



# Experiences with Social Media Influencers

A R E P L I C A T I O N S T U D Y B Y : K R I S T I N A B I U N D O

# Literature Review

Social media influencers are online personalities with large numbers of followers across one or more social media platforms, who have an influence on followers (Lou and Yuan 2019) and can also be defined as independent third-party endorsers who have developed sizeable social networks by sharing details about their personal lives through social media (Chung-Wha and Youn-Kyung 2019). Consumers' tend to lean towards SMIs because of parasocial interactions and relationships that could occur from them hitting the follow button (Lee, Sudarshan, Sussman, Bright, and Eastin 2022) which is unlike traditional celebrities where this parasocial interaction and relationship is attained through social media presence (Hess, Dodds, Rahman 2021). Consumers also see that when sponsored content is explicitly advertised, their receptors of distrust comes on rather than feeding into it, leading SMIs to step in and evolve this way of advertising by blurring lines and turning it into entertainment rather than adverts (Evans, Balaban, Naderer, Mucundorfeanu 2022). This is where SMIs need to be careful with Gen Z because they'll unfollow the SMI if they believe that what's being advertised is reckless or unsustainable lifestyles, so when done correctly Gen Z will also give the approval to continue brand advertisements the way they should be (Pradhan, Kuanr, Pahi, Akram 2021).



# Research Objective



## Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media

Chen Lou<sup>a</sup> and Shupeí Yuan<sup>b</sup>

<sup>a</sup>Nanyang Technological University, Singapore; <sup>b</sup>Northern Illinois University, DeKalb, Illinois, USA

