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Influencer Marketing

The effect on consumers' purchase intentions and perceived value

A quantitative study

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This thesis was written as a part of the Master of Science in Business Administration at UiS.

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Abstract

Despite the growing interest in social media influencers and influencer marketing in recent years, there still exists elements to be explored to better understand how consumers are affected by the relatively new marketing strategy. Existing research has examined how consumers are affected when exposed to influencer marketing. However, there are contradicting results as to how consumers' purchase intentions are affected. Further, to our knowledge, there exists scarce research on how influencer marketing affects consumers' perceived value. Thus, this master thesis aims to examine whether influencer marketing has a positive effect on consumers' purchase intentions and consumer perceived value. The thesis is based on theory concerning influencer marketing, consumer behavior, and persuasion knowledge. To examine the effects of influencer marketing, a quantitative research strategy with an experimental research has been used. The experiment conducted involved manipulation of Instagram advertisements, distributed to our own social media community. The results from a sample of 156 respondents was unexpected whereas none of our findings were significant. We have not received support for influencer marketing having a positive effect on consumer purchase intention and perceived value. Furthermore, did persuasion knowledge have a moderating effect, however in contrast to what we expected, did persuasion knowledge have a weakening effect. Hence, all of our hypotheses were rejected. Alternative explanations discussed involve various perspectives consisting of the influencer's audience, authenticity, and trustworthiness. As well as negative brand resemblance, commercial content and profit-motivated appearance. For both hypotheses, it is relevant to highlight that the findings could be due in part to respondents not deliberately seeking the influencers. By other means, this study chose influencers and brands on behalf of respondents. Despite both hypotheses being rejected and inability to prove a positive effect, the effect still may exist. We thus encourage additional research into the field of influencer marketing to further examine these results.

Preface

This master thesis was written during our Master of Science in Business Administration at the University of Stavanger as a part of our specialization of Strategic Marketing and Analytics. The thesis is academically reckoned as 30 ECTS within this major. Further, the master thesis was written during the COVID-19 pandemic. The pandemic has yielded challenges which led us to mainly rely on digital tools in order to collaborate. Despite challenges due to the pandemic, we managed to overcome these barriers while gaining a unique experience of working and collaborating digitally. Moreover, the process of writing this thesis has allowed for the accumulation of valuable knowledge and insight in the field of influencer marketing and consumer behavior. It has also contributed to an increased knowledge in the field of methodology and the conduction of a quantitative research study. Throughout our master's degree, we have gained both strategic and analytical knowledge that contributed to this thesis.

This study aimed to examine whether influencer marketing has an effect on consumer behavior with regard to purchase intentions and perceived value. The overall goal was to contribute to the research field as a whole, and examine whether influencer marketing is an effective strategy or not. This topic was chosen due to a common interest in the field of marketing combined with the prosperous and debated trend of influencers. As the research field is still in development, this gave us extra motivation to further examine influencer marketing. We hope that this study and our results can contribute and motivate further research within the topic.

Lastly, we would like to express our sincere thanks to our supervisor Elham Ghazimatin for providing excellent and constructive feedback and suggestions while writing our master thesis. Her feedback helped us gain a better perspective of our study and how to make improvements. In closing, we would like to thank everyone in our community who responded to our survey.

Stavanger, 14.06.2021.



Cathrine Johanne Sønvisen



Sylvia Elin Norheim

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1. Introduction

This introduction chapter presents a general overview to gain a better understanding and insight to our thesis. Firstly, we will present the background of the thesis. Secondly, we will present the purpose of the study where we also present our research question. Thirdly, a structure of the thesis is provided to get a complete overview of our research.

1.1 Background of Study

Marketing and advertising have existed for centuries. People have been exposed to various actors trying to sell their products or services through word of mouth, newspapers, magazines, photographs, and so on. In other words, people have influenced each other using marketing principles to sell their commodities even before marketing as a business domain was born (Ryan & Jones, 2012). Digital marketing originated due to evolving technology and the extensive growth of the internet. This enabled companies to establish a solid platform for selling goods to consumers, expand their market and connect easier with the consumer. As a result, consumers now have easy access to amusements, goods, products, and services online whenever they desire (Ryan & Jones, 2012; Chaffey, 2019).

Over the years there has been extensive growth in digital usage worldwide. There are billions of users on the internet and social media. From 2017 to 2020 the number of social media users increased by 22% (Statista, 2021) and as shown in Figure 1, social media has gained 4.2 billion users worldwide in 2021 with an expected increase (Statista, 2021). With a growing global digital population, the online buying environment has become highly competitive due to an increased accessibility to products on many and various online platforms, especially on social media (Chaffey, 2019). Moreover, 98% of digital consumers are on social media platforms (Global Web Index, 2018). As a result, marketers must acquire a more complex understanding of digital marketing to successfully reach consumers (Chaffey, 2019). Thus, it is essential that businesses are up to date on marketing tactics and strategies that will enable them to reach their audience.

Global digital population as of January 2021 (in billions)

Worldwide digital population as of January 2021

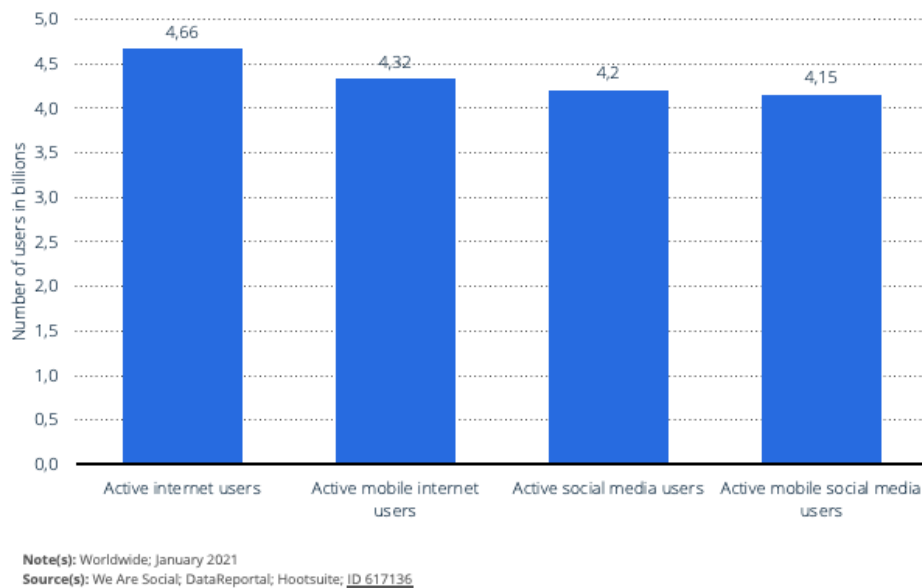


Figure 1: Global digital population as of January 2021 (in billions), (We Are Social, DataReportal & Hootsuite, 2021).

One popular approach for businesses and marketers to reach their target audience is through influencers. A brief and common definition of an influencer is someone who has the ability to affect the purchase decision of others on social media in exchange for compensation (Influencer Marketing Hub, 2021; Campbell & Farrell, 2020; De Vierman et al., 2017; Brown & Hayes, 2008). This has led to the development of influencer marketing which involves a collaboration between an influencer and a brand (Boerman, 2020; Campbell & Farrell, 2020; De Vierman, Cauberghe & Hudders, 2017). Further, influencer marketing has evolved into an industry that is fast-growing and is expected to be valued at \$15 billion by 2022 (BusinessInsider, 2021). This is due to many factors, but mainly due to new patterns in media consumption; a range of generations are spending more time on social media platforms such as Facebook, Twitter, Instagram, and TikTok (Haenlein, Anadol, Farnsworth, Hugo, Hunichen, & Welte, 2020).

The popularity of social media has reinforced the consumers' ability to share recommendations, opinions, and experiences with each other online (Petrescu, Leary, Goldring & Mrad, 2017; De Vierman et al., 2017). More specifically, it has amplified electronic word of mouth (eWOM) in the consumer-to-consumer (C2C) market (Petrescu et al., 2017). This powerful marketing technique is now effectively used by influencers as businesses seek and compensate them to promote their products on their social media network platform (Petrescu et al., 2017). Influencer marketing demonstrates, according to De Vierman et al. (2017), the importance of

eWOM in the decision-making process. That is because eWOM is the underlying mechanism that influences consumers in various markets (Zhou, Barnes, McCormick & Cano, 2020). Further, marketers seek new ways to influence their consumers, and influencer marketing has the ability to affect and shape the consumers' purchase decisions (De Vierman et al., 2017).

When the consumer is exposed to influencer marketing and is interested in the content or message, it triggers the consumer decision-making process as consumers seek information about the product (Martinez-Lopez et al., 2020a). This initiates a consumer journey that consists of various cognitive components that the consumer takes into consideration. Among these cognitive components are the consumers' purchase intention, perceived value, and persuasion knowledge (Schiffman, Kanuk & Hansen, 2015; Sweeney & Soutar, 2001; Walsh, Shiu & Hassan, 2014; Friestad & Wright, 1994).

1.2 Purpose of Study

Over the last couple of years, there has been an increase in the research field of influencer marketing. In short, studies on influencer marketing and purchase intentions have been examined by Loy & Yuan (2019) & Johansen & Guldvik (2017). Kim & Kim (2020), Martinez-Lopez, Anaya-Sanchez, Esteban-Millat, Torrez-Meruvia, D'Alessandro & Miles (2020b), and Boerman (2020) have examined how consumers are affected by looking at various aspects with regards to influencer advertising and standardized Instagram disclosure. Alternatively, the study of Petrescu et al. (2017) researched the effect of influencer incentivized product review. Moreover, Jiménez-Castillo & Sánchez-Fernández (2019, p. 372) have examined influencers and brand recommendation and found a “positive relationship between engagement and perceived value”. The study of Jiménez-Castillo & Sánchez-Fernández (2019) is the only identified research, to our knowledge, that investigates consumer behavior with regards to the effect of influencer marketing on consumers perceived value. These studies will be further elaborated in our theoretical chapter.

As existing research has covered some of the complex pictures of influencer marketing, we, therefore, aim to contribute with additional perspectives to the existing literature of influencer marketing and purchase intention. Moreover, we aim to further research influencer marketing and perceived value as there exists limited research. As mentioned, another aspect that is important in our thesis is to better understand how the consumer is affected by looking at

purchase intentions and perceived value. Lastly, influencer marketing has experienced massive growth over the past couple of years. Multiple businesses worldwide now turn to this strategy and it is expected to grow. Therefore, the goal is also to examine whether this is an effective marketing strategy with regard to purchase intentions and perceived value. Thus, our research question is:

How does influencer marketing affect consumers' (1) purchase intentions and (2) perceived value on social media?

1.3 Structure of Study

Our introduction has given an insight into the expanding field of digital marketing, thereof influencer marketing, and has briefly shed a light on influencers. In the theoretical chapter, we will be presenting a broad collection of theories in order to provide a deeper and broader understanding of our research topic. In chapter two, influencers and influencer marketing will be presented as two different subchapters in order to show the linkage between the phenomenon of influencers that has evolved into a strategy of influencer marketing. Additionally, the perspective of consumers and influencer marketing will be presented. These are fundamental chapters in order to further understand our research question. Further, in order to answer our research question, we have looked at consumer theories to examine how consumer behavior is affected. These consumer theories consist of purchase intention, perceived value, and persuasion knowledge. Relying on these theories, we seek to understand consumers' behavior when exposed to influencer marketing. This is further elaborated in chapter two where our hypotheses are presented.

In chapters three and four, we will be presenting our research methodology and the study's data collection. An experimental design using a questionnaire has been used to examine a sample from our own social media community. Moreover, results and discussion will be presented in chapters five and six. Further, the conclusion will be presented in chapter seven. Due to the limitations of the study, we are not able to cover the whole specter of influencer marketing nor all the aspects of purchase intention, perceived value, and persuasion knowledge. Thus, limitations and recommendations for future research will be presented in chapter eight.

2. Theoretical background

In this chapter, we will be presenting relevant literature for our research question. Based on this literature and the literature review, we have developed two hypotheses which will be presented at the end of this chapter. In the first section, we will look deeper into influencer marketing and the relationship and context between businesses, influencers, and consumers. Secondly, purchase intentions, perceived value, and persuasion knowledge will be presented in three different parts.

2.1 Context of Influencer Marketing

The relationship between businesses or marketers, followers or consumers, and influencers are extremely interlinked within influencer marketing. The aim for businesses or marketers is to achieve their brand goal and often to increase sales and brand awareness (Chaffey, 2019). When businesses use the strategy of influencer marketing to achieve these performances, an influencer is essential for promotional activities (Brown & Hayes, 2008; Loy & Yuan, 2019). Further, the audience of the influencer, which is often referred to as followers, are of high importance for businesses and influencers alike (Childers, Lemon & Hoy, 2019). The influencer has the power to influence their followers and is to some degree able to persuade or influence them to recognize the business or brand, and potentially turn them into consumers (Childers et al., 2019; De Vierman et al., 2017). In return, influencers are often compensated in some form by businesses that endorse a collaboration between the actors (Campbell & Farrell, 2020). The purpose of this chapter is therefore to give a broader understanding of influencer marketing and the relationship between its key components, as presented in Figure 2.

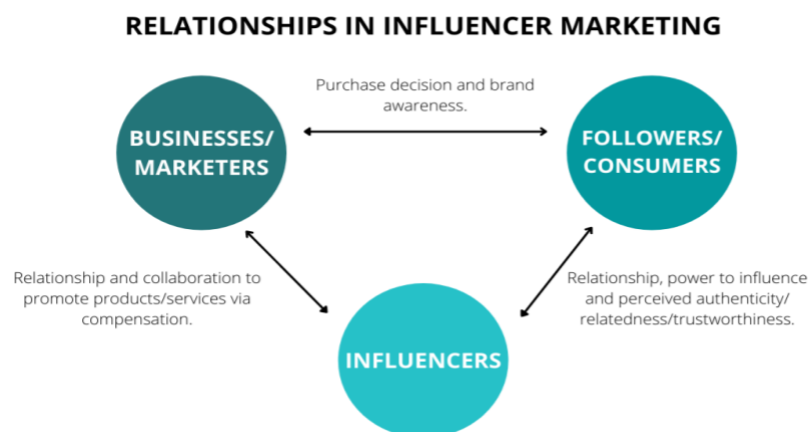


Figure 2: Relationships in Influencer Marketing.

2.1.1 Social Media Influencers

The concept of influencers has received enormous attention in recent years. For instance, from late 2017 the interest in the term influencer flourished and has continued to flourish until early 2021 (Google Trends, 2021). Influencers are often referred to as Social Media Influencers (SMI) because of their positioning on social media platforms (Zhou et al., 2020; Ryu & Park, 2020). Influencers are, according to Campbell & Farrell (2020, p. 470), “often associated with millennials in categories such as clothing, cosmetics, and luxury travel, but they are also emerging across a wide variety of ages and product categories”. SMI’s are often present on various social media platforms and according to BusinessInsider (2021) it is ranked in the following popularity order: (1) Instagram, (2) Facebook, (3) Youtube, (4) Twitter, and (5) LinkedIn. However, BusinessInsider (2021) states that every social media platform attracts influencers to some degree. Influencer marketing is not, according to Bakker (2018), academically defined in the literature. However, existing research has defined the term influencer (Campbell & Farrell 2020; De Vierman, Hudders & Nelson, 2019). According to Influencer Marketing Hub (2021), an influencer is defined as someone who has:

“The power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience [...] and has followers in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche”.

The definition from Influencer Marketing Hub (2021) correlates with other research (Campbell & Farrell, 2020; Kim & Kim, 2020; Martinez-Lopez, Sanchez, Giordano & Lopez-Lopez, 2020a; Tafesse & Wood, 2020; Harrigan, Daly, Coussement, Lee, Soutar & Evers, 2020; De Vierman et al., 2017; Brown & Hayes, 2008). Some definitions also include the relationship between businesses and influencers, that is, influencers being compensated with “money or in kind, such as free products, services, trips, or experiences” (Campbell & Farrell, 2020, p. 470). As a result, the influencer is sometimes regarded as a brand ambassador that posts and promotes the brand on their social media platform via creative content (Campbell & Farrell, 2020; Haenlein et al., 2020; Petrescu et al., 2017).

De Vierman et al. (2019) describe influencers as real-life endorsers that affect the consumers' consumption behavior. According to Kim & Kim (2020), do influencers tend to achieve higher responsiveness than businesses that deliver standard marketing messages to consumers.

