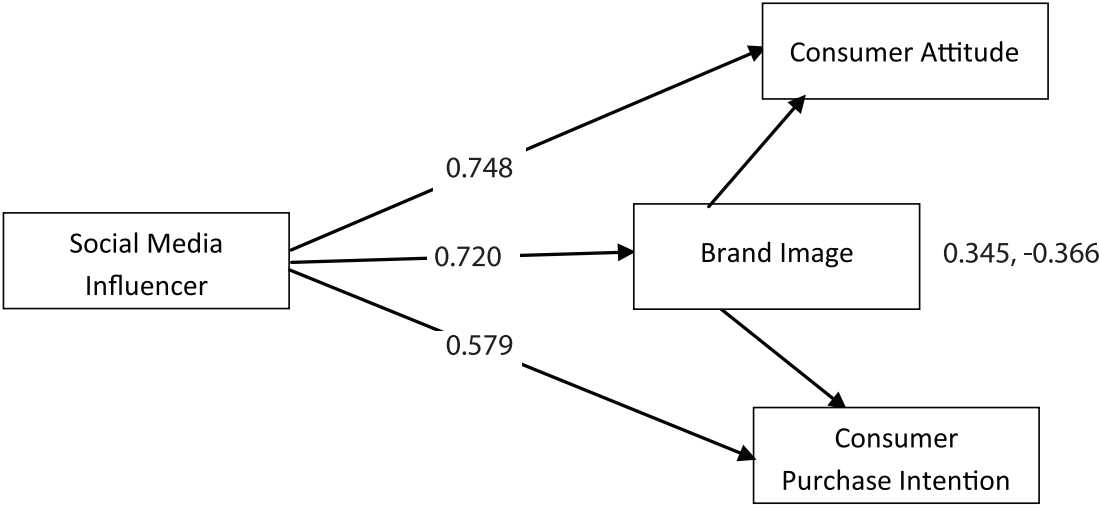

Figure 2 Measurement Model

PLS Path

Outer loadings, average variance extracted (AVE), composite reliability, and Cronbach's Alpha are essential indicators for internal reliability and convergent validity (Hair et al., 2019). Table 4 shows the summary of the results.

Table 4: Convergent Validity

Constructs	Item	Outer Loading	Cronbach's Alpha	Composited Reliability	Average Variance Extracted
Communication	CM1	0.717	0.932	0.945	0.538
	CM2	0.720			
	CM3	0.737			
Creditability	CR1	0.746	0.872	0.936	0.638
	CR2	O.751			
	CR3	0.736			
Respect	RS1	0.704	0.865	0.896	0.768
	RS2	0.762			
	RS3	0.743			
Social Attractiveness	SA1	0.746	0.885	0.907	0.764
	SA2	0.737			
	SA3	0.729			
Trust Worthiness	TW1	O.710	0.874	0.889	0.711
	TW2	0.733			
	TW3	0.711			
Brand Image	BI1	0.743	0.880	0.950	0.581
	BI2	0.744			
	BI3	0.776			
	BI4	0.761			
	BI5	0.744			
	BI6	0.759			
Customer Attitude	CA1	0.746	0.898	0.917	0.550
	CA2	0.723			
	CA2	0.752			
	CA4	0.733			
	CA5	0.763			
	CA6	0.718			
	CA7	0.751			
	CA8	0.744			

	CA9	0.742			
Consumer Purchase Int.	P11	0.721	0.907	0.923	0.573
	PI2	0.752			
	PI3	0.738			
	PI4	0.797			
	PI5	0.778			
	PI6	0.704			
	PI7	0.759			
	PI8	0.772			
	PI9	0.793			

The results in Table 4 show that Cronbatch's Alpha, composite reliability, and AVE values are within the prescribed range suggested by Voorhees et al. (2016). These results also show that the constructs used in the study fulfill the convergent validity requirements (Duffy et al., 2023).