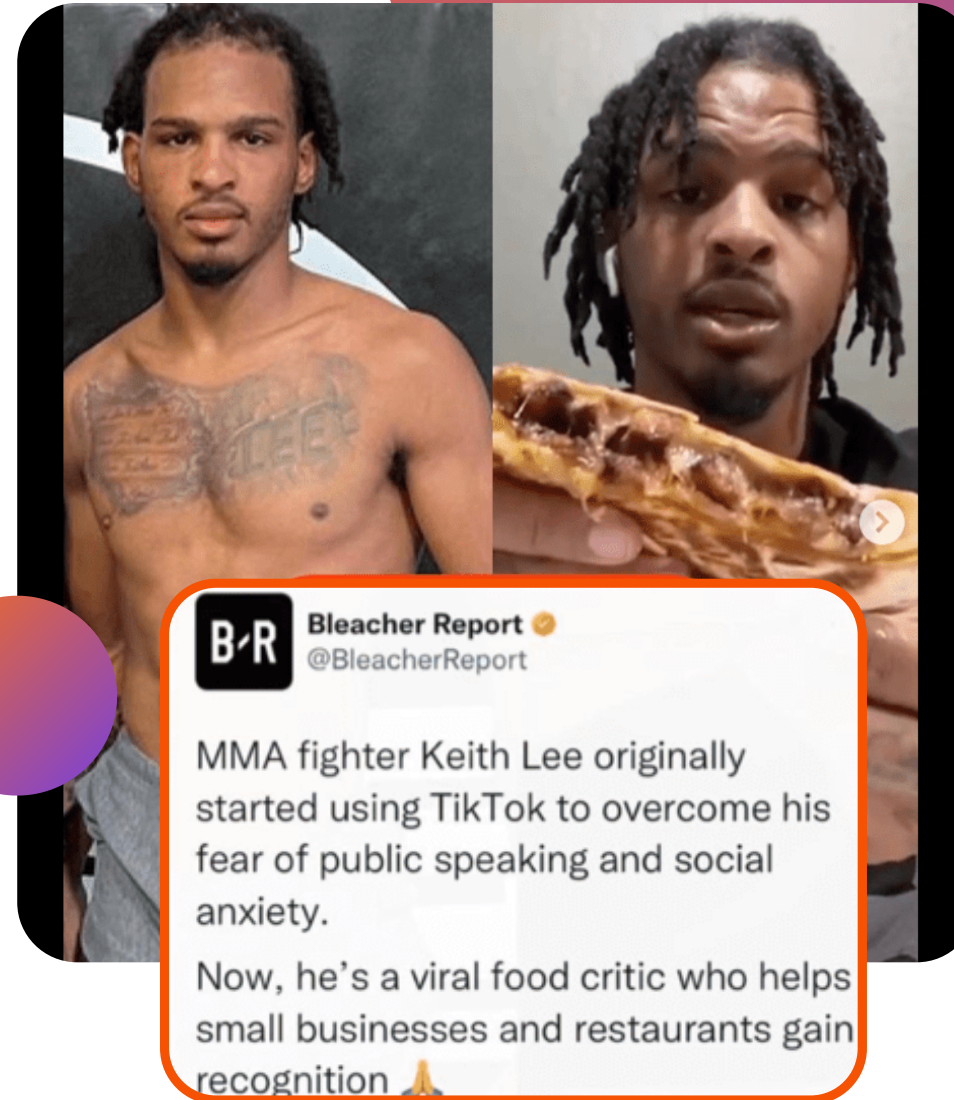
### ABSTRACT

In the past few years, expenditure on influencer marketing has grown exponentially. The present study involves preliminary research to understand the mechanism by which influencer marketing affects consumers via social media. It proposes an integrated model—the social media influencer value model—to account for the roles of advertising value and source credibility. To test this model, we administered an online survey among social media users who followed at least one influencer. Partial least squares (PLS) path modeling results show that the informative value of influencer-generated content, influencer's trustworthiness, attractiveness, and similarity to the followers positively affect followers' trust in influencers' branded posts, which subsequently influence brand awareness and purchase intentions. Theoretical and practical implications are discussed.

### KEYWORDS

Influencer marketing; advertising value; source credibility; brand awareness; PLS path modeling

# Hypotheses



## H1:

Influencer-generated content's informativeness value will positively influence follower's perceived trust in influencers' branded content.

## H2:

Influencers' credibility components trustworthiness, attractiveness and similarity will positively influence followers' trust in influencers' branded content.

## H3:

Influencer-generated content's informativeness value will positively influence consumers' purchase intentions.

## H4:

Influencer credibility including trustworthiness will positively influence consumers' purchase intentions.



# Research Questions

01

**RQ**

Influencer credibility will effect on brand awareness and influencers' expertise, trustworthiness, and attractiveness significantly affected brand awareness.

02

**RQ**

Followers' trust in influencer-generated branded posts positively affects brand awareness and purchase intentions. Influenced brand awareness and purchase intentions are a significant covariate that positively influence.

# ● Methods

## Participants/Sample

- 01 34 adults that follow social media influencers.
- 02 Participants considered of men and women that have a high school diploma or higher between the ages of 19-49.



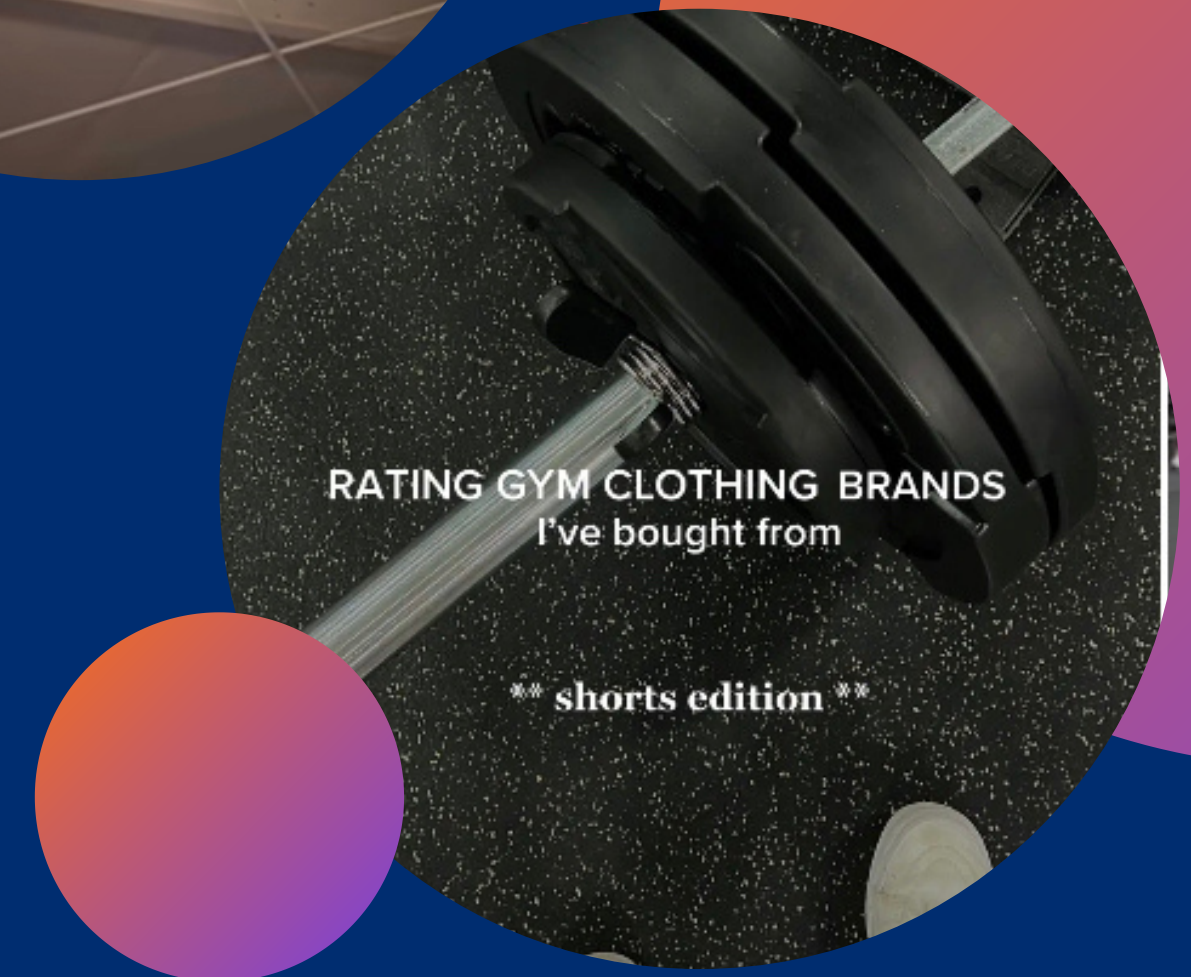
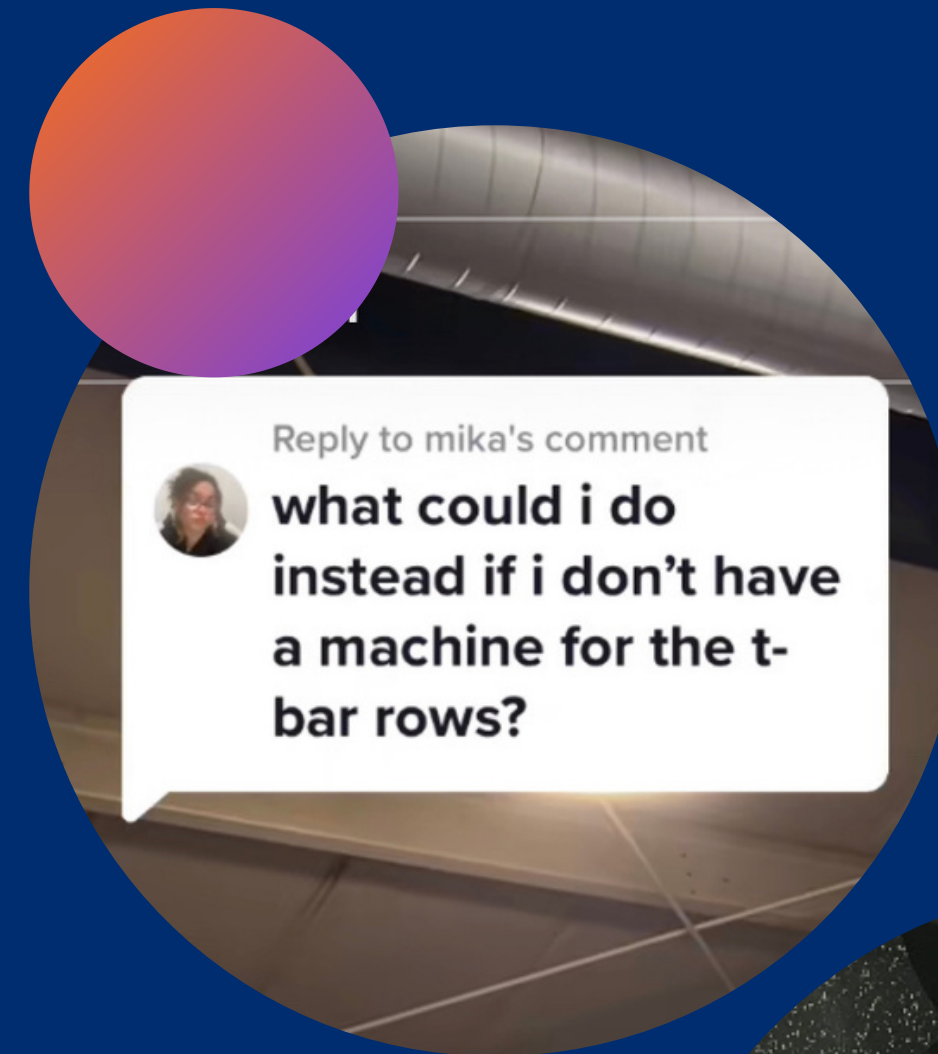
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**Cody Trains has been the thing that is convincing me to take care of myself.**

# ● Methods

## *Procedure*

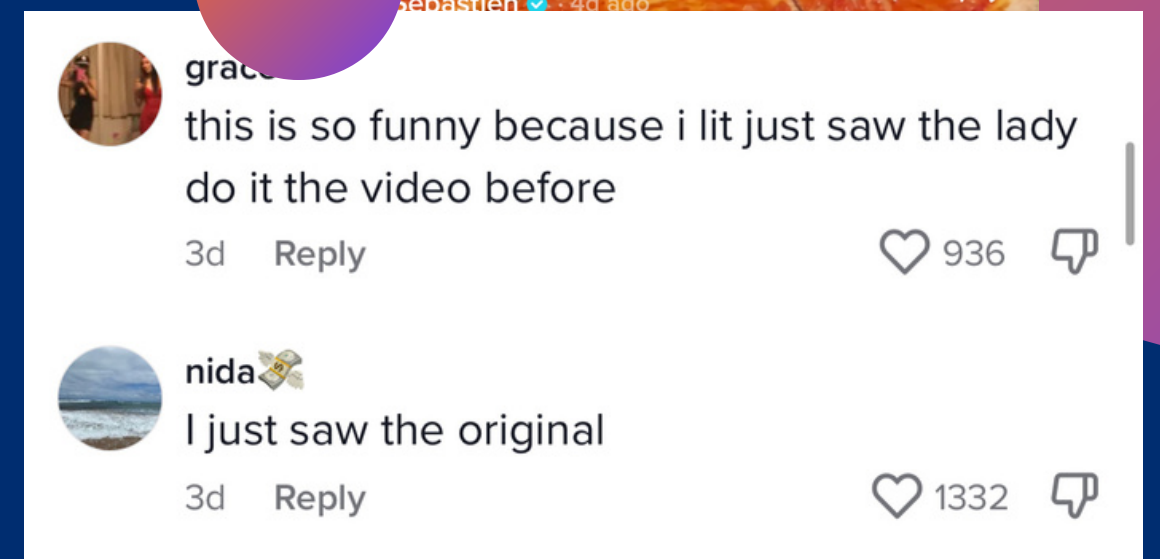
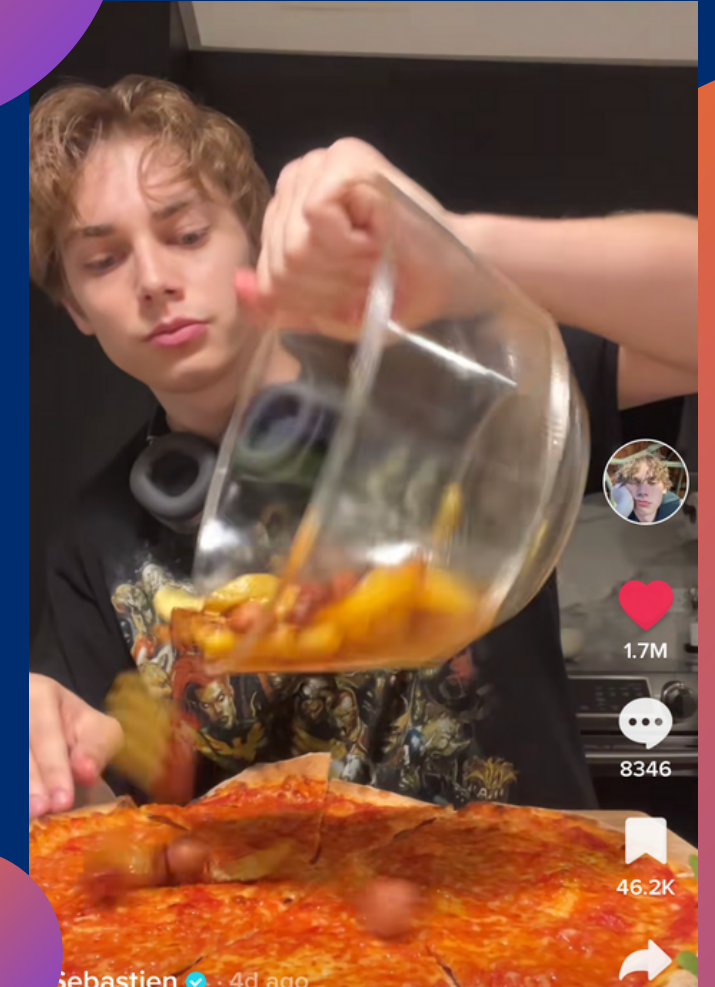
- 01 Got an approval from IRB
- 02 Consent form to survey before users continued with starting and completing survey
- 03 Participants were asked to take a 10 minute survey regarding their social media use
  - Screening questions If they follow social media influencers
  - How social media influencers make them feel
  - If the SMIs are convincing enough to have the follower consume said product/service
  - Important to note that if participants did not follow any SMIs, they were kicked to the end of the survey



# Methods

## Measures

- 01 To represent these variables, scales and statements were made.
  - Influencer-generated content's informativeness and entertainment value (Voss, Spangenberg, and Grohmann 2003). Where this study also measured credibility (Munnukka, Uitalo, and Toivonen 2016).
  - Trust in influencer-generated branded posts (Wu and Lin 2017).
  - Brand awareness by participants' agreement to five statements (Yoo, Donthu, and Lee 2000).
  - Purchase intentions from agreement to four statements (Yuan and Tang 2008).
  - Involvement level in social media influencer following by participants' agreement to five statements (Choo et al. 2014)



# ● Preliminary Analyses

<b>Descriptive Statistics</b>				
	Minimum	Maximum	Mean (SD)	Cronbach's alpha
<b>Involvement</b>	1.00	6.40	3.03 (1.25)	0.861
<b>Informative</b>	1.40	7.00	4.47 (1.23)	0.897
<b>Entertainment</b>	3.20	7.00	5.25 (1.10)	0.897
<b>Trust in Posts</b>	1.55	7.00	4.55 (1.41)	0.965
<b>Brand Awareness</b>	2.20	6.80	5.00 (0.965)	0.863
<b>Purchase Intention</b>	1.75	7.00	4.04 (1.24)	0.873
<b>Attractive</b>	1.75	7.00	4.14 (1.25)	0.884
<b>Similarity</b>	1.00	7.00	4.25 (1.52)	0.965
<b>Expertise</b>	1.50	7.00	4.24 (1.38)	0.914
<b>Trustworthiness</b>	1.25	7.00	4.60 (1.26)	0.943

# Hypotheses Testing

Table 3. Structural path estimates.

	Path Estimates	Standard Error	t Statistics
Informative → Trust in posts	0.191	0.056	3.374**
Entertainment → Trust in posts	0.081	0.054	1.519
Expertise → Trust in posts	-0.014	0.055	0.254
Trustworthy → Trust in posts	0.193	0.062	3.092**
Attractive → Trust in posts	0.107	0.042	2.546*
Similarity → Trust in posts	0.098	0.05	1.979*
Age → Trust in posts	0.031	0.035	0.871
Gender → Trust in posts	0.024	0.033	0.717
Involvement → Trust in posts	0.164	0.048	3.447**
Informative → Brand awareness	-0.035	0.065	0.532
Entertainment → Brand awareness	0.112	0.057	1.957†
Expertise → Brand awareness	0.209	0.061	3.458**
Trustworthy → Brand awareness	-0.168	0.065	2.579*
Attractive → Brand awareness	0.245	0.043	5.723***
Similarity → Brand awareness	0.004	0.05	0.084
Trust in posts → Brand awareness	0.217	0.054	4.021***
Age → Brand awareness	-0.055	0.038	1.428
Gender → Brand awareness	-0.034	0.036	0.923
Involvement → Brand awareness	0.169	0.05	3.355**
Informative → Purchase intentions	0.124	0.048	2.605**
Entertainment → Purchase intentions	-0.051	0.04	1.254
Expertise → Purchase intentions	0.017	0.046	0.37
Trustworthy → Purchase intentions	-0.144	0.055	2.632**
Attractive → Purchase intentions	0.05	0.033	1.506
Similarity → Purchase intentions	-0.012	0.044	0.272
Trust in posts → Purchase intentions	0.405	0.045	8.912***
Brand awareness → Purchase intentions	0.408	0.036	11.277***
Age → Purchase intentions	-0.028	0.028	1.026
Gender → Purchase intentions	0.033	0.028	1.169
Involvement → Purchase intentions	0.159	0.047	3.369**

† $p < .10$ .  
 \* $p < .05$ .  
 \*\* $p < .01$ .  
 \*\*\* $p < .001$ .

Correlation Analysis	Correlation
Informative --> Trust in Posts	0.715**
Trustworthy --> Trust in Posts	0.747**
Attractive --> Trust in Posts	0.319
Similarity --> Trust in Posts	0.624**
Involvement --> Trust in Posts	0.390**
Expertise --> Brand Awareness	0.26
Trustworthy --> Brand Awareness	0.195
Attractive --> Brand Awareness	0.535**
Trust in Posts --> Brand Awareness	0.134
Involvement --> Brand Awareness	0.447**
Informative --> Purchase Intentions	0.332
Trustworthy --> Purchase Intentions	0.257
Trust in Posts --> Purchase Intentions	0.194
Brand Awareness --> Purchase Intentions	0.620**
Involvement --> Purchase Intentions	0.521**

# Discussion

This academic exercise adds to what we already know from the original research that SMIs do have an affect on followers and what they consume.

## Comparing

- Trust In Post and Attraction were almost insignificant on both.
- Brand Awareness and Purchase Intentions were one of the highest on both.

## Contrasting

- Expertise and Brand Awareness were shockingly on opposite ends.
- On mine, Trust in Posts and Trustworthiness to Purchase Intentions were almost insignificant compared to original.