Influencers also tend to deliver a message that is more genuine, personal, and less recognizable than traditional business advertisements (De Vierman et al., 2019; De Vierman et al., 2017). As a result, businesses are increasingly using influencers to promote their product or services on social media (Boerman, 2020; Haenlein et al., 2020).

2.1.2 Influencer Marketing

Influencer marketing is a relatively new strategy for marketers that have received great attention. According to various researchers, is influencer marketing about the relationship between a brand and an influencer that collaborates for the brand to reach and stimulate a target audience, achieve brand awareness, and increase sales on social media (Boerman, 2020; Haenlein et al., 2020; Campbell & Farrell, 2020; Childers et al., 2019; De Vierman et al., 2017). One could argue that the influencer acts as a third party between the consumers and brands, which enables brands to extend their reach and build credibility (Boerman, 2020; Childers et al., 2019). Moreover, influencer marketing encourages engagement and connectivity via social media between consumers and brands. The audience of influencers has purposefully chosen to follow and engage with the influencer on social media. In other words, consumers that might avoid advertisement content are now being voluntarily exposed to it by engaging with the influencer (Childers et al., 2019). Further, De Vierman et al. (2017, p. 798) describes influencer marketing as a “highly credible eWOM”. The commercial content is often, according to De Vierman et al. (2017, p. 798), “seamlessly woven into the daily narratives of an influencer’s post”. Therefore, followers might not always recognize that the influencers’ post is a form of advertisement.

Furthermore, Kim & Kim (2020) examined the effects of the influencers' resemblance with the promoted product and sponsorship recognition on social media users. Kim & Kim (2020) identified that whenever there is a resemblance between the promoted product and influencer it can reduce advertisement recognition. However, the sponsorship recognition impacted product attitude negatively because the “sponsorship message triggers the persuasion knowledge of consumers” and makes them question their motives (Kim & Kim, 2020, p. 412). Therefore, Kim & Kim (2020, p. 412) states that it is important to “understand how social media users receive influencer advertising in combination with a product”.

Thus, a key element within influencer marketing is that brands need to identify and target influencers that can enable brands to reach their customer target group as well as fulfill the brands' goals (De Vierman et al., 2017). However, there exists a large specter of influencers that are often divided into their field of expertise and the number of followers they obtain (Campbell & Farrell, 2020). Therefore, brands need to invest in identifying and recruiting influencers that fit the brands' purposes as well as having an authentic and relatable social media account that engages their audience (Coco & Eckert, 2020; Petrescu et al., 2017). At the same time, many influencers may decline offers from brands if they do not fit their audience, their expertise, area, or profile (Breves, Liebers, Abt, & Kunze, 2019). Therefore, authenticity and reliability are very important for the influencer's audience (Haenlein et al., 2020).

2.1.3 Consumers & Influencer Marketing

According to Campbell & Farrell (2020), is one of the most important elements of an influencer is their audience. Influencers are often perceived as an expert that obtains a significant number of followers and utilizes social media to maintain and attract an audience (Campbell & Farrell, 2020). This is because influencers are regarded as people with “deep audience insight, creative expertise”, and tend to know more about a target audience than the brand, as well as creating relatable content (Campbell & Farrell, 2020, p. 476).

When an influencer is in some form compensated, the brand often has control over the content that is being delivered on social media (De Vierman et al., 2019). Martinez-Lopez et al. (2020b) identified that consumers perceive the commercial orientation in an influencers' social media posts more negatively than perceived brand control, and thereby affecting the trust in the influencer. According to Martinez-Lopez et al. (2020b) could this be because the consumer perceives that the influencer is deliberately focusing on profits rather than focusing on his or her beliefs. With regards to brand control, Martinez-Lopez et al. (2020b) found that the consumer accepts that the influencer has a degree of brand control and therefore does not affect the credibility or trust in the influencer. It can further be explained, according to Martinez-Lopez et al. (2020b) that consumers trust that the influencers choose brand collaboration cautiously, meaning that they choose a brand that corresponds to his or her beliefs. Moreover, Coco & Eckert (2020) identified that consumers perceive influencers as authentic whenever they are naturally passionate about products and share their opinions based on self-interest, in addition to influencers being transparent when being promoted or sponsored. Therefore, if

influencers have creative freedom and autonomy when creating content, thereby reducing brand control, consumers are more likely to be interested in the message and will probably seek more information about the brand or product (Martinez-Lopez et al., 2020b).

Another aspect is in the study of Petrescu et al. (2017, p. 288) which examined “the motivations behind incentivized consumer reviews generated via influencer marketing campaigns”. Petrescu et al. (2017, p. 289) define incentivized reviews as “online product or service reviews posted on e-tailers or review websites as a result of an incentive received by the reviewer”. In this study, Petrescu et al. (2017, p. 294) identified that influencers post positive reviews “because of the benefit they are getting [...] and the potential for further incentives and campaigns”. Whether the consumer is aware that the review is incentivized or not and even if the consumer does not trust the review, the consumer may, according to Petrescu et al. (2017, p. 295), “have a higher interest in the product”. Further, Petrescu et al. (2017, p. 295) identified that an influencer “incentivized review campaign has significant positive effects on consumer WOM, interest and sales”.

Lastly, in the study of Loy & Yuan (2019, p. 58) they examined how “influencer-generated content affects consumers via social media” by looking at the content’s informativeness and entertainment value. The findings show that when the influencer content is of “informative value it positively affects their followers’ trust in influencer-branded posts, as well as their followers’ purchase intentions” (Loy & Yuan, 2019, p. 67). Further, Loy & Yuan (2019, p. 68) states that the reason for this could be that consumers perceive influencers as “quality-information providers” and thereby “positively affects the trust and attractiveness in the influencer”, which “subsequently may affect purchase intentions” (Loy & Yuan, p. 68). However, Loy & Yuan (2019, p. 69), found that “influencer trustworthiness negatively influenced brand awareness and purchase intentions” even though the content is of informative value. This could, according to Loy & Yuan (2019), be due to skeptical behavior from the audience, meaning that they question the influencers’ motives.

2.2 Purchase Intentions

One of the key aspects of our research question is the impact of influencer marketing on consumers’ “purchase intentions”. Therefore, in this section, we examine the relevant theory. Purchase intentions can, according to Shah, Aziz, Jaffari, Waris, Fatima & Sherazi (2012), be

described as the cognitive behavior regarding the intention to buy a particular brand. Purchase intention is part of a consumer's decision-making process, and hereby, we provide an overview of the five stages of the consumer decision-making process: (1) *need recognition*, (2) *pre-purchase search*, (3) *evaluation of alternatives*, (4) *purchase behavior*, and (5) *post-purchase evaluation* (Schiffman et al., 2015).

The first stage, “need recognition”, often starts when a consumer recognizes a “problem” they need to solve (Schiffman et al., 2015). The next stage, “pre-purchase search”, begins when a consumer believes that this need could be “satisfied by the purchase and consumption of a product” (Schiffman et al., 2015, p. 70). Sometimes past experiences give the consumer enough information to make a choice, but when the consumer has no prior experience, he or she might have to start an extensive search for useful information. Many consumer decisions are further based on a combination of past experience (internal sources) and external sources, such as marketing and non-commercial information (Schiffman et al., 2015). This external source could for instance be an influencer.

Following the pre-purchase search is the “evaluation of alternatives”. Consumers often use two types of information when evaluating potential alternatives; “A list of brands (or models) from which they plan to make their selection, also called the evoked set, and the criteria they will use to evaluate each brand/model” (Schiffman et al., 2015, p. 74). The criteria used by consumers when evaluating alternatives often consist of important product attributes. For a skin-care product, such as a moisturizer, this could for example be price, sun protection factor, quality, and brand.

Following evaluation of alternatives, is “purchase behavior”. In this stage, the consumer has evaluated his/her alternatives and formed a *purchase intention* – leading to them purchasing one particular brand/product. The last stage, “post-purchase evaluation”, happens as consumers evaluate a product's performance in light of their own expectations. From this evaluation there are three possible outcomes: “actual performance matches the consumers’ expectations, leading to a neutral feeling; performance exceeds expectations, which leads to satisfaction; and performance is below expectations, leading to dissatisfaction” (Schiffman et al., 2015, p. 84). For all these outcomes consumer’s expectations and satisfaction are closely linked, meaning that they often judge their experience against their expectations when conducting a post-

purchase evaluation. The reduction of uncertainty or doubt is also an important part of a post-purchase evaluation (Schiffman et al., 2015).

2.2.1 Influencers' Impact on Purchase Intention

Previous research shows that the members in social networks and other external sources have a significant impact on consumer behavior (Jiménez-Castillo & Sánchez-Fernández, 2019). Observational learning theory states that consumers in their role as observers use the information they have learned to simplify their decision-making process (Jiménez-Castillo & Sánchez-Fernández, 2019). Looking at these principles, the decision-making process benefits from the opinions of influential individuals spread through eWOM, which are perceived as having quality content and greater credibility, and generate purchase intention (Jiménez-Castillo & Sánchez-Fernández, 2019). Several studies have backed up the influence of opinion leaders in connection to use or purchase intention (Jiménez-Castillo & Sánchez-Fernández, 2019). One can thus say, according to Jiménez-Castillo & Sánchez-Fernández (2019), that the greater persuasive power an influencer has, the greater the consumers' intention of buying the recommended brand would be. As already mentioned there are several benefits of influencer marketing, and while more in-depth research has to be conducted on this particular topic, there is some existing research on the potential impact influencers have on value and intention to purchase recommended brands. Jiménez-Castillo & Sánchez-Fernández (2019, p. 372) for instance found that “perceived influence affects the intention to purchase recommended brands” and that there is a “positive relationship between engagement and perceived value”. This study did, on the other hand, rely on respondents answering the questions based on their most frequently followed influencers, and did not use any “manipulation” in the form of showing ads from influencers. Another study conducted by Johansen & Guldvik (2017) investigated how influencer marketing affects consumers' purchase intentions based on the theoretical framework “Theory of Reasoned Action”. They did however find that influencer marketing has no direct effect on consumers' purchase intentions and that influencer marketing was not a more efficient marketing strategy than a regular online advertisement.

2.3 Perceived Value

Moving on to another key component in our research question, *perceived value*, which Zeithaml (1988, p. 14) defines as a “consumer’s overall assessment of the utility of a product (or service) based on perceptions of what is given”. In other words, perceived value is a trade-

off between the benefits and costs connected to a product or brand. Understanding consumers' value is an essential aspect of marketing and there has been a growing focus on research that centers around the measurement of consumer perceived value (Sweeney & Soutar, 2001; Walsh, et al., 2014). Consumer perceived value may, according to Walsh et al. (2014, p. 260), exist in every “shopping-related influence that permeates many aspects of consumption”. The literature further indicates that the opinions, decisions, and behaviors of others can help form expectations and perceived value (Zeithaml, 1988).

Existing research suggests that the influence of different sources of information on individuals has a positive and significant effect on the formation of perceived value for a product or service. In a digital context, one can therefore assume that eWOM may have an impact on consumers' overall perceived value of a product (Jiménez-Castillo & Sánchez-Fernández, 2019; Gruen, Osmonbekov & Czaplewski, 2006). With regards to influencer marketing, Jiménez-Castillo & Sánchez-Fernández (2019, p. 366) have researched “how effective influencers are in recommending brands via eWOM”. To examine this, Jiménez-Castillo & Sánchez-Fernández (2019) looked into which degree of influential power influencers have on their followers towards the brand. The findings included that the “influential power of digital influencers contributes to increasing followers' expected value of recommended brands” (Jiménez-Castillo & Sánchez-Fernández, 2019, p. 372). The result from the study of Jiménez-Castillo & Sánchez-Fernández (2019) is in line with the results from the study of Gruen et al. (2006, p. 455), which shows that “eWOM may have an impact on consumer's overall perceived value of the product”.

2.4 Persuasion Knowledge

For a consumer, a primary task is to “interpret and cope with marketers' sales presentations and advertising” (Friestad & Wright 1994, p. 1). Traditionally, marketers' purpose was to influence or persuade consumers to buy their product or service. However, consumers have over time “developed personal knowledge about the tactics used in these persuasion attempts” (Friestad & Wright 1994, p. 1). This knowledge is called “persuasion knowledge”. This knowledge helps consumers identify *how*, *when*, and *why* marketers try to persuade them (Friestad & Wright, 1994). In our context, we have an assumption that persuasion knowledge has a moderating effect on the impact of influencer marketing on consumer perceived value and purchase intention. In the following, we will therefore first present the persuasion knowledge theory

developed by Friestad & Wright (1994), before drawing upon the theory in an influencer marketing context.

2.4.1 Persuasion Knowledge Model

Friestad and Wright introduced the Persuasion Knowledge Model (PKM) in 1994. PKM examines how people's knowledge affects their response to persuasion attempts by marketers (Friestad & Wright, 1994). PKM assumes that people's persuasion knowledge is developmentally contingent, which means that the knowledge continues to develop throughout life. It is also, to a certain extent, historically contingent, with the cultural knowledge changing over time (Friestad & Wright, 1994). Consumers will continuously build up and develop persuasion knowledge in several different ways: from experiences in social settings with family, colleagues, and friends, from conversations concerning other people's thoughts, feelings and behavior, and by observing marketers and their marketing measures. The consequence of this continuous learning is that “over time the effects of certain actions by persuasion agents on people’s attitudes and behavior will change because people’s persuasion knowledge shapes how they respond to persuasion targets” (Friestad & Wright 1994, p. 1).

2.4.2 Conceptual Model of PKM

Figure 3 is the conceptual model of the Persuasion Knowledge Model. On one side of PKM, one has “target” which refers to those “people for whom a persuasion attempt is intended” (Friestad & Wright 1994, p. 2). An example of a target can be consumers searching for information about a product on a social media platform. On the other side is the “agent”, which refers to “whomever a target identifies as being responsible for designing and constructing a persuasion attempt” (Friestad & Wright 1994, p. 2). The agent could be both influencers and brands that are present on social media. “Persuasion attempt” refers to the tactic developed to persuade the consumer, while the observable persuasion attempt from the consumer's perspective is defined as a “persuasion episode” (Friestad & Wright, 1994). How the consumers respond to this is called “persuasion coping behaviors”. The term cope is used since it is neutral in connection to the direction of the target's response – which is crucial since Friestad & Wright (1994) do not assume that people always use their persuasion knowledge to resist a persuasion attempt. Their goal is “simply to maintain control over the outcome(s) and thereby achieve whatever mix of goals salient to them” (Friestad & Wright 1994, p. 3).

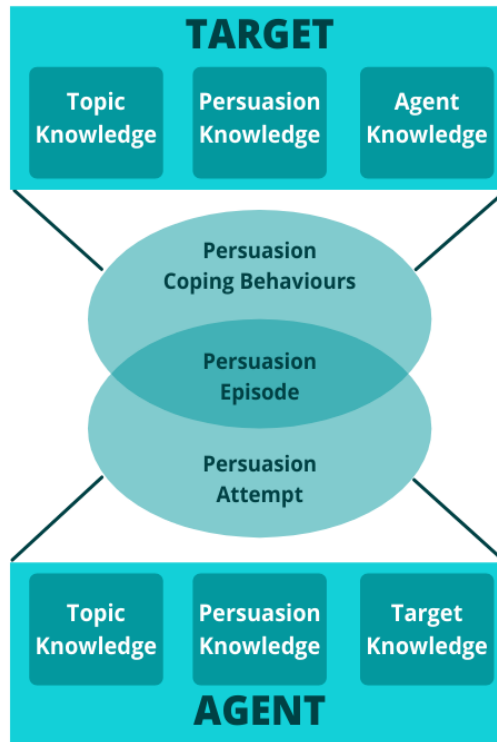


Figure 3: Persuasion Knowledge Model (Friestad & Wright, 1994, p. 2).