Discriminant Validity

Discriminant validity demonstrates that variables used in the study have little or no correlation (Flake et al., 2022). We used the heterotrate-monotrate ratio (HTMT) statistical test for discriminant analysis, which creates a multi-rate, multi-method HTMLT matrix (Patil, Navalgund, & Mahantshetti, 2022). According to Rasoolimanesh (2022), the HTMT ratio not exceeding 0.90 suggests a good discriminant validity. However, a ratio value above 0.90 is considered non-discriminatory. Refer to Table 5 for the summary of results.

Table 5: Discriminant Validity

Constructs	BA	CA	PI	SMI
Brand Image	-			
Customer Attitude	0.687			
Purchase Intention	0.815	0.721		
Soial Media Influnce	0.768	0.717	0.861	-

Social media influencer include credibility, trustworthiness, attractiveness, communication, and respect. Table 5 also shows that all HTMT values are less than 0.9, with 0.861 being the highest number and 0.687 being the lowest. It thus has acceptable discriminant validity.

Coefficient Determination (R² Value)

The coefficient of determination (R^2) is a tool for examining the variance of the

endogenous variables covered by the structural model. R² values for the brand image and the consumer attitude are 0.518 and 0.499 respectively.

Hypothesis Testing: Structural Model Assessment

After the generation of the measurement model, we found that all the results met the required criteria. Subsequently, the study tested the hypotheses by generating a structural model using Bootstrapping in Smart PLS 4. Table 6 shows the summary of the hypothesis results

Hypotheses Results

The study has articulated five hypotheses and summarized the results in Table 6.

Table 6: Hypotheses Results

Hypotheses	β	t-Value	P-value	Results
Social Media Influencer -> Brand Image (H1)	0.720	24.036	0.001	Supported
Social Media Influencer -> Cons. Attitude.(H2)	0.748	6.629	0.002	Supported
Social Media Influencer -> Purchase Intention (H3)	0.579	12.113	0.003	Supported
S. M. Influencer ->Brand Image -> Cons. Attitudes (H4)	0.345	16.610	0.000	Supported
S. M. Influencer ->Brand Image -> Purchase Intention (H5)	-0.366	15.229	0.000	Supported

Our results support all five proposed hypotheses. Social media influencer (SMI) positively affects brand image (β=0.720, t=24.036<0.05). Social media influencer (SMI) positively affects consumer attitude (β=0.748, t=6.629<0.05). Social media influencer (SMI) positively affects purchase intention (β=0.579, t= 12.113<0.05). Brand image positively mediates social media influencer (SMI) and consumer attitudes (β=0.345, t= 16.610<0.05).   Brand image negatively mediates social media influencer (SMI) and purchase intention (β= - 0.366, t= 15.229<0.05).

Discussion and Conclusion

Conclusion

The significance of social media influencer has significantly increased in the prevailing technological and competitive era. Given its importance, the study has examined the effect of social media influencer on (brand image, consumer attitude, and purchase intention) in Karachi, Pakistan. It also examined the mediating role of brand image on consumer attitude and purchase intention. Social media influencers' sub-dimensions are credibility, trustworthiness, social attractiveness, communication, and respect. These are important traits for social media influencer. The study collected a sample of 200 respondents using a snowball sampling technique. We found social media influencers

(SMIs) positively affect brand image, consumer attitude, and purchase intention. The study found that brand image mediates (i) media influencer (SMI) and consumer attitude and (ii) influencer (SMI) and purchase intention.

Implications

The study recommends that conspicuous brands in Pakistan consider partnering with social media influencers with high credibility, trustworthiness, social attractiveness, communication skills, and respect. Social media influencers with these traits can positively impact consumer attitudes toward the brand and increase purchase intention. Additionally, the study found that brand image mediates (i) social media influencers and consumer attitudes and (ii) social media influencers and purchase intentions. Therefore, brands should focus on developing a strong and positive brand image that aligns with the values and image portrayed by the influencers. Furthermore, conspicuous brands may use multiple social media forums to enhance their image. The firms may focus more on those platforms that their target audience uses. Finally, it is important for conspicuous brands to continuously monitor and evaluate the effectiveness of their social media influencer partnerships to make necessary adjustments and improvements. By following these recommendations, brands can enhance the effectiveness of social media influencers.