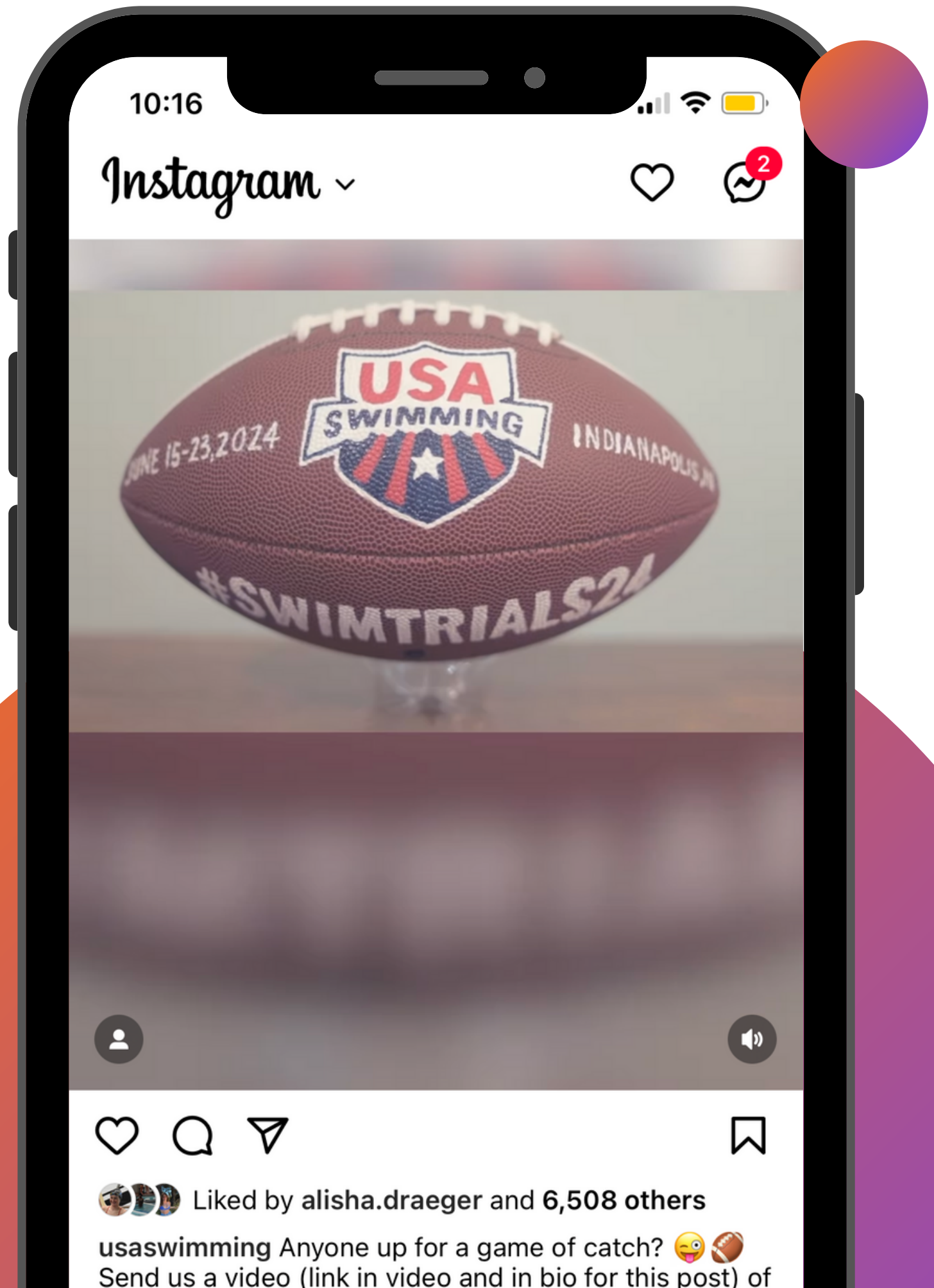


The "Alix Earle Effect" has real-life consequences - The Temple News

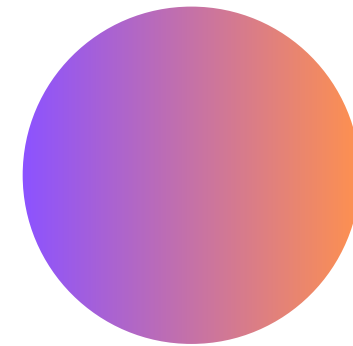


# Limitations

- Anyone that wasn't following SMIs were booted to the end of the survey leading to believe there were more participants than actually had since Qualtrics didn't show who completed and who didn't until downloading to SPSS.  
This was done online so there wasn't any way to surveil.
- 
- There weren't enough participants to find relevant findings making this an academic exercise rather than a full replication study.
- Finding out later, most people don't actually follow most influencers and still consume their content, making them intelligible for the study even though they actively engage in most SMIs content.  
Forgetting to include trends as something that influencers also partake in to encourage their followers to join them as well.
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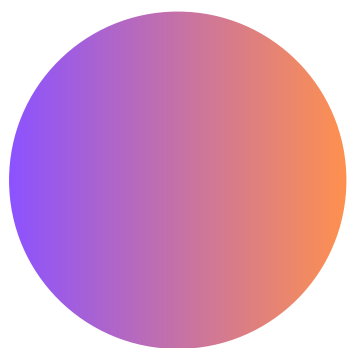
# Conclusion



**This research adds to our knowledge on the topic of how social media influencers can affect their follower's consumption patterns and feelings towards them. Often times making the followers feel like they know the SMIs personally since they are so accessible on their devices unlike traditional celebrities.**

**Both studies demonstrated that similarities correlate with trust in the posts, brand awareness and purchase intentions are shown, attraction plays with the trust in posts, and trustworthiness in the SMI will even out to trust in their posts.**

**Limitation in both studies were pretty clear because without being able to monitor participants while taking the online survey, there wasn't a true way to know if they were completely telling the truth or not. Limitations in general were all pretty similar being that this is a replication of the original.**



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Photos are from my Instagram feed, TikTok feed, YouTube, and Reddit.



# Thank You

EXPERIENCES WITH SOCIAL MEDIA  
INFLUENCERS:  
A REPLICATION STUDY