2.4.3 Knowledge Structures

Friestad & Wright (1994) focus on how “three knowledge structures interact to shape and determine the outcomes of persuasion attempts” (Friestad & Wright 1994, p. 3). These are in addition to persuasion knowledge as already covered, “agent knowledge” and “topic knowledge”. Agent knowledge “consists of beliefs about the traits, competencies, and goals of the persuasion agent”, e.g., influencer or advertiser (Friestad & Wright 1994, p. 3) while topic knowledge consists of the consumer's “beliefs about the topic of the message”, e.g., product/service (Friestad & Wright 1994, p. 3). These three knowledge structures are considered under the umbrella term “persuasion coping knowledge”. Persuasion coping knowledge of consumers enables them to “recognize, analyze, interpret, evaluate, and remember persuasion attempts and to select and execute coping tactics believed to be effective and appropriate” (Friestad & Wright 1994, p. 3). All three knowledge structures are potentially useful if only to comprehend the situation. How much mental resources a consumer allocates to each of the three knowledge structures vary across different persuasion episodes. This is influenced by how well developed each structure is, by the target's situational goals and information-processing opportunities, and by other factors which can affect the use of any knowledge system. PKM further assumes that the degree to which consumers access their

persuasion knowledge sometimes shifts throughout a persuasion episode (Friestad & Wright, 1994).

2.4.4 Content and Structure

Consumers require knowledge about the goals and actions of persuasion agents to perform persuasion-related tasks in their everyday life. Persuasion-related tasks are concerned with how consumers respond and cope with persuasion attempts from agents. Consumers additionally require knowledge about the possible goals they have and the actions they can take to cope with persuasion attempts (Friestad & Wright, 1994). “People's beliefs about the important psychological activities that agents might try to influence are a central element in persuasion knowledge” (Friestad & Wright 1994, p. 4). As targets, consumers develop beliefs about the “cognitive, emotional, or physical actions they can execute to manage a persuasion attempt’s effects on them” (Friestad & Wright 1994, p. 4). They will develop beliefs about the “extent to which they can control the various internal activities they perceive of as mediators of persuasion” (Friestad & Wright 1994, p. 5). The consumer might come to perceive that their emotional reactions are more strongly influenced by what is being shown or said in ads than by their own mental activities (Friestad & Wright, 1994).

2.4.5 The Consumers Development of Persuasion Knowledge

The development of persuasion knowledge depends on “the maturation of some basic cognitive skills and on people’s accumulated experience with what occurs in social encounters and their exposure to social discourse about persuasion, advertising, and psychological events” (Friestad & Wright 1994 p. 6). One possible source of insight about persuasion processes is consumers' “conscious experiences as they participate in persuasion episodes” (Friestad & Wright 1994, p. 6). People must however not only rely solely on their own perceptions. As people describe their own perceptions to others, “a socially constructed conceptualization of persuasion emerges” (Friestad & Wright 1994, p. 7). This folk model of persuasion “synthesizes what is shared in people's perceptions of how persuasion occurs” (Friestad & Wright 1994, p. 7). For consumers to have a high degree of persuasion knowledge, experience is crucial; they must have experienced and accumulated knowledge about persuasion. If there is a lack of knowledge and experience, the consumer will most likely have a lower degree of persuasion knowledge (Friestad & Wright, 1994).

2.4.6 Agent Attitude

When consumers are faced with making decisions about products and services, rational behavior is to search for valid attitudes about the brand or company they intend to do business with (Friestad & Wright, 1994). Several so-called situational factors help influence the consumers' motives for searching for valid "agent attitudes". Consumers are more likely to pursue this goal when (1) the marketer is unfamiliar, (2) their existing attitude toward the marketer is based on behaviors observed in a different context, or (3) the consumer perceives that the marketer is using a new persuasion technique (Friestad & Wright, 1994). Another factor that influences this motivation is how "central that agent is expected to be in the target's personal, professional or marketplace relationships" (Friestad & Wright 1994, p. 9).

2.4.7 The Use of Persuasion Knowledge in Persuasion Episodes

Friestad & Wright (1994) assume that consumers are motivated to use their persuasion coping knowledge to achieve their most important goals. A goal could for instance be to remain rational when faced with an advertisement that appeals to their emotions. They do this by "developing strategies for allocating resources among all three knowledge structures during and after a given persuasion episode and across persuasion episodes involving the same agent or topic" (Friestad & Wright 1994, p. 10). Consumers' persuasion knowledge is a broad and often used knowledge structure, which will always be available as an immediate source of help. Consumers become dependent on this source of help to generate valid attitudes towards products or services and agents. PKM also suggests that consumers' persuasion knowledge, in several cases, is more comprehensive, accessible, and relevant than their topic and agent knowledge. Nevertheless, this will depend on the situation and how well developed the knowledge structures are (Friestad & Wright, 1994). The consumer will need help if they are faced with a new product where their product knowledge is limited and if they are unfamiliar with a category (topic). Persuasion knowledge often represents this source of help and is therefore in some cases the most useful resource the consumer has (Friestad & Wright, 1994).

2.4.8 Change of Meaning

When a consumer obtains a certain perception of a persuasion attempt, this can have significant effects on what happens next in the persuasion episode. If the consumer perceives the social media post as an attempt at persuasion, this can change/influence their behavior. This behavior change is referred to as the "change of meaning" principle, and according to Friestad & Wright

(1994), the principle has important implications for: (1) how consumers interpret persuasion attempts on a general basis, (2) why two consumers with different knowledge can interpret and react in different ways to the same persuasion attempt, and (3) how consumers over time will change how they interpret advertising based on the acquisition of new experience and knowledge. When the consumer realizes that an agent has directed a persuasion technique at them, it can lead them to perceive this as negative. The consumer is thus detached from the ongoing interaction and becomes aware, or more aware than before, that the agent is trying to influence them. This in turn defines the further interaction between consumer and agent. The awareness of the consumer can, for example, lead them to not trust an influencer's recommendation (Friestad & Wright, 1994).

2.4.9 Persuasion Knowledge in the Context of Influencer Marketing

Influencer marketing often resembles and blends in with other non-commercial posts on the particular social media platform being used. This results in consumers not always recognizing the posts as advertising (Boerman 2020; Boerman, Willemsen, & Van Der Aa, 2017; Evans, Phua, Lim & Jun, 2017). To combat this issue several countries, including Norway, have imposed laws and regulations stating that influencers have to disclose whether their content is in fact advertising (Forbukertilsynet, 2021). In Norway, the rules for advertising on Instagram, include among others, that the post is clearly marked “ad”. The disclosure is designed to help consumers identify advertising and thus activate their persuasion knowledge (Forbukertilsynet, 2021). If a consumer does recognize the Instagram post as advertising this could trigger the “change-of-meaning” principle. Research has shown that when consumers realize that a message is advertising this negatively affects people’s attitude towards a sponsored post (Hwang & Jeong, 2016) and it also makes them more critical towards the sponsored post (Boerman et al., 2017). There are however studies that show that Instagram users are familiar with advertising on Instagram, meaning that they might have already developed persuasion knowledge about the tactics used by agents on this platform (Boerman 2020). A study conducted by Boerman (2020, p. 205) found, “in line with the PKM, that a disclosure and subsequent activation of persuasion knowledge instigates more biased processing” and a “change-of-meaning”, which influences people's response to the message and brand. In contrast to what one might expect, they did further find that whenever ads are recognized “people are more inclined to share, comment, or like” and that disclosure of “persuasion knowledge instigates more biased processing and a positive “change-of-meaning” (Boerman,

2020, p. 205). Meaning that in this case, the change of meaning is positive (Boerman, 2020). These results are quite contrary to earlier literature, which has found a negative or no effect on the recognition of an Instagram post as advertising on behavioral intentions (Evans et al., 2017; Johnson, Potocki & Veldhuis, 2019). However, Boerman (2020) states that these results could be due to the chosen brand and product in the study.

2.5 Hypotheses

Based on the theory above, a conceptual framework and two hypotheses have been formulated. A hypothesis is a statement about reality (Ringdal, 2013) and the result of the investigation will be that the hypotheses are confirmed or disproved. The hypotheses are tested empirically using quantitative methodology. These should shed light on our research question:

How does influencer marketing affect consumers' (1) purchase intentions and (2) perceived value on social media?

As the conceptual framework below illustrates in Figure 4, does this study wish to investigate how influencer marketing affects consumers' (a) purchase intention and (b) perceived value. We further expect that influencer marketing will have a positive effect on both dependent variables. Secondly, do we expect persuasion knowledge to have a moderating effect, in which it strengthens the positive effect influencer marketing has on (a) consumers' purchase intentions and (b) consumers' perceived value.

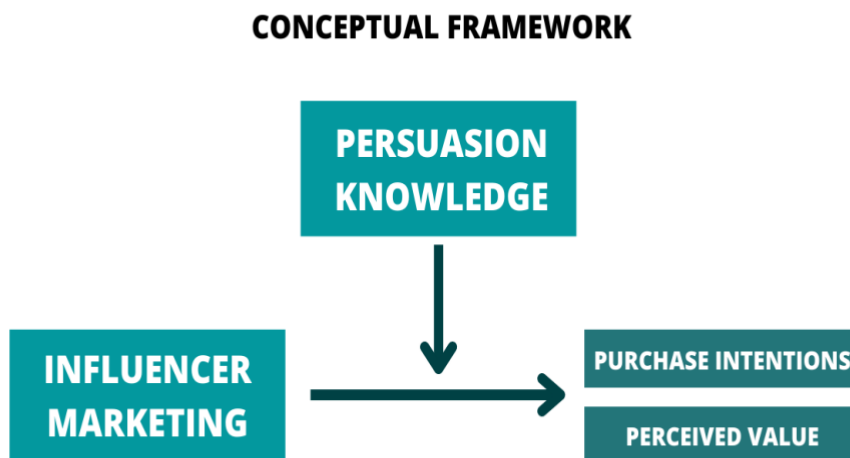


Figure 4: Conceptual Framework.

In the study of Loy & Yuan (2019) they identified two contradicting results regarding purchase intentions. Influencer posts that have informative value affect their followers' purchase intentions positively. However, "influencer trustworthiness negatively influenced brand awareness and purchase intentions", even though the content is of informative value (Loy & Yuan, 2019, p. 69). Johansen & Guldvik (2017) examined their hypothesis from a perspective of product placements and related research, with an initial hypothesis that purchase intentions had a positive effect. However, Johansen & Guldvik (2017) identified no direct effect on purchase intentions for influencer marketing. Therefore, due to contradicting results regarding influencer marketing and purchase intentions (Loy & Yuan, 2019; Johansen & Guldvik, 2017), we predict that influencer marketing will have a positive effect on consumers' purchase intentions.

Furthermore, there is limited research in the field of influencer marketing and perceived value. However, Jiménez-Castillo & Sánchez-Fernández (2019) argue that influence from influencers may have an impact on the consumers' perception of value on the recommended product or brand. Jiménez-Castillo & Sánchez-Fernández (2019, p. 372) also found that there is a "positive relationship between engagement and perceived value". Moreover, Jiménez-Castillo & Sánchez-Fernández (2019, p. 372) also stated that this result "is a contribution to the existing body of literature confirming this relationship in the context of influencers". Thus, our prediction is that influencer marketing will have a positive effect on consumers' perceived value. This is in line with the results from Jiménez-Castillo & Sánchez-Fernández (2019). We have therefore developed the following:

H1. Influencer marketing has a positive effect on (a) consumers' purchase intentions and (b) perceived value.

The persuasion knowledge model developed by Friestad & Wright (1994) examines how consumers' knowledge affects their response to persuasion attempts from marketers. This persuasion knowledge is continuously accumulated and developed by the consumer. Furthermore, Friestad & Wright (1994) describe how consumers might experience persuasion techniques negatively, and thus become more aware that someone is trying to influence their choices. The consumer is consequently detached from the ongoing interaction. The consumer's awareness can in turn lead them to ignore the persuasion attempt. A study conducted by

Boerman (2020) did, however, in contrast to what one might expect, find that even though online behavioral intentions are generally low, people are more inclined to share, like, or comment on the post when they recognize it as advertising. Meaning that in this case, the “change-of-meaning” was positive. Based on this, we have developed the following:

H2. A high degree of persuasion knowledge strengthens the positive effect influencer marketing has on (a) consumers’ purchase intentions and (b) consumers’ perceived value.

3. Research Methodology

In this section, we will justify the methodological choices made to answer the research question “*How does influencer marketing affect consumers’ (1) purchase intentions and (2) perceived value on social media?*”. The chapter will first introduce the research strategy used, followed by the research design. An experimental design has been used, and specifics to that are further explained. Finally, the measurement and operationalization are presented.

3.1 Research Strategy

Ringdal (2013) distinguishes between two different research strategies, quantitative and qualitative. The qualitative research strategy is based on text data and describes reality based on textual descriptions, while the quantitative research strategy is based on numerical data and describes reality based on numbers and tables. Qualitative methods are, according to Jacobsen (2015), best suited if you want to clarify what lies in a phenomenon or a concept, and when you examine topics where you know little and the research question is open. Quantitative methods on the other hand are best suited when one wants to describe the extent or frequency of a phenomenon (Jacobsen, 2015). For qualitative methods, the search for meaning and explanations of purpose is typical, while for quantitative methods, causal relationships are central (Ringdal, 2013). This study does therefore use a quantitative research strategy to answer the research question, as we are concerned with causal relationships. Further, methodological techniques are used to “gain knowledge about the reality” (Jacobsen, 2015, p. 23). According to Jacobsen (2015), the techniques of whether to choose an inductive and deductive approach for research is, and has been debated. An inductive approach consists of empirically collecting all the data in a research field and then turning it into a theory, in other words, an inductive approach aims at developing a theory (Jacobsen, 2015). On the contrary, according to Jacobsen (2015, p. 23), the deductive approach consists of collecting theory before collecting empirical data, meaning that the collection of data is “controlled by theoretical assumptions”. In other words, the deductive approach is testing an existing theory (Jacobsen 2015). Thus, our study has a deductive approach as our hypothesis and data collection have been developed based on existing theory.

3.2 Research Design

In quantitative research method, a distinction is mainly made between five different survey designs. These are according to Ringdal (2013) cross-sectional design, longitudinal time design, case study, comparative design, and experimental design. The purpose of this study is to examine if there is a causal relationship between the independent variable, *influencer marketing*, and the dependent variables, *purchase intentions*, and *perceived value*. As well as examining whether persuasion knowledge has a moderating effect. This study will therefore use a quantitative research strategy with an experimental research design.

3.2.1 Experimental Design

Jacobsen (2015) defines an experimental setup as the ideal causal design. In other words, an experimental design is appropriate to use to investigate causal relationships, hence, in this study, we want to investigate the causal relationship between influencer marketing (X) and purchase intentions and perceived value (Y). In order to draw a conclusion about causality, three requirements are set for the survey design (Jacobsen, 2015); the first requirement concerns covariation. The requirement for covariation between what we assume is the cause and the effect is that the two phenomena must correlate (Jacobsen, 2015). The second requirement is the requirement of temporality. The cause must come before the effect in time, and there must be temporal closeness between them. In other words, an effect must be something that follows from a cause. The last requirement is isolation, which deals with control for all other relevant conditions. Here, Jacobsen (2015, pp. 95-96) states that one must have been “omniscient if one were to have an overview of all such conditions, but that an experimental design to a certain extent can control other conditions”. We ensure covariation by observing and measuring the variables in the study. The experiment also satisfies the requirement of temporality, as the causal variable will occur before the effect variable. The insulation requirement is also satisfied, as an experimental design to a certain extent manages to control for other relevant conditions.

The experimental design consists of four central elements; comparison, randomization, time-series data, and active manipulation (Jacobsen, 2015). The two groups are being compared and the systematic manipulation is different for the two groups, group one is exposed to marketing through an influencer, and group two through marketing from the brand itself. The groups must be randomized, meaning that there must be randomly selected respondents in both groups. To

achieve this, the respondents in the sample are randomly placed in the groups when conducting the survey. Furthermore, does time series data mean that the condition in the two groups is examined before the experiment is implemented, and a similar (preferably identical) examination is carried out after the experiment. Due to limited time resources, this study will however not use time-series data, but rather a cross-section. This means that information will only be obtained at a given time, where we essentially take a “snapshot” of reality (Jacobsen, 2015). This, of course, forms one of the limitations of this study. The last element is concerned with the researcher deliberately manipulating the causal variable (Jacobsen, 2015). In our study, the causal variable is essentially the Instagram advertisement. Which is manipulated through one group being exposed to Instagram ads from influencers, and the other group Instagram ads from the brand itself. Both groups will be exposed to the same products, meaning that we can investigate whether the influencer has a positive or negative effect on the consumers' purchase intention and perceived value.

When conducting an experiment, it is required that you can manipulate the causal variable X and that you have control over other variables through randomization (Jacobsen, 2015). It is a serious problem for the experiment if you do not have the possibility of randomization, as this according to Ringdal (2013), opens up the possibility of influence of other factors, which can be confused with the effect of the experimental factor. Jacobsen (2015) further mentions “contamination” under criticism of the experimental design. In particular, he states that it will be difficult to achieve experimental groups that are completely independent of each other, and that the groups can “infect” each other by talking together and sharing experiences. In our study, the possibility of respondents sharing experiences during or after the experiment can be seen as “contamination”. This problem is however taken into account by providing clear guidelines both before and after the conduction of the survey. A randomized controlled experiment consisting only of a post-test is the simplest form of an experimental design (Ringdal, 2013), and is the one chosen for this study. This design also secures us against alternative explanations. Among other things, can the differences for example not be due to maturation. To demonstrate an experimental effect, two groups are sufficient, and the randomization carried out protects against selectivity. The instrumental effect is also minimized since only one measurement is carried out (Ringdal, 2013).

3.2.2 Questionnaire

In order to collect data for our randomized controlled experiment, a questionnaire was used. The questionnaire can be found in Appendix 1: Overview of Questionnaire. The questionnaire is designed to answer the hypotheses and to shed light on the research question in the best possible way. A questionnaire can be defined as a “general term to include all methods of data collection in which each person is asked to respond to the same set of questions in a predetermined order” (Saunders, Lewis & Thornhill 2019, p. 502). The questionnaire is a common tool to use in experimental research and there are several reasons, according to Johannessen, Tufte & Christoffersen (2016), to choose this exact method. First of all, does fixed questions and alternatives involve a standardization, meaning that one can look at similarities and variations in the way respondents respond. It further facilitates collecting data from several individuals in a relatively short time and it enables researchers to examine relationships between variables with the help of statistical analyzes (Johannessen et al., 2016). For these reasons, a questionnaire was used to examine the causal relationship between the independent dependent variable and dependent variables in this study which is presented in Figure 5.

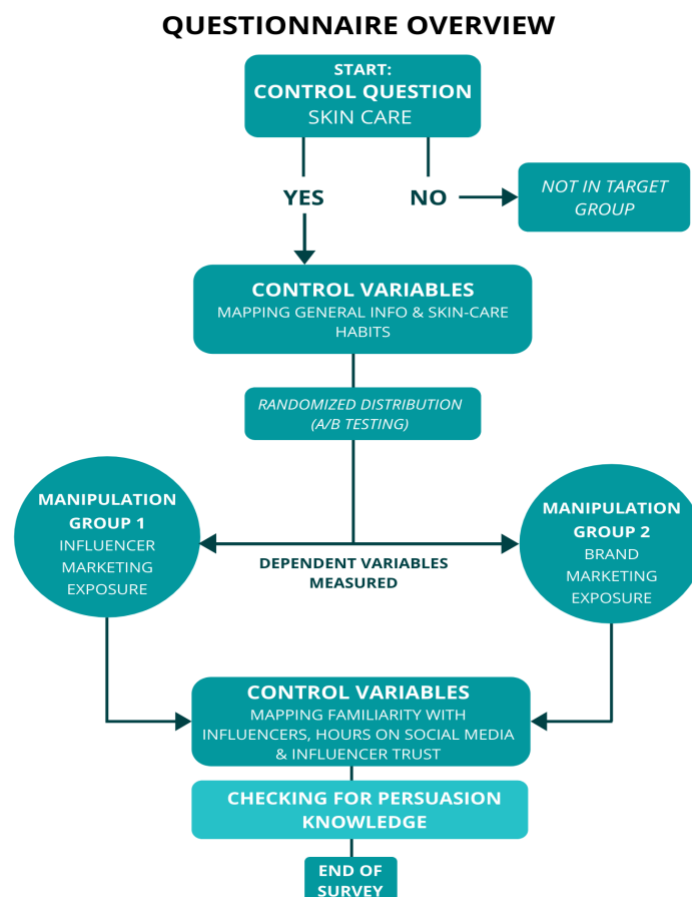


Figure 5: Questionnaire Overview.

Figure 5 gives a good overview of the survey that was conducted through the online survey provider Qualtrics, and was distributed through a variation of our own social media platforms such as Facebook, Messenger, and Snapchat, since we want to reach individuals who are active on social media.

3.2.3 Pre-test of Experiment

Before the actual survey can be conducted it is important to pre-test both the questionnaire and the set-up of the experiment. A pre-test also referred to as a pilot test is a small-scale study to minimize the likelihood of respondents misinterpreting questions, and thus secure validity and reliability (Saunders et al., 2012). By conducting a pre-test we can map out how long it takes to conduct the experiment and whether there is something the respondents may experience as unclear or difficult to understand. A pre-test is also used to find out if the survey is (1) too time-consuming, (2) if the layout is attractive, and (3) whether the respondents have any comments or suggestions after completing the survey (Bell & Waters, 2014). Based on the pre-test, changes or improvements can be made before the main experiment is carried out. 10 respondents participated in our pre-test. Half of them were exposed to the influencer and half of them were exposed to the advertising post. 4 out of the 10 respondents conducted the survey on their cellphones and the remaining on their laptops. The respondents followed the instructions and the conduction of the survey took on average 7 minutes. After finishing the survey we had a conversation with the respondents. All respondents understood the questions and found the design easy to interpret. The duration of the survey was seen as extensive, but comprehensible.

3.3 Measurement & Operationalization

To answer our research question and hypotheses, data was gathered to measure the relevant constructs and test the causal relationships. The two groups that responded to the questionnaire were exposed to identical questions before and after the systematic manipulation to compare the two groups. A selection of different items and questions were used in the questionnaire and a 7-point Likert scale was used to get answers from respondents. We have used the 7-point Likert scale because this rating scale is a good method for the measurement of consumer attitudes and perceptions (Dimitrov, 2011; Joshi, Kale, Chandel & Pal, 2015; Walsh et al., 2014). It also enables the respondent to select a variety of levels or endpoints that might be

more exact, rather than choosing an option that is “nearby” (Joshi et al., 2015). Moreover, open answer questions were used to further understand our respondents.

The Likert scale involves a composition of several Likert items which are the statements that we seek an answer to divided into seven levels or endpoints of agreements (Walsh et al., 2014; Dimitrov, 2011). Moreover, a Likert scale is often considered to be balanced because the options or levels of items are distinct enough for the respondents to reply without being confused (Westland, 2015). Therefore, the majority of items were close-ended and consistent throughout the questionnaire. Most of the Likert items were formulated in a positive or neutral manner with various Likert levels. Because, according to Westland (2015), it is important to have a balance when designing Likert items, which can reduce the problem of acquiescence bias from respondents. Further, the most frequently used level in research is strongly disagree and strongly agree (Westland, 2015; Dimitrov, 2011). Most of our items consisted of these levels, however, some levels were adjusted to the items to not confuse the respondent and because it was more compatible with our items. All items had response levels that were labeled with regards to having a neutral middle, which enabled the respondent to clearly identify the middle as well as understanding the ratio of levels (Westland, 2015; Dimitrov, 2011).

All of the Likert items were mandatory for the respondents, that is, respondents had to reply to the statement before moving on to the next. Respondents also had the possibility to go backwards because of the scope of the questionnaire. Respondents had to grasp a large amount of information and with the flexibility of going backwards, it is probably more likely that they will respond more honestly, rather than speeding through the survey, meaning that respondents answer very quickly (Greszki, Meyer & Schoen, 2015). According to Zhang & Conrad (2014), any response time that is shorter than the optimal response time can be considered speeding. However, it is also stated that the optimal response time is very difficult to determine (Zhang & Conrad, 2014). According to Greszki et al. (2015) is fast responses an indicator of low-quality data, and further identified that speeding adds some random noise to the data as well as weakened correlations. Therefore, the pre-test was also used to find the most approximate and optimal response time and to ensure that we don't use low-quality data. Further, one question in the questionnaire was open-ended due to the formulation of the question and because, according to Westland (2015), information is often lost in Likert scales. Therefore, we added one open-ended question to understand the respondents better and possibly reduce information

loss. Further elaboration of measurement will be presented in the following subchapters. That includes a presentation of the independent, dependent, and moderator variables.

3.3.1 Independent Variable

Influencer marketing is our independent variable and the condition that is being manipulated in our research. Group 1 was thus exposed to an Instagram advertisement from influencers, and group 2 was exposed to an Instagram advertisement from the brands. The products in the advertisements are the same for both groups. Meaning that there are two different experimental treatment conditions. Randomization of the respondents to the two different treatment conditions was as previously explained performed automatically by our survey software Qualtrics. The products in the advertisements are all various skin-care products, two of which from the brand Eir, and one from Clinique, Ole Henriksen, and Elizabeth Arden respectively.

3.3.2 Dependent Variables

Our dependent variables consist of consumers' *purchase intentions* and consumer *perceived value*. Both groups are asked the same questions after being subjected to the manipulation. To measure purchase intention a single-item measure was used, this is in line with Rossiter (2002) who states that since purchase intention is a concrete attribute a single-item measure is valid. A 7-point Likert scale was used, where 1=not at all likely and 7=very likely (QUESTION ID 1 in [Appendix 1](#)). To measure perceived value the 12-item PERVAL scale developed by Walsh et.al., (2014) was used. We did however make some modifications for the scale to fit our purpose. The price factor was removed completely since the advertisements do not provide the respondents with any price information. We are therefore left with the three (3) factors; *Quality*, *Emotional* and *Social*, which together measure perceived value. Each factor consists of three questions. Quality value refers to “the practical or technical benefits that consumers can obtain by using a product” (Walsh et.al., 2014, p. 261). Further, emotional value, according to Walsh et.al., (2014, p. 261), refers to the “mental or psychological needs of consumers and the utility they derive from the feelings or affective states that a product generates”. Social value refers to the “social utility that consumption of the product conveys” (Walsh et.al., 2014, p. 261). Perceived value is measured through QUESTION ID 2 in [Appendix 1](#), where all 9 questions are put into one table with alternatives. A 7-point Likert was used, where 1 = strongly disagree and 7 = strongly agree.

3.3.3 Moderator Variable

A basic precondition for conducting good quantitative surveys is that the research question can be concretized so that precise questions with limited and precise answer alternatives can be developed. Operationalization is concerned with making abstract concepts operational or measurable (Jacobsen, 2015). In our study, there is one concept that cannot be measured directly in H2, persuasion knowledge, our moderator variable. No single measure has been developed and used to assess persuasion knowledge (Campbell & Kirmani, 2008). The multi-dimensional nature of the model has also meant that researchers largely must develop their own scales, which fit their particular research (Ham, Nelson & Das, 2015). The most common quantitative measure is to ask respondents about their beliefs about persuasion using written questions on scales, where most scales use multiple items assessed by a seven-point Likert scale (Ham et. al., 2015). To measure the concept, we, therefore, concretized it down to six empirical indicators, and through these questions, we can measure whether the respondents themselves believe that they have a high or low degree of persuasion knowledge. A seven-point Likert scale was developed, where 1= strongly disagree and 7=strongly agree (QUESTION ID 3 in Appendix 1).

4. Data Collection

In this section, we will go through the study's data collection. The first part deals with population and sampling. Further, the actual conduction of the experiment and ethical issues related to this will be presented. A descriptive analysis is performed to see if the data can be used in further analyzes. This section is concluded by analyzing the credibility by looking at the concept validity and reliability of the dataset.

4.1 Population & Sampling

One of the main reasons for choosing a quantitative approach is to get a representative picture of the population. Usually, those we are interested in are called the *theoretical population*. In practice, this means that the units we examine, those that are part of the sample, should be equal to the entire population (Jacobsen, 2015). This is however not always possible, and therefore a sample has to be made based on the accessible population. In our case, the theoretical population would be all Norwegian social media users who use any type of skincare product(s). However, because of lack of resources, the accessible population is the social media users in our own community. Meaning that there is reason to believe that our population will be overweight in the age range 21-29, because of our own age. This was also confirmed after conducting the study. Further, because of a lack of resources, this study uses convenience sampling. This non-probability sample means that the respondents are included because they are accessible for the experiment. The advantages of this method is that it is practical, time-, and cost-saving. The disadvantage is that it does not allow for statistical generalization from a sample to the population (Ringdal, 2013). The final sample consisted of 156 respondents from our social media communities, of which 77 in group 1 and 79 in group 2.

4.2 Conduction of Experiment

The experiment was conducted over four days, and since we are studying online consumer behavior the survey was distributed on our personal social media platforms. More specifically via our own Facebook, Messenger, Snapchat, and Instagram. The participants of the pre-test were further instructed to not participate in the main study, as they were already familiar with the manipulation, meaning that their answers would be influenced by this knowledge. To further ensure that neither the participants of the pre-test nor others took the survey multiple times a one-time limit was implemented. However, respondents that had started the survey and

were in the progress of finishing, were able to click on the link again to finish it without affecting the time used. This was controlled automatically by our survey provider Qualtrics. The randomization of the respondents was also conducted automatically by Qualtrics by enabling a function called “A/B testing”. Further, we also had security measures by activating bot detection to avoid the threat of invalid data, meaning that if bots had the possibility to answer it could have affected the quality of our data.

The anonymity, voluntariness, and guidelines for conducting the survey were specified at the beginning. These guidelines stated that the respondents had to answer the questions individually, read the questions carefully, and to please answer them honestly to help improve the results of the research. When the survey was completed the respondents received information about what had actually been tested; whether influencer marketing has a positive effect on (a) purchase intentions and (b) perceived value, compared to marketing from the brand itself. In other words, they had been exposed to an active manipulation intended to influence them. We informed the respondents about this in order to minimize any ethical issues. The respondents were also told that the experiment would be conducted on other people as well and that it, therefore, was important that they did not tell others what the experiment was about.

4.3 Ethics & Anonymity

Social science research has consequences not only for those being studied but for society as a whole. Researchers, therefore, have a duty to reflect on how their research can affect those being researched, and how the research will be used and perceived (Jacobsen, 2015). An ethical challenge we face is that we hide the purpose of the survey from those who are examined (Jacobsen, 2015). There are however no clear answers, according to Jacobsen (2015) when it comes to ethical dilemmas. The starting point for research ethics in Norway is three basic requirements related to the relationship between those who are researched and the researcher, which consist of; *informed consent*, *right to privacy*, and *right to be reproduced correctly* (Jacobsen, 2015). The basic precondition for the concept of informed consent is that the person being investigated must participate voluntarily in the survey and that the voluntary participation must be based on the person being investigated, knowing what dangers and benefits such participation may entail. The right to privacy is equally important and when looking at ethical dilemmas connected to this, three elements are essential; how sensitive the information

collected is, how private the information collected is, and how great is the opportunity to identify individuals based on the data collected. Lastly, does the requirement regarding the right to be reproduced correctly entail that the researcher should, to the extent possible, reproduce the results completely and in the correct context (Jacobsen, 2015). This study is registered at the Norwegian Center for Research Data (NSD) and follows their guidelines for privacy regulations and duty to report. In the study, no personal information was collected, and all participation was voluntary. This was done by not asking the respondents any questions that could enable us to identify them. Moreover, we also enabled a function in Qualtrics that did not store any IP addresses or personal data. Furthermore, we informed the respondents that they could withdraw at any given time. To neutralize the challenge of the respondents not knowing the purpose of the study, we also chose to tell the respondents what was actually measured after the experiment, and again allowed them to withdraw.

4.4 Descriptive Statistics

After the experiment has been completed, it is appropriate to map the data collected. It does not make sense to find averages, standard deviations, etc. for categorical variables (Gripsrud, Olsson & Silkoset, 2016). Therefore, a frequency analysis was used for the categorical variables and descriptive analysis for the continuous variables. With these analyses, we want to see how the respondents have answered the survey, and to map whether the data can be used in further analyses. In the frequency analysis, we are interested in how many respondents have answered the various questions (N). In the descriptive analysis, we are also interested in the minimum values and maximum values used (Min, Max), the mean (M), the standard deviation (SD), and the normal distribution (skewness, kurtosis). In total 311 respondents conducted the survey. Of these 255 answered yes on the first question regarding if they use skincare or not, and 56 answered no. The 56 respondents who answered no were therefore not able to continue the survey, and we are left with 255 respondents. We further have to check whether these 255 respondents completed at least 70% of the questionnaire. Of the 255 respondents, 156 completed at least 70% of the questionnaire. We are therefore left with 156 respondents, 77 in group 1 (influencer) and 79 in group 2 (brand). 89.7% completed the entire survey. The complete analyses for both the categorical and continuous variables can be seen in Appendix 3: SPSS, in subchapters A.3.1-A.3-9.

4.4.1 Frequency Analysis

After the initial modification of the dataset, frequency analysis can be conducted. The results of the frequency analysis show that 127 female and 29 male respondents participated in the survey. The overweight of female respondents was expected since the topic is skincare. Furthermore, it appears that the largest proportion of those who participated in the experiment was between 21 and 25 years old (51.9%), followed by the age group 26-30 (34.6%). This was also expected as mentioned earlier. The respondents were also asked if they follow any of the influencers on at least one social media platform. For all the five different influencers there is a significant overweight of respondents answering no to this question; Eveline Karlsen 77.6 %, Gine Margrethe Larsen Qvale 87.2 %, Isabel Raad 67.3 %, Emilie Tømmerberg 84.6 %, and Marna Haugen 75.6 %. The results further show that *Quality* is the most important for respondents when buying skincare with 85.3%, while the price range 1000-1199 NOK is the most common to spend on skincare over the course of six months with 24.4%. The age and price range distribution is summarized in Table 1 and Table 2.

AGE OF RESPONDENTS				
	Frequency	Percent	Valid Percent	Cumulative Percent
16-20	4	2.6	2.6	2.6
21-25	81	51.9	51.9	54.5
26-30	54	34.6	34.6	89.1
31-35	5	3.2	3.2	92.3
36-40	5	3.2	3.2	95.5
41-45	5	3.2	3.2	98.7
50+	2	1.3	1.3	100.0
Total	156	100.0	100.0	

Table 1: Age of Respondents.

HOW MUCH DO YOU IN GENERAL SPEND ON SKIN-CARE OVER THE COURSE OF SIX MONTHS?

	Frequency	Percent	Valid Percent	Cumulative Percent
< 200 NOK	13	8.3	8.3	8.3
600-799 NOK	17	10.9	10.9	19.2
800-999 NOK	16	10.3	10.3	29.5
200-399 NOK	22	14.1	14.1	43.6
1000-1199 NOK	38	24.4	24.4	67.9
2000+ NOK	19	12.2	12.2	80.1
400-599 NOK	31	19.9	19.9	100.0
Total	156	100.0	100.0	

Table 2: How much do you in general spend on skin-care over the course of six months?

4.4.2 Descriptive Analysis

Several control questions were asked to uncover skin-care habits, how familiar the respondents were with the products and influencers, as well as questions to uncover attitudes towards influencers and advertising. A 7-point Likert scale was used for all variables. Firstly, the extent to which the respondents use skincare products every day gave us the mean of 5.84, we can thus say that the respondents use skincare products quite often. How familiar the respondents were with the products was on average low. The mean for Clinique was 3.21 for group 1 and 2.42 for group 2. Ole Henriksen had a mean of 2.89 for group 1 and 2.58 for group 2. Eir (yellow) had a mean of 1.57 for group 1 and 2.13 for group 2. While Elizabeth Arden had a mean of 2.71 for group 1 and 2.17 for group 2. Lastly Eir (pink) had a mean of 1.73 for group 1 and 2.04 for group 2. We further looked at how familiar the respondents were with the influencers used in the experiment. Isabel Raad is the most familiar one with a mean of 4.95, followed by Marna Haugen with a mean of 4.68. The remaining influencers are not very familiar with Eveline Karlsen having a mean of 2.87, Emilie Tømmerberg - 2.06, and lastly Gine Margrethe Larsen Qvale with 1.76.

The extent to which the respondents trust what the influencer recommends to them in their ads varies from influencer to influencer. The means are however all close in range, ranging from

3.83 to 3.09. Eveline Karlsen is the most trusted (3.83), followed by Emilie Tømmerberg (3.65), Marna Haugen (3.60) and Gine Margrethe Larsen Qvale (3.56). Isabel Raad is the least trusted (3.09). Overall do respondents lie between *somewhat disagree* and *neutral* in regards to the statement that they trust what the influencer recommends. While on the question regarding to which extent they trust ads from influencers more compared to ads from the brand itself the mean is 3.18, meaning that they *somewhat disagree*. Further, the results show that we are left with a mean of 3.34 on the variable measuring to which extent the respondents are likely to pursue the recommendations of influencer marketing on social media. How often the respondents notice ads from brands or ads from influencers on social media has a mean of 4.77, meaning that they lie between *sometimes* and *frequently*.

In addition to the questions measured on a Likert scale, an open-ended question was included. Here the respondents were asked to elaborate with their own words “the extent to which they trust ads from influencers more compared to ads from the brand itself”. This question was not mandatory, but out of the 156 respondents who finished the entire survey, 66 respondents answered the question. We interpreted and categorized the answers from this question into eight answer options; “Trust influencers more”, “Trust depends on the influencer”, “Do not trust either”, “Do not trust influencers in general”, “Do not trust influencers since they get paid to recommend products”, “A combination of the two creates trust”, “Trust brand more”, and “Trust influencers recommendations on some categories”. Since we have interpreted their answers into custom categories, it is important to remember that we may have misinterpreted what the respondents actually meant by their answers. Out of the 66 respondents who answered the question, 17 answered that they *trust influencers more*, followed by 16 answerings that *trust depends on the influencer*. Thirdly, 14 respondents answered that they *do not trust influencers since they get paid to recommend products*, nine responded that they *do not trust either* and six answered that they *do not trust influencers in general*. The categories *trust brand more*, *a combination of the two creates trust*, and *trust influencers recommendation on some categories* has two, one and one answers respectively.

In addition to the control questions, we had several questions/variables to measure perceived value, purchase intention, and persuasion knowledge. Of which perceived value and purchase intention was measured after the two groups were subjected to different treatments. Group 1 was exposed to influencer marketing and group 2 marketing from the brand itself. The descriptive statistics for perceived value do naturally differ from product to product, and for

each of the two groups, but are overall quite similar. Clinique's average means are 5.14 (Quality), 4.38 (Emotional), and 3.12 (Social) for group one. Compared to 5.05, 4.56, and 3.15 for group two. Ole Henriksen has the means 4.62, 4.11, and 3.05 for group one and 5.09, 4.61, and 3.20 for group two. Eir (yellow) has the means 4.29, 3.83, and 3.10 for group one and 4.24, 3.88, and 3.02 for group two. Elizabeth Arden has the means 4.39, 3.86, and 2.93 for group one and 4.75, 4.14, and 3.25 for group two. Eir (pink) has the mean 4.32, 3.82, and 3.07 for group one and 4.27, 3.97, and 3.16 for group two. An overview of the mean comparison can be seen in Appendix 3: SPSS, subchapter A.3.8.

For purchase intention, Clinique has a mean of 3.17 for group one and 3.29 for group two. Ole Henriksen has a mean of 2.97 for group one and 3.68 for group two. Eir (yellow) has a mean of 2.90 for group one and 2.58 for group two. Elizabeth Arden has a mean of 2.84 for group one and 3.16 for group two. Lastly has Eir (pink) the mean 2.89 for group one and 2.51 for group two. For the questions regarding persuasion knowledge, the means are between 5.81 and 4.17. All the questions do further have standard deviations between .936 and 1.541. We can thus say that the respondents themselves think they have a high degree of persuasion knowledge.

4.5 Credibility

To test the credibility of the thesis, we must look at the validity and reliability of the thesis. This is used as quality assurance. The concepts of validity and reliability are in a certain relationship to each other, as high reliability is a prerequisite for high validity (Ringdal, 2013). Validity is the most general of the terms and is concerned with whether you actually measure what you want to measure (Ringdal, 2013). Internal and external validity are often discussed when the validity of an experiment is to be assessed. This is further elaborated in section 8.1. This study contains latent variables, and thus concept validity becomes a central measure of validity. This has been tested through factor analysis.

4.5.1 Concept Validity

Concept validity is concerned with "whether the theoretical concept we want to measure, actually is being measured" (Ringdal, 2013, p. 98). The degree of persuasion knowledge is for instance not possible to measure directly, and we have therefore developed questions that serve as indicators. To measure the concept validity we, therefore, conducted a factor analysis to see

if the indicators used measure the same concept. The extraction method principal component with direct oblimin was used. Prior to performing PCA, the suitability of data for factor analysis was assessed. The correlation matrix revealed the presence of many coefficients of .3 and above. The Kaiser-Meyer-Olkin value was .816, exceeding the recommended value of .6 (Pallant, 2020), and Bartlett's Test of Sphericity reached statistical significance (.000) supporting the factorability of the correlation matrix. The principal component analysis revealed the presence of two factors with eigenvalues exceeding 1, which explained a total of 70.103 % of the variance. The scree plot further revealed a clear break after the second component. The Component matrix revealed that all items load quite strongly (above .6) on both components, but only 1 item load on component 2. Ideally, we would like "three or more items loading on each component" (Pallant 2020, p. 201) and we are therefore left with 1 factor, which explains 53.04 % of the variance. The factor analysis for persuasion knowledge can be seen in Appendix 3, subchapter A.3.10.

We further also have to perform a confirmatory factor analysis (CFA) on the theoretical concept "Perceived value". To measure perceived value the 12-item PERVAL scale developed by Walsh et al. (2014) was used. We did however make some modifications as previously mentioned, in order for the scale to fit our purpose. The price factor was removed completely since the advertisements do not provide the respondents with any price information. A CFA was therefore conducted to check whether we get the same results as the scale authors. The extraction method principal component with direct oblimin was used, with 3 factors. First of all the suitability of data for factor analysis was assessed. The correlation matrix revealed the presence of many coefficients of .3 and above. The Kaiser-Meyer-Olkin value was .876, "exceeding the recommended value of .6" (Pallant, 2020, p. 208), and Bartlett's Test of Sphericity reached statistical significance (.000) supporting the factorability of the correlation matrix. The pattern matrix further divides the 9 items into the same three factors as suggested by the scale authors. With items 1,2 and 3 on component 1, items 4,5, and 6 on component 2, and items 7,8, and 9 on component 3. The CFA for Perceived value can be seen in Appendix 3, subchapter A.3.11.

4.5.2 Reliability

Reliability is concerned with credibility. The concept is based on whether "repeated measurements with the same measuring instrument give the same result" (Ringdal, 2013, p.

96). The random errors that occur must therefore be as small as possible to ensure reliability. To test the reliability of the indexed terms a Cronbach's Alpha analysis was conducted. The value of this analysis explains the extent to which the questions in the term correlate. The higher the value, the higher the degree of reliability (Pallant, 2020). Cronbach's Alpha is a statistical quantity that varies from 0 to 1. One has satisfactory reliability if Alpha has a high value, preferably above .7 (Ringdal, 2013).

Before conducting the analysis for the concept “persuasion knowledge” the negatively worded item was reversed before checking the reliability. The results from the analysis for persuasion knowledge show that the Cronbach alpha coefficient was .852. The analyzes indicate that the concepts have both high concept validity and reliability. In other words, this indicates that we have measured what we want to measure. For the concept “Perceived value” the results from the analysis show that the Cronbach alpha coefficient was .914, meaning that this concept also has both high concept validity and reliability. A more detailed overview of these results can be seen in Appendix 3, subchapter A.3.12.

5. Results

In this section, the statistical analyses and their results will be presented. The statistical analyses were conducted through SPSS Statistics version 27.0. The main statistical analysis conducted was a Paired-samples t-test, one-way repeated measures ANOVA, and ordinal regression analysis. The most common choice of the significance level is $< .05$, and this is the requirement we have used in most of our analyzes (Ringdal 2013).

For some of the statistical analyzes, the respondent's answers had to be combined in SPSS in order to differentiate between influencer marketing and marketing from the brand when looking at the total. Thus in these instances, all five products were combined for each group so that only one variable measure all five products' purchase intention and perceived value combined. Some of the SPSS outputs will therefore show a greater number of respondents than what we actually had.

5.1 Paired-samples t-test

Hypothesis H1a and H1b were tested using a Paired-samples t-test. This approach is used when one has matched pairs of participants, where one is exposed to Intervention 1 and the other to Intervention 2. Scores on a continuous measure are then compared for each pair (Pallant, 2020). We want to find out if influencer marketing has a positive effect on (a) purchase intentions and (b) perceived value. We thus compare group 1 (those exposed to influencer marketing) and group 2 (those exposed to marketing from brand). The results from the Paired Samples t-test for H1a show that Group 1 has a mean of 2.96 and Group 2 has a mean of 3.04. There was however not a statistically significant difference between the groups. Meaning that there is not a statistically significant difference in purchase intention between the two groups when looking at the total scores (all products combined). The same analysis was also conducted for each individual product used in the treatments. This enables us to see if there is a difference between the groups purchase intention for each individual product, as seen in Table 3 below. For the products, Clinique, Ole Henriksen, and Elizabeth Arden the mean were highest for group 2. While for Eir (Y) and Eir (P) the mean was highest for group 1. Only one of the items (Ole Henriksen) is however significant. H1a is therefore rejected. We do not find that influencer marketing has a positive effect on purchase intentions compared to marketing from the brand itself. The results from the analysis can be found in Appendix 3, subchapter A.3.13.

Paired Samples Statistics - Purchase Intention

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Clinique Group 1	3.1688	77	1.65754	.18889
	Group 2	3.2857	77	1.48552	.16929
Pair 2	Ole H. Group 1	2.9740	77	1.70119	.19387
	Group 2	3.6883	77	1.81557	.20690
Pair 3	Eir (Y) Group 1	2.8961	77	1.52682	.17400
	Group 2	2.5455	77	1.39119	.15854
Pair 4	Elizabeth A. Group 1	2.8442	77	1.87129	.21325
	Group 2	3.1558	77	1.77753	.20257
Pair 5	Eir (P) Group 1	2.8904	73	1.64622	.19268
	Group 2	2.4521	73	1.38485	.16208

Table 3: Paired Samples t-test - Purchase Intention.

The results from the Paired Samples t-test for H1b show that Group 1 has a mean of 4.97 and Group 2 has a mean of 5.16. There was however not a statistically significant difference between the groups. Meaning that there is not a statistically significant difference in perceived value between the two groups when looking at the total scores (all products combined). The same analysis was also conducted for each individual product used in the treatments. This enables us to see if there is a difference between the groups perceived value for each individual product, as seen in Table 4 below. For the products Clinique and Eir (Y) the mean was highest for group 1. While for Ole Henriksen, Elizabeth Arden, and Eir (P) the mean was highest for group 2. Only one item (Ole Henriksen) is significant. H1b is thus also rejected. We do not find that Influencer marketing has a positive effect on perceived value compared to marketing from the brand itself. The results from the analysis can be found in Appendix 3, subchapter A.3.14.

Paired Samples Statistics - Perceived Value					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Clinique				
	Group 1	5.4657	77	1.42337	.16221
	Group 2	5.4360	77	1.03714	.11819
Pair 2	Ole H.				
	Group 1	5.0148	77	1.47710	.16833
	Group 2	5.5380	77	1.23868	.14116
Pair 3	Eir (Y)				
	Group 1	4.8553	77	1.39769	.15928
	Group 2	4.7829	77	1.14324	.13028
Pair 4	Elizabeth A.				
	Group 1	4.7458	77	1.70748	.19459
	Group 2	5.2189	77	1.54516	.17609
Pair 5	Eir (P)				
	Group 1	4.7907	71	1.33572	.15852
	Group 2	4.8652	71	.98113	.11644

Table 4: Paired Samples t-test - Perceived Value.

5.2 One-Way Repeated Measures ANOVA

In addition to the paired samples t-test, one-way repeated measures ANOVA was also conducted to test H1a and H1b. This technique can be used to compare respondents' responses to different questions or items, as long as the questions are measured using the same scale (Pallant 2020). This requirement is met as we measure both groups' Purchase Intention and Perceived value, using the same items and scale. For the dependent variable Purchase Intention, only two out of five products have a higher mean for influencer marketing. In accordance with the t-test, this applies to the products Eir (Y) and Eir (P). However, none of them are significant. For the three remaining variables where brand marketing had a higher score than influencer marketing, only one, Ole Henriksen, is statistically significant with the p-value of .007, as seen in Table 5 below. The SPSS results from the analysis can be found in Appendix 3, subchapter A.3.15.

One-way repeated measures ANOVA - Purchase Intention

	Influencer Marketing	Brand Marketing	P-value
Clinique	3.1688	3.2857	.618
Ole Henriksen	2.9740	3.6883	.007
Eir (Y)	2.8961	2.5455	.138
Elizabeth A.	2.8442	3.1558	.307
Eir (P)	2.8904	2.4521	.078

Table 5: One-way repeated measures. ANOVA - Purchase Intention.

For the dependent variable “perceived value” only two of the products have a higher mean for influencer marketing than brand marketing, these are, in accordance with the t-test, Clinique and Eir (Y). None of the results are however statistically significant. For the remaining three products where brand marketing had a higher score than influencer marketing, only one is again statistically significant, with Ole Henriksen having the p-value of .017, as seen in Table 6 below. H1a and H1b thus remain rejected. The SPSS results from the analysis can be found in Appendix 3, subchapter A.3.16.

One-way repeated measures ANOVA - Perceived value

	Influencer Marketing	Brand Marketing	P-value
Clinique	5.4657	5.4360	.886
Ole Henriksen	5.0148	5.5380	.017
Eir (Y)	4.8553	4.7829	.753
Elizabeth A.	4.7458	5.2189	.091
Eir (P)	4.7907	4.8652	.706

Table 6: One-way repeated measures. ANOVA – Perceived Value.

5.3 Ordinal Regression

In this study, an ordinal regression also called ordered logit and proportional odds has been used in accordance with our data (McCullagh, 1980). Further, we have used the Likert PERVAL scale developed by Walsh et.al., (2014) to measure perceived value and a Likert

scale single-item measure was used to measure purchase intention. As a Likert-scale has been used in our questionnaire it is in the levels of measurement referred to as ordinal scale. The ordinal scale is a ranking scale and “a more precise form of categorical data” (Saunders et al., 2019, p. 569). Given the ordinal nature of our moderator variable and dependent variables, we use ordinal regression to test our models (Saunders et al., 2019). To use ordinal regression, according to Saunders et al. (2019), our dependent variable must be in an ordinal scale as well as having more than two categories. Further, according to Fagerland & Hosmer (2012), the ordinal regression model describes the relationship between the dependent variable and the explanatory variables, which differs from regression models that do not consider the response categories. Prior to conducting the regressions, possible issues with multicollinearity were checked. This is to ensure that none of our control variables are highly correlated. If that was the case, we should have removed these before conducting our regressions, as it could have affected our results. To check for this, Variance Inflation Factor (VIF) has been used to identify multicollinearity (Pallant, 2020). As seen in Appendix 3, subchapter A.3.17, are the VIF values for each variable well below the cut-off of 10, therefore, we have not violated the multicollinearity assumption (Pallant, 2020).

5.3.1 Purchase Intention Y_1

For the dependent variable purchase intention, the results indicate that the final model gives a significant improvement over the baseline intercept-only model, as the sig-value is 0.000. The Pseudo R-square statistics value (e.g. Nagelkerke = .270) further indicates that 27% of the variance of the independent variable is explained. That is the proportion of the variance explained by the independent variable “influencer marketing” on the dependent variable “purchase intention” in the regression model. Meaning that influencer marketing alone is a poor predictor of the outcome. The parameter estimate illustrates the relationship between our explanatory variables and the outcomes. The parameter estimates for this model are given in Table 7 below. Here, from Table 7 it is seen that six of our variables are statistically significant. The coefficient of, Trust influencers more, is significant with $p < .000$ showing an increase of 0.20. The coefficients of Familiarity product and Familiarity influencer, is significant with $p < .001$ and $p < .000$. These variables show an increase of 0.13 and 0.17 respectively. The coefficient of, Gender, is significant with $p < .000$, showing a decrease of 1.07. Further the coefficient of Skin care frequency is significant with $p < .001$, showing an increase of 0.17. The coefficient of, Trust influencer, is significant with $p < .009$, showing an increase of 0.15.

Lastly is the coefficient of our interaction term marginally significant with $p < .063$, showing a decrease of 0.33.

Parameter Estimates regression model for Y₁

Covariates	Estimate	Std. Error	Wald	Sig.	95 % Confidence Interval	
					Lower Bound	Upper Bound
Trust Influencers More	.196	.047	17.464	.000	.104	.288
Persuasion Knowledge moderator	.025	.119	.044	.833	-.208	.258
Familiarity product	.129	.038	11.742	.001	.055	.203
Familiarity influencer	.171	.039	19.559	.000	.095	.247
Gender	- 1.072	.232	21.427	.000	- 1.526	- .618
Skin care frequency	.166	.051	10.568	.001	.066	.266
Skin care criteria	-.157	.106	2.200	.138	-.365	.051
Spend on skin care	-.020	.040	.260	.610	-.098	.057
Interaction_moderator	-.333	.179	3.463	.063	-.685	.018
Name influencer/brand	-.010	.058	.030	.862	-.123	.103
Notice ads frequency	.028	.050	.319	.572	-.070	.127
Pursue recommendations influencer	.028	.055	.267	.606	-.079	.136
Trust influencer	.149	.057	6.798	.009	.037	.261
[Group=0]	- 1.853	1.146	2.616	.106	- 4.009	.392
[Group=1	0a

Table 7: Parameter Estimates Regression Model for Y₁.

An interaction effect is said to exist when the effect of the influencer marketing variable (IV) on perceived value variable (DV) differs depending on the value of persuasion knowledge variable (MV), (Jaccard, Turrisi & Jaccard, 2003). Moreover, it is observed that the covariate of the interaction is marginally significant with $p < .063$, meaning that there is a significant impact of persuasion knowledge on the relationship between influencer marketing and purchase intention value. Showing a decrease of 0.33. This is further illustrated in the interaction plot, as there are non-parallel lines, as shown in figure 5. It is observed that the

moderator has an effect, however, negative. Further, the test of parallel lines which is related to proportion odds does further reveal that the location parameters are not the same across response categories as our sig. value is above 0.05.

Interaction plot - Purchase Intention

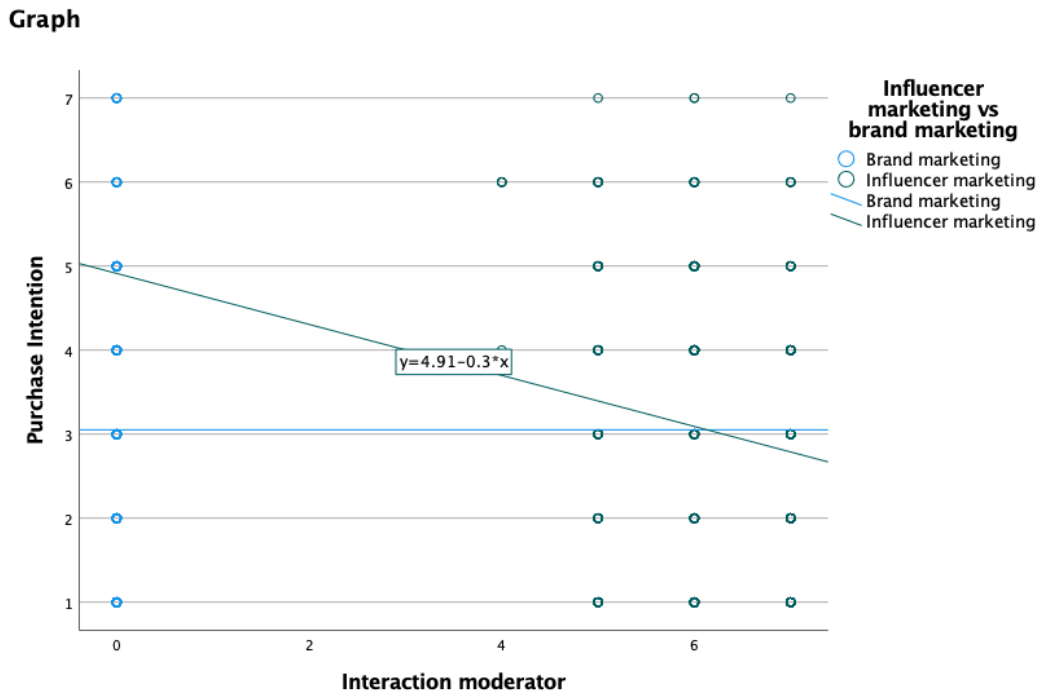


Figure 6: Interaction Plot - Purchase Intention.

5.3.2 Perceived Value Y_2

For the dependent variable “perceived value” the results indicate that the final model gives a significant improvement over the baseline intercept only model. As the sig-value is 0.000. The Pseudo R-square statistics value (e.g. Nagelkerke = .145) further indicates that 15% of the variance is explained. That is the proportion of the variance explained by the independent variable “influencer marketing” on the dependent variable “perceived value” in the regression model. Meaning that influencer marketing alone is a poor predictor of the outcome. The parameter estimate illustrates the relationship between our explanatory variables and the outcomes. The parameter estimates for this model are given in Table 8. Here, from Table 8 it is seen that five of our variables are statistically significant. The coefficient of, Trust influencers more, is significant with $p < .000$ showing an increase of 0.25. The coefficients of Familiarity product and Familiarity influencer, is significant with $p < .000$ and $p < .001$. These

variables show an increase of 0.14 and 0.12 respectively. Further the coefficient of Skin care frequency is significant with $p < .021$, showing an increase of 0.11. Lastly is the coefficient of our interaction term significant with $p < .016$, showing a decrease of 0.42.

Parameter Estimates Regression Model Y₂

Covariates	Estimate	Std. Error	Wald	Sig.	95 % Confidence Interval	
					Lower Bound	Upper Bound
Trust influencers more	.249	.046	29.727	.000	.160	.339
Persuasion knowledge moderator	.104	.117	.784	.376	-.126	.334
Familiarity product	.120	.039	13.092	.001	.064	.215
Familiarity influencer	.171	.038	10.137	.001	.046	.194
Age	.029	.061	.218	.640	-.092	.149
Gender	.114	.218	.274	.601	-.313	.542
Skin care frequency	.113	.049	5.310	.021	.017	.208
Skin care criteria	-.140	.102	1.887	.170	-.340	.060
Spend on skin care	.070	.039	3.179	.075	-.007	.148
Interaction_moderator	-.417	.174	5.751	.016	-.758	-.076
Name influencer/brand	-.064	.057	1.266	.261	-.175	.047
[Group=0]	-1.808	1.122	2.595	.107	-4.008	.392
[Group=1]	0a

Table 8: Parameter Estimates Regression Model Y₂.

With regards to the interaction effect, it is observed that the covariate of the interaction is statistically significant with $p < .016$, meaning that there is a significant impact of persuasion knowledge on the relationship between influencer marketing and perceived value. Showing a decrease of 0.42. This is further illustrated in the interaction plot, as there are non-parallel lines, as shown in figure 6. It is observed that the moderator has an effect, however, negative. The test of Parallel lines which is related to proportion odds does further reveal that the location parameters are the same across response categories, as sig is less than 0.05.

Interaction plot - Perceived value

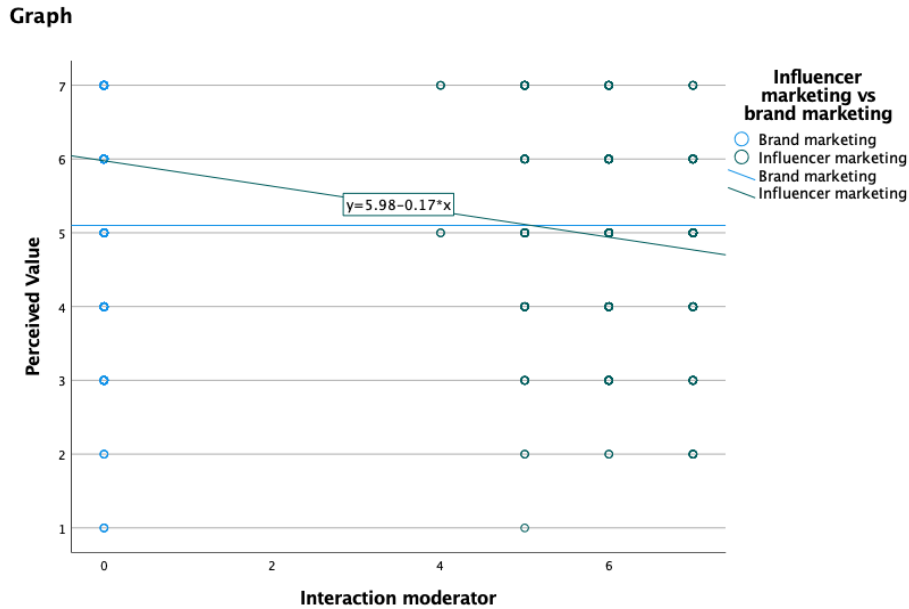


Figure 7: Interaction plot - Perceived Value.

The results from the ordinal regressions indicate, in line with the t-tests and ANOVA's, that influencer marketing does not have a statistically significant effect on purchase intention and perceived value. A complete overview of the SPSS output can be seen in Appendix 3, subchapter A.3.18-A.3.19. We do not find that influencer marketing has a positive effect on either of our dependent variables purchase intention and perceived value. The results do however show that several of our control variables are significant and the implications of that are further elaborated in chapter 6. In our second hypothesis, H2, we wanted to investigate whether persuasion knowledge has a moderating effect. We expected that a high degree of persuasion knowledge would strengthen the positive effect influencer marketing has on (a) consumers' purchase intentions and (b) consumers' perceived value. The results from the regressions show that our interaction term is significant in both models, we can thus say that persuasion knowledge has a moderating effect. Our findings reveal that persuasion knowledge does have a moderating effect on both dependent variables. However, in contrast to what we expected, did persuasion knowledge have a weakening impact on influencer marketing effect on purchase intention and perceived value. Therefore, we had to reject H2 as well.

6. Discussion

The purpose of this study is to examine the effect of influencer marketing on consumers' responses by looking at purchase intentions and perceived value. The study was based on a composition of existing research as presented in chapter 2, with an assumption that the consumers would be positively affected by influencer marketing. Thus, as previously stated, our research question is: *How does influencer marketing affect consumers' (1) purchase intentions and (2) perceived value on social media?* This chapter presents our main findings and alternative discussions for H1 and H2.

6.1 Main Findings

The findings are based on an experimental research design consisting of two groups being separately exposed to marketing from (1) influencers and (2) from the brand. This experiment enabled us to test whether influencer marketing had a greater positive effect compared to marketing from the brand, with regards to purchase intentions and perceived value on Instagram (H1). The assumption was that there would be a positive effect due to contradicting results considering purchase intentions. Further, existing research states that there is a positive relationship between engagement and perceived value. Research within the field is scarce and the aim was to further examine the effect of influencer marketing on perceived value. However, our finding for H1 is that influencer marketing does not have a positive effect on consumers' purchase intentions and perceived value, as there is no statistical difference between the groups. Meaning that there is no difference if the consumer is exposed to influencer marketing or marketing from brands. Thus, we reject H1.

A moderating effect is persuasion knowledge which in this study, is the consumers' knowledge, interpretation, and perception when exposed to influencer marketing (Friestad & Wright, 1994). The PKM model proposes that this is always accumulated by the consumer, both unconsciously and consciously. This is confirmed in existing studies, whereas Kim & Kim (2020) states that commercial recognition triggers persuasion knowledge and consumers question the motives of the influencers. In contrast, Boerman (2020) found that people are more likely to share, like, or comment when they recognize advertising and that the "change-of-meaning" is positive. Thus, we expected that a high degree of persuasion knowledge would strengthen the influencers' effect on consumers' intentions and perceived value (H2). Our findings reveal that persuasion knowledge does have a moderating effect on both dependent

variables. However, in contrast to what we expected, did it have a weakening impact on influencer marketing's effect on purchase intention and perceived value. Therefore, H2 was rejected as well.

6.2 Theoretical Implications

This study contributes to the field of influencer marketing with additional perspectives. Further, it adds value to understand consumer behavior towards influencer marketing by casting a light on the rising endorser, the social media influencer.

6.2.1 General Discussion

We expected to find that influencer marketing had a positive effect on consumers' purchase intentions (H1a). This aligns with existing research as Loy & Yuan (2019) identified that consumers emphasize informativeness in an influencer-generated post and thereby positively affects their trust. This may, according to Loy & Yuan (2019, p. 68) further enhance consumers' purchase intentions. However, as previously mentioned in chapter 2.1.3, it was also identified that influencer trustworthiness negatively affects brand awareness and purchase intentions. Loy & Yuan (2019) further states that this was an unexpected finding which requires supplemental research. Thus, as this research does not focus on brand awareness, we assumed that our adjustments would provide another outcome concerning purchase intentions. Moreover, Jiménez-Castillo & Sánchez-Fernández (2019) argued that if the influencer has great persuasive power, it can affect the consumer's purchase intention. One could thus assume that at least one of the five chosen influencers would possess a high degree of persuasive power. Further, as Johansen & Guldvik (2017) did not find a direct effect on influencer marketing, it was stated that this might be due to the chosen blogger and product. This study included more and various influencers and products to reach a broader audience and would therefore assume an opposed finding. In addition, the majority of the respondents who elaborated their answers in the survey stated that they trust influencer ads more than ads from the brand. Furthermore, Kim & Kim (2020) states that influencers tend to achieve higher responsiveness than brands and thus, on a general basis, it would be assumable that we could expect a different result. Moreover, as there is limited research on influencer marketing and perceived value, we anticipated that this study would contribute to the existing research (H1b). The aim was that our findings would then supplement existing research of Jiménez-Castillo & Sánchez-Fernández (2019) who identified a positive relationship between engagement and perceived

value in the context of influencers. Thus, our findings that influencer marketing does not have an effect on consumers' purchase intentions and perceived value was unexpected.

6.2.2 Alternative Discussion for H1

Followed by the majority of respondents who commented that they trust the influencer more than brands, are comments that state it depends on the influencer. Campbell & Farrell (2020) stated that one of the most important elements for an influencer is their audience. Therefore, our findings in H1 can indicate that the chosen influencers did not match with the respondents. Meaning that they are not a follower of the chosen influencer on Instagram, thereby not a part of the audience of the influencer. Moreover, another possible explanation can also be that the consumer perceives that there is no brand resemblance between the chosen brand, product, and the influencer, which complies with the study of Kim & Kim (2020). This could generate skeptical behavior, whereas the consumers question their motives and thereby negatively affect the trust in the influencer. Our ordinal regressions results also implies that the level of familiarity of the influencer and product has an impact, as well as the degree to which the respondent trust influencers more than brands. Although our overall findings reject H1, one product, Ole Henriksen, showed statistically significant results in the t-test and ANOVA. However, for this particular product, those who were exposed to marketing from the brand had both the highest mean for perceived value and purchase intention. Thus, one could assume that respondents are skeptical towards the influencer, Isabel Raad. Moreover, there could also be a mismatch between the brand and the influencer, meaning that the respondents perceive that there is no brand resemblance between Ole Henriksen and Isabel Raad. In addition, the findings could also indicate that Isabel Raad did not have enough informative value. Therefore, one could assume that Isabel Raad is not perceived as a "quality-information provider" by the respondents, thereby affecting trust and purchase intentions negatively (Loy & Yuan, 2019, p. 68).

Further, some respondents commented that they do not trust influencers because they are being paid. This is in line with the study of Martinez-Lopez et al., (2020b) and Kim & Kim (2020) because if the consumers recognize ads or commercial control, it negatively affects product attitude as well as questioning the influencers' motives. Another perspective from the study of Martinez-Lopez et al. (2020b) is that the commercial content could make consumers perceive influencers as someone who solely focused on profits, rather than being authentic. This

correlates to the findings of Coco & Eckert (2020) which states that an important factor for consumers is authenticity. Thus, these might be explainable factors to why consumers are not affected by influencer marketing more than marketing from the brands. This could further also explain why those exposed to the product Ole Henriksen through the brand itself had a higher mean compared to those exposed to the product through the influencer, Isabell Raad. Respondents might perceive that Isabel Raad is focused on profits rather than being authentic. Also, consumers might perceive that the chosen influencers did not have creative freedom and autonomy, which could consequently have led consumers to not be interested in the message (Martinez-Lopez et al., 2020b). In addition, one can assume that the influencer content does not obtain enough informative value which according to Loy & Yuan (2019) is important for the consumer to trust an influencer compared to the brand.

Another aspect is that our findings contradict the results of Petrescu et al. (2017), as the consumers do not seem to gain a higher interest in the product, even though they do not trust the influencer. It could thus be further explained via Schiffman et al. (2015) five stages of the consumer decision-making process. As previously mentioned, Schiffman et al. (2015) state that when the consumer does not have prior experience with a product, the consumer might start an extensive search for information. Our findings indicate that the respondents were on a general basis not very familiar with the chosen brands and one could thus assume that due to the rejection of H1, respondents were seemingly not interested in doing a further examination of the products. However, Isabel Raad was the most familiar influencer. Thus, it is assumed that respondents based their responses on prior and negative personal experiences with the influencer Isabel Raad. Moreover, our findings indicate that the external source of an influencer did not affect the consumers' purchase intention in the decision-making process (Schiffman et al., 2015). Further, as previously stated, it is possible to assume that the chosen influencers do not have a high degree of persuasive power and thereby not affect their purchase intention (Jiménez-Castillo & Sánchez-Fernández, 2019).

The chosen influencers in this study are using eWOM to communicate with consumers as they communicate product information to consumers. As previously stated, influencers use eWOM as a technique to engage with consumers (Petrescu et al., 2017). Assumably, our findings indicate that the chosen influencers did not obtain enough influential power to increase the expected value of the recommended brands in this study. The results can also indicate that the influencer did not provide adequate information to persuade the respondents. Moreover, they

seemingly do not impact the consumers' perceived value of the promoted product as we did not find any significant results. This is in contradiction to the study of Jiménez-Castillo & Sánchez-Fernández (2019) and Gruen et al. (2006) as this study did not find any significant effect. At last, our findings are however in line with Johansen & Guldvik (2017), as they identified that influencer marketing had no direct effect on consumer purchase intention. Although our study used various influencers and a different product segment. Johansen & Guldvik (2017, p. 71) further states that weakness is that the respondents did not perceive the influencer as more "credible, believable or knowledgeable than an average person since they did not actively seek out the influencer themselves". This is relatable to this study, as the respondents were not exposed to the influencer that they follow. Another factor can be that the brands did not manage to choose and identify the right influencers to represent the brand. De Vierman et al. (2017) states that a challenge within influencer marketing is to identify the right influencer for a brand. It is further important to not only select influencers based on their number of followers but also based on the influencers' interests, activities, and expertise (De Vierman et al., 2017). Thus, it is assumable that the brands have chosen the wrong influencers to promote their product.

6.2.3 Alternative Discussion for H2

The moment a consumer reveals a tactic during a persuasion attempt, will according to Friestad & Wright (1994), have significant effects on what happens further in a persuasion episode. This can affect the consumers' intent to consider a purchase and the overall perceived value. Thus, based on this, our study anticipated that a high degree of persuasion knowledge would strengthen the positive effect influencer marketing has on consumers' purchase intentions and perceived value. As presented in chapter 4.4.2, the respondents perceive themselves as having a high degree of persuasion knowledge.

Our results revealed that persuasion knowledge has a moderating effect, but in contrast to what we expected, does our moderator have a weakening effect, rather than strengthening. H2 is thus also rejected. Our findings contradict the results of Boerman (2020) as our findings indicate that standardized disclosure does not lead to a positive change of meaning of the influencer recommended products. It is however in line with existing research which have found persuasion knowledge to have an negative effect. Friestad & Wright (1994) describe how consumers might experience persuasion techniques negatively, and thus become more aware

that someone is trying to influence their choices. Further, did Kim & Kim (2020, p. 412) find that advertisement recognition “triggers the persuasion knowledge of consumers” and makes them question the influencers’ motives. Our findings might therefore be due to our respondents perceiving the advertisements as an attempt of persuasion, which they experience as something negative.

7. Conclusion

The main purpose of this study was to contribute to the existing research field of influencer marketing. Further, the aim was to further examine influencer marketing effect on consumer perceived value to further understand consumer behavior with regards to influencer marketing exposure. Lastly, to examine whether the up and coming marketing strategy is effective or not by looking at influencer marketing on consumers' purchase intentions and perceived value.

Based on an extensive literature review and the related findings, we expected that influencer marketing would generate a positive effect on consumers' purchase intentions and perceived value. However, our findings were unexpected and we had to reject both hypotheses. For H1 we did not find that influencer marketing has a positive effect on purchase intentions or perceived value. There is not a statistically significant difference between the group exposed to influencer marketing and the group exposed to brand marketing. For H2 we did find that persuasion knowledge has a moderating effect, however in contrast to what we expected, this effect was negative, meaning that it weakens the effect of influencer marketing on purchase intention and perceived value. Possible explanations to why we had to reject H1 and H2 are elaborated in the alternative discussion. For both hypotheses, it is relevant to highlight that the findings can be because this study chose influencers and brands on behalf of respondents. Our findings for all five influencers shows that there was a significant overweight of respondents who did not follow the influencer on social media.

The alternative discussion for why H1 was rejected involves various perspectives consisting of the influencers' audience, authenticity, and trustworthiness. Further, negative brand resemblance, commercial content, and profit-motivated appearance were also taken into consideration as possible explanations. Other perspectives were lack of purchase intention due to low degree of persuasive or influential power, prior attitudes of the influencer, and eWOM effectiveness with regards to perceived value. Additionally, the perspective of influencer and brand identification was discussed as an alternative to why we had to reject H1. Further, for H2, our findings indicate that persuasion knowledge does not strengthen the positive effect influencer marketing has on consumers' purchase intentions and perceived value. This was discussed with regards to the chosen brand and influencer in the study and skepticism from consumers.

Even though these findings resulted in a rejection of the hypotheses, it is important to highlight that influencer marketing might have a positive effect on consumers' purchase intentions and perceived value. However, this study was not able to confirm this. This can be due to the sample size and that respondents were overall not familiar with the chosen influencers.

8. Limitations

Multiple studies have examined influencer marketing from various aspects and angles. Therefore, it is difficult to cover everything that exists. Our study is aimed at consumers and how they are affected when exposed to influencer marketing. Nevertheless, there exist several ways to examine the effects and approaches to measure consumer behavior and influencer marketing. Thus, does our study, like others, have limitations that could potentially have implicated the results.

Our data collection was aimed at the Norwegian population, specifically our own social media community due to time constraints and lack of resources. Therefore, the chosen influencers in our survey were Norwegian with the criteria that they had 80.000 followers or more. Another criterion was that the influencers were in various age groups between the age of 24 to 39. Moreover, in order to execute the experiment, a specific product segment was chosen. Therefore, the chosen influencers had to promote skin-care-related products. A possible strength is that we chose pictures of influencers promoting a skin-care product on Instagram which were further manipulated into an iPhone frame to make it as realistic and authentic as possible. However, this also leads to another limitation, because we chose the influencers and product segment for the respondents. In reality, respondents might not follow these influencers and are only exposed to the influencers they follow on social media. Further, some respondents do not go on social media when looking for skin-care products. Respondents might also have a prior impression, experience, and attitude towards the chosen influencers and brands, which could have affected the results. On the contrary, some respondents might not have been familiar with the Norwegian influencers. As previous research has stated, a crucial element of an influencer is their audience (Campbell & Farrell, 2020) and if the respondent is not a follower, this could also have affected the results. Thus, with more time and resources, a more thorough experiment and survey could have been prepared in order to get a more accurate result.

We were not able to measure the entire Norwegian population, mainly due to time constraints, but also because of budget constraints. Therefore, a sample within our social media community was used. The final number of respondents was 156, after adjustments of the 255 respondents. Nevertheless, the survey achieved overall 311 responses whereas 75 of the responses were incomplete and not used further in the analysis. A possible explanation for the limitation of why 75 respondents did not complete the survey could be due to the length of the survey. This

was reported in the pre-test, as the survey was perceived as comprehensive, but manageable. The final sample size is, according to Saunders et al. (2019, p. 299), “almost always a matter of judgment as well as of calculation”. Thus, it is a limitation that we were not able to measure the entire population and achieved 75 incomplete responses, as we cannot generalize our results. A consequence of having a small sample size is that it is very difficult to get significant results (Saunders et al., 2019). Therefore, a more sizable sample size might have provided us with different results. Further, as mentioned, this study used cross-sectional data rather than time-series data. This is a limitation as we obtain information at a given time and not measure it over various points in time (Jacobsen, 2015). Attitudes and behavior change over time, and thus it would be beneficial to construct a study with time-series data. However, time constraints prevented this option.

The presented limitations could have had an impact on our thesis, and thus by addressing these the thesis could have been improved. Our limitations can however contribute to future research within the field. All of the limitations stem from time constraints and resources. Thus, it is recommended that similar studies devote time and aim to gather resources to overcome these limitations. In chapter 8.1.4 we give recommendations for future studies.

8.1 Validity

The quality of an experiment is, according to Zikmund et al. (2010), determined by two types of validity consisting of internal and external validity. Validity is further about if this study and findings have measured what we wanted and intended to measure through our survey (Zikmund, 2003). This will be elaborated through a presentation of statistical conclusion validity, internal and external validity, and at last recommendations for future studies will be presented.

8.1.1 Statistical Conclusion Validity

Statistical conclusion validity is when it is possible to draw conclusions based on statistics (Taylor, 2013). Within quantitative research statistical tests are used in order to “evaluate the strength of the relationships among the variables” in the data (Taylor, 2013, p. 65). Further, Taylor (2013) states that the aim is to determine if the data behave in such a way that is compatible with the theory. Type I and Type II errors are used when conducting statistical tests and can occur when concluding from samples (Taylor 2013; Saunders et al., 2019). According

to Zikmund (2003), type I error is “an error caused by rejecting the null hypothesis when it's true”. While type II error is the opposite which involves that a researcher fails to reject a null hypothesis when it should be (Saunders et al., 2019). In our study, we have used the significance level $p < 0.5$ in most of our analyzes. The significance level is according to Taylor (2013) and Saunders et al. (2019) one way of preventing type I error when testing the hypotheses. Further, are the hypotheses tested through t-test, ANOVA and ordinal regressions. Type II errors are, on the other hand, difficult to reduce (Zikmund, 2003). Therefore, Taylor (2013) states that it depends on how much uncertainty that researchers are willing to tolerate. Possible prevention of type II errors is to increase the sample size or reduce the p-value to 0.01 (Taylor, 2013; Saunders et al., 2019). For our study, it is difficult to increase the sample size due to time constraints. Although an increase might result in preventing type II errors. According to Taylor (2013, p. 67) “error is always possible”. Further, do Saunders et al., (2019) and Zikmund (2003) state that type I error is often considered more important as researchers do not prefer to state that something is true when it's not. Thus, type I error is prevented to a certain degree in our study by having a strict significance level, and performing t-test, ANOVA and ordinal regressions.

8.1.2 Internal Validity

Internal validity in a survey is, according to Saunders et al. (2019, p. 517), concerned with whether the survey “actually represents the reality of what you are measuring”. Gripsrud et al. (2016) state that for internal validity, it is important to ensure that X actually is the cause for the variation in Y and that it does not appear from other conditions. Further, three approaches to evaluate the validity of a survey or questionnaire are content validity, criterion validity, and construct validity (Zikmund, 2003; Saunders et al., 2019).

Content validity is whether the questions and content in the survey are adequate to the intended measurement (Saunders et al., 2019). Zikmund (2003, p. 302) further explains that content validity is a “subjective agreement” for researchers that the questions appear logically and accurately represent what it's supposed to measure. To determine which questions that “provides adequate coverage” is as Zikmund (2003) stated, subjective, however, “literature review” is one approach (Saunders et al., 2019, p. 517). As for this study, a broad literature review has been examined. The combination of *perceived value*, *purchase intention*, and *persuasion knowledge* concerning influencer marketing has never been measured together before. Although research has examined and measured them separately. Thus, our research

design is based on a combination of existing research and considers the content validity to be high.

This further relates to criterion-related validity which is “the ability of the questions to make accurate predictions” (Saunders et al., 2019, p. 517). According to Zikmund (2003), is criterion validity classified as either concurrent validity or predictive validity. This depends on the “time sequence in which the “new” measurement scale and criterion measure are correlated” (Zikmund, 2003, p. 303). Further, predictive validity involves “when a new measure predicts a future event” (Zikmund, 2003, p. 303). Further, whenever a “new measure is taken at the same time as the criterion measure and is shown to be valid, then it has concurrent validity”, (Zikmund, 2003, p.303), meaning that if our survey correlates to existing research it has concurrent value. In order to check for predictive and concurrent validity, exploratory and confirmatory factor analysis was performed. This was done to ensure that the questions and variables used to make accurate predictions on persuasion knowledge and perceived value, thus criterion validity is achieved as demonstrated in chapter 4.5.1.

Whenever a set of questions “actually measures the presence of a construct that is intended to measure”, construct validity is established (Saunders et al., 2019, p. 517). Zikmund (2003, p. 303) states that construct validity is whenever empirical evidence is “consistent with the theoretical logic about the concept”. Construct validity relates to concept validity as concept validity is concerned with whether the theoretical concept measures what it is intended to measure (Ringdal, 2013). Thus, construct validity is consistent with existing research and can be considered acceptable as established in chapter 4.5.1.

8.1.3 External Validity

External validity is, according to Saunders et al. (2019) and Gripsrud et al. (2016), established when the results from the study can be transferred to similar situations. Zikmund (2003, p. 273) states that it is “the quality of being able to generalize beyond the data of an experiment to other subjects in the population under a study”. As mentioned in chapter 4.1, the accessible sample is the social media users in our own community and thus, the findings cannot be generalized towards all of the Norwegian population. Moreover, our research only tested one product segment, *skincare*, and it can therefore not be generalized towards other product segments. Thus, this study has higher internal validity than external validity.

8.1.4 Recommendations for Future Studies

The strategy of influencer marketing is in constant development. As we have learned, businesses are increasingly turning to this marketing strategy and academics are endeavoring to research the field. The digital world of social media is fast-changing and growing with more global users every day. The C2C market is increasingly changing due to changes in media consumption which accordingly changes consumer behavior. Although existing research has covered some of the complex picture and our thesis aimed at contributing to the field, we were not able to accept our hypotheses.

In this study, we were not able to confirm that influencer marketing has a positive effect on consumers' purchase intentions and perceived value. This resulted in rejecting our hypotheses, however, some measurements can be improved for further studies within the field of influencer marketing and consumer behavior. An aspect is that the chosen product segment of skincare cannot be generalized to other segments as discussed in chapter 8.1.3. Therefore, it is recommended that one chooses a more transparent product segment, or includes multiple product segments, in order to reach a broader consumer group.

Another factor to consider for further research is to include a larger sample size such as the Norwegian population. This can possibly prevent type II errors and contribute to statistically significant results. Such a sample size should be generalized to the entire age span, however, especially in the age group of 16-29. Even though the majority of social media users are in the age range of 16-29, it is assumed that the age range above 29 years is turning to social media. Thus, it can be interesting to perform the experiment on the social media platform that the respondent is most active in, such as Facebook, Instagram, TikTok, Snapchat, and so on. Moreover, an experiment could be conducted with the influencers that the respondents actually follow and not influencers that researchers choose to make it more realistic. An approach to this is to conduct an observational study, where the measurement is performed while the respondent views the influencers they follow. This also applies to the chosen brands, as consumers follow various brands. This can however be comprehensive and is very difficult to perform during COVID-19. Thus, for the future and in a pandemic-free world, this could be an alternative. Another approach is to create fictional influencers and brands to neutralize the perception of influencers and brands. Meaning that the respondents do not have any prior experiences or attitudes towards the influencers and brands. This could potentially lead to different results.

Moreover, this study does not discriminate between the various categories of influencers. That is, according to Campbell & Farrell (2020, p. 471) the “five distinct categories: celebrity influencers, mega-influencers, macro-influencers, micro-influencers, and nano-influencers”. These categories mainly differentiate the influencers by the number of followers, but also with regards to social factors, such as social status and expertise (Campbell & Farrell, 2020). For future research, we recommend including the differentiation of influencers by the presented categories. During this study, some of the comments from our data collection give us reason to believe this might affect the consumers’ perception of value and purchase intention. Lastly, it has been valuable to conduct this study, and hopefully future studies will consider the weaknesses and limitations. For future research, it is also recommended that the study has financial support and is not prevented by the same time constraints as this study. Expectantly, this will provide a solid foundation for the research and contribute to significant results.

9. References

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Appendix

Appendix 1: Overview of Questionnaire

The overview presents a collection of the questions with regards to the control variables and dependent variables. Both groups were asked the same set of questions. Question ID demonstrates that it is the same question, measuring the same, although one is for influencers and one for the brand. The overview provides a good overview of our survey and to identify our variables in each group.

QUESTION ID	QUESTION NO	QUESTION	MEASUREMENT	GROUP	INFLUENCER / BRAND IS SHOWN
	Q1-Q7	<i>Control question, skin-care habits and general information</i>	Control variables	Both groups	-
	Q8, Q11, Q14, Q17, Q20	<i>On a scale of 1-7, how familiar are you with this product?</i>	Control variables	Group 1	Influencer
1	Q9, Q12, Q15, Q18, Q21	<i>On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?</i>	Dependent variable: Perceived Value	Group 1	Influencer
2	Q10, Q13, Q16, Q19, Q22	<i>On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?</i>	Dependent variable: Purchase Intention	Group 1	Influencer
	Q8.1, Q11.1, Q14.1, Q17.1, Q20.1	<i>On a scale of 1-7, how familiar are you with this product?</i>	Control variables	Group 2	Brand
1	Q9.1, Q12.1, Q15.1, Q18.1, Q21.1	<i>On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?</i>	Dependent variable: Perceived Value	Group 2	Brand
2	Q10.1, Q13.1, Q16.1, Q19.1, Q22.1	<i>On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?</i>	Dependent variable: Purchase Intention	Group 2	Brand
	Q23.1-Q31.1	<i>Familiarity with influencers, hours on social media and influencer trust</i>	Control variable	Both groups	-
3	Q32	<i>On a scale of 1-2, to which extent do you agree with the following statements:</i>	Moderator variable: Persuasion Knowledge	Both groups	-

Appendix 2: Questionnaire

Dear respondent,

Thank you for taking the time to answer this survey connected to a research project at the University of Stavanger.

Information about data processing:

All information will be collected anonymously and all answers will be treated confidentially. The project is registered at the Norwegian Center for Research Data (NSD) and follows their guidelines for privacy regulations. We want to clarify that we will not collect or store any identifying data such as IP-address or name.

Participation in the study is voluntary, and you can withdraw from the survey at any given time. The information we collect will only be used to answer our master's thesis and will be deleted afterwards.

Guidelines for the survey:

Please answer the questions individually. Read the questions carefully, and please answer them honestly to help improve the results of our research.

The survey will take approximately 5-10 minutes to answer.

To participate in the survey, press the right arrow button.

By clicking the right arrow button, you agree to participate in this research project.

If you use your phone to answer this survey we recommend that you turn your phone horizontally for some of the questions.

We greatly appreciate your contribution.

Any questions about the project can be directed to: c.sonvisen@stud.uis.no or se.norheim@stud.uis.no.

Sincerely,

Sylvia Elin Norheim & Cathrine Johanne Sønvisen

Start of Block: Introduction

Q1: Do you use any type of skin-care products? (moisturizer, serums, cleansers etc. / fuktighetskrem, serum, rens/sminkefjerner).

**Respondents who answered «No» to this question were not qualified to move on forwards with the survey.*

Yes

No

End of Block: Introduction

Start of Block: General Information (Both Groups)

For this next part we want to ask you some questions about your gender, age and which country you currently live in.

Q2 Gender

Female

Male

Other

Q3 Age

< 15

16-20

21-25

26-30

31-35

36-40

41-45

46-50

50+

Q4 Country you currently live in

Norway

Sweden

Denmark

Other

End of Block: General Information (Both Groups)

Start of Block: Skin-care Habits (Both Groups)

The next part of the survey is related to your skin-care habits, by skin-care products we mean moisturizer, serums, cleansers etc. / fuktighetskrem, rens/sminkefjerner.

Q5

On a scale of 1-7, to which extent do you agree with the following statement:

I use skin care products every day.

- 1 Strongly Disagree
- 2 Disagree
- 3 Somewhat Disagree
- 4 Neutral
- 5 Somewhat Agree
- 6 Agree
- 7 Strongly Agree

Q6

What is most important for you when buying skin-care products?

- Design
 - Price
 - Brand
 - Quality
-

Q7

How much do you in general spend on skin-care over the course of six months?

- < 200 NOK
- 200-399 NOK
- 400-599 NOK
- 600-799 NOK
- 800-999 NOK
- 1000-1199 NOK
- 2000+ NOK

End of Block: Skin-care habits

Q7

How much do you in general spend on skin-care over the course of six months?

- < 200 NOK
- 200-399 NOK
- 400-599 NOK
- 600-799 NOK
- 800-999 NOK
- 1000-1199 NOK
- 2000+ NOK

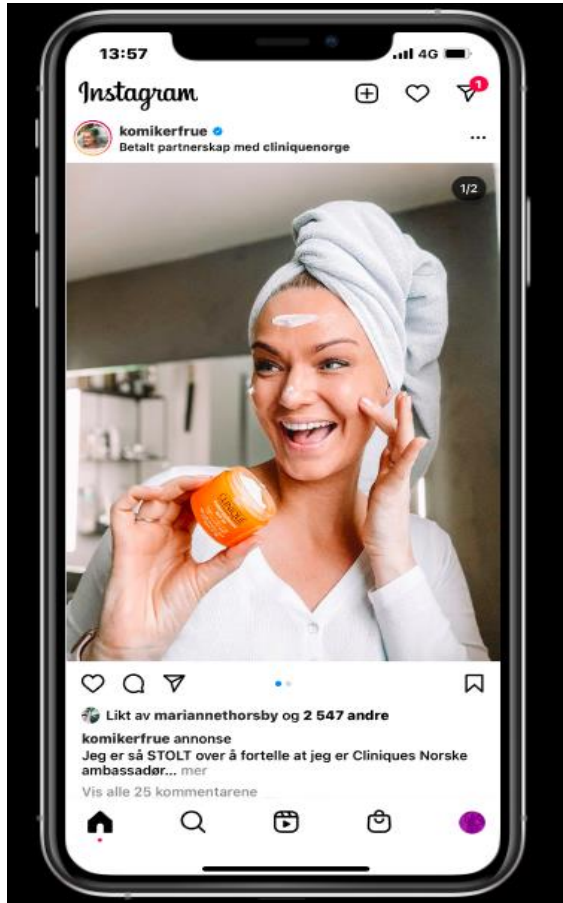
End of Block: Skin-care habits

**Respondents are divided equally into group 1 and group 2. Respondents were only shown one of the two groups (influencer or brand) via A/B testing in Qualtrics.*

Start of Block: Manipulation Group 1 (Influencers)

We will now show you a selection of skin-care products and ask you some questions about your opinion of the products.

Q8 – Inf, Marna



On a scale of 1-7, how familiar are you with this product?

- 1 Not familiar at all
- 2 Slightly familiar
- 3 Moderately familiar
- 4 Neutral
- 5 Familiar
- 6 Very familiar
- 7 Extremely familiar

Q9 - Inf, Marna

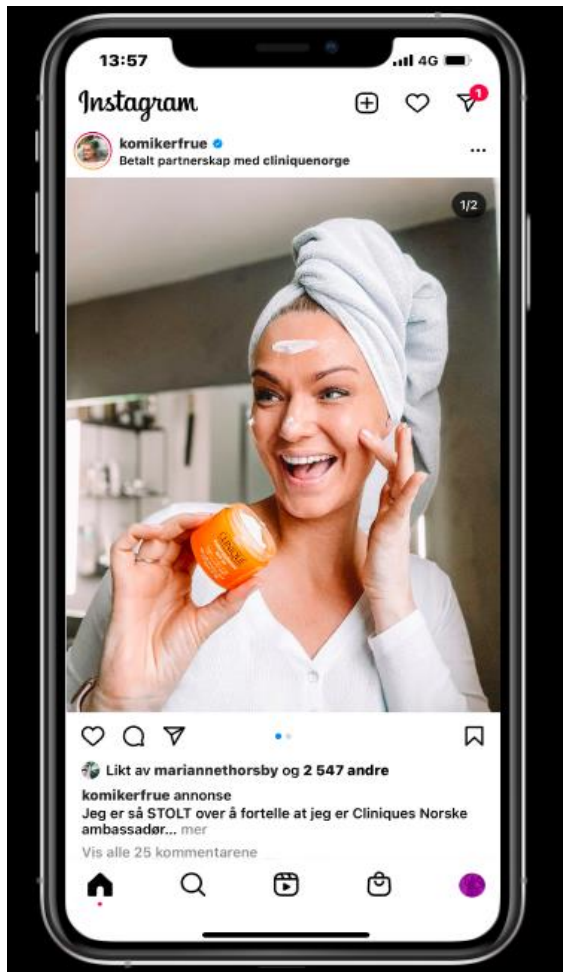
*If you are answering this survey on your phone, it is better to turn your phone horizontally for this question.

On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?

**The picture of the influencer was shown for this question. However, it did not fit well in this document and the matrix view of this question would be separated.*

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
Has consistent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is well made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an acceptable standard of quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product I would enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me want to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would help me feel acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would improve the way I am perceived	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make a good impression on other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

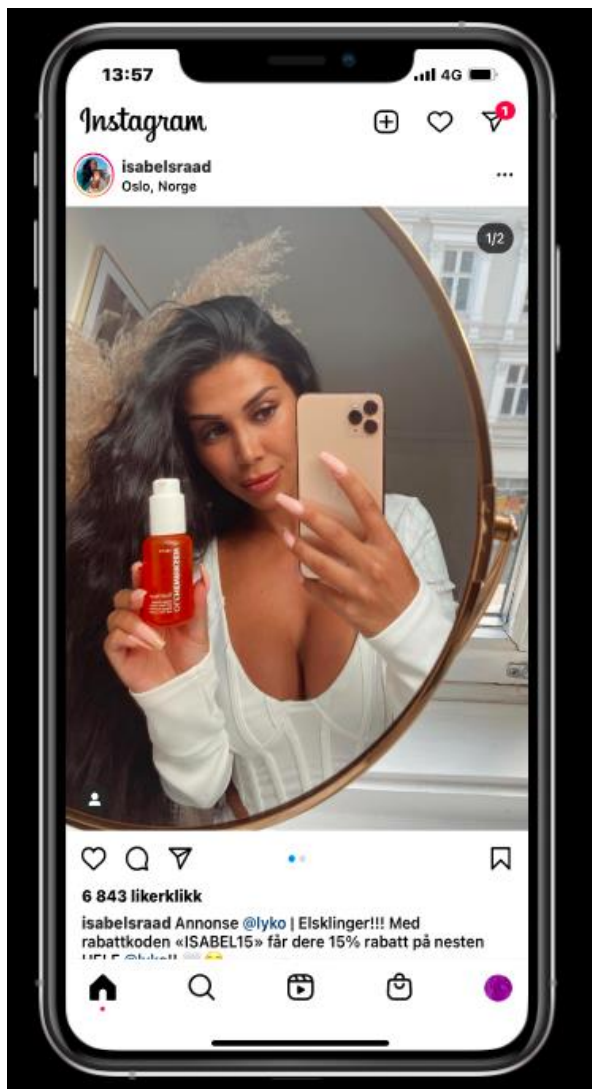
Q10 - Inf, Marna



On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?

- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Unlikely
- 4 Neutral
- 5 Somewhat likely
- 6 Likely
- 7 Extremely likely

Q11 - Inf, Raad



On a scale of 1-7, how familiar are you with this product?

- 1 Not familiar at all
- 2 Slightly familiar
- 3 Moderately familiar
- 4 Neutral
- 5 Familiar
- 6 Very familiar
- 7 Extremely familiar

Q12 - Inf, Raad

*If you are answering this survey on your phone, it is better to turn your phone horizontally for this question.

On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?

**The picture of the influencer was shown for this question. However, it did not fit well in this document and the matrix view of this question would be separated.*

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
Has consistent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is well made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an acceptable standard of quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product I would enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me want to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would help me feel acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would improve the way I am perceived	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make a good impression on other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 - Inf, Raad



On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?

- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Unlikely
- 4 Neutral
- 5 Somewhat likely
- 6 Likely
- 7 Extremely likely

Q14 - Inf, Emilie



On a scale of 1-7, how familiar are you with this product?

- 1 Not familiar at all
- 2 Slightly familiar
- 3 Moderately familiar
- 4 Neutral
- 5 Familiar
- 6 Very familiar
- 7 Extremely familiar

Q15 - Inf, Emilie