Limitations and Future Research

First, the sample size of 200 people is relatively small and may not represent the entire population. Secondly, the study focuses on conspicuous products and may not be generalizable to other categories or regions. Thirdly, the study relies on self-reported data from survey respondents, which may be subject to bias and social desirability effects. Fourthly, the research does not focus on the impact of additional marketing strategies or external factors that may influence customer purchase intentions and attitudes. Future research may examine the social media influencers (SMIs) impact on attitudes and purchase intentions in the designer's apparel industry and other cities of Pakistan. Future studies may also examine micro-celebrities' impact on consumers' attitudes and purchase intentions. A comparative study between micro and macro celebrities may bring more insight into the discussed phenomenon.

<div align="right">

Annexure:1

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Constructs and Items Used in the Questionnaire

Credibility (Dimension of Social Media Influencer)

CR1. The social media opinion leader is a credible source of information for visually conspicuous products.

CR2. The social media opinion leader provides accurate and reliable information about visually conspicuous products.

CR3. I have confidence in the credibility of the social media opinion leader.

Trustworthiness (Dimension of Social Media Influencer)

TW1. The social media influencers are trustworthy.

TW2. I find that opinion leaders in social media are honest and transparent in their recommendations for visually conspicuous products.

TW3.Social media influencers give a positive image to the endorsed brands.

Communication (Dimension of Social Media Influencer)

CM1. I believe that social media influencer's communication is authentic.

CM2. I understand what social media influencers deliver in their content.

CM3. The posts of social media influencers are detailed enough to understand.

Respect (Dimension of Social Media Influencer)

RS1. I believe they are genuine in their recommendations.

RS2. Social media influencers are convenient sources of information about brands.

RS3. I have positive feelings for brands that influencers advertised.

Social Attractiveness (Dimension of Social Media Influencer)

SA1. An influencer's social attractiveness helps me search for and select the right product while shopping online.

SA2. I prefer to buy from that page of social media influencers who provide me with quality information.

SA3. Social media opinion leaders' presentations and styles attract me to buy visually conspicuous products.

Brand Image

BI1. A brand endorsed by a social media influencer would be my first choice.

BI2. The likelihood is very high that a brand endorsed by social media influencers would be reliable.

BI3. A brand endorsed by social media influencers is reputable.

BI4. I believe a brand endorsed by a social media influencer is high quality.

BI5. Influencers can explain the relationship between content and brand.

BI6. I get attached to a brand endorsed by a celebrity or social influencer.

Purchase Intention

PI1. I seriously consider purchasing the product based on the endorsement of opinion leaders.

PI2. I usually take lots of time before buying a visually conspicuous product.

PI3. I buy products that influencers are promoting to follow them.

PI4. The positive impressions towards the influencers enhance my purchase decisions.

PI5. I look for the product promoted by the influencers.

PI6. I feel that the influencers are addressing my interests.

PI7. Influencers affect my purchase decisions more than TV, radio, and newspaper advertisements.

PI8. I often make purchase decisions based on the opinions of others and frequently purchase products that influencers review positively.

PI9. I usually prefer to purchase visually conspicuous products that are popular and unique.

Consumer Attitude

CA1. It takes less time to evaluate a product while shopping online.

CA2. Influencer marketing has made me look for more information about a product or service.

CA3. I intend to buy the product presented by the influencer.

CA4. I believe that advertisements through influencers improve the image of companies.

CA5. Information and advertisements provided through social influencers are more reliable than TV.

CA6. Social influencers affect my thoughts regarding a particular product.

CA7. I buy a product just because the celebrities are using it.

CA8. I visit the websites of the sponsored brands by influencers.

CA9. Social media influencers are effective in creating awareness of brands.

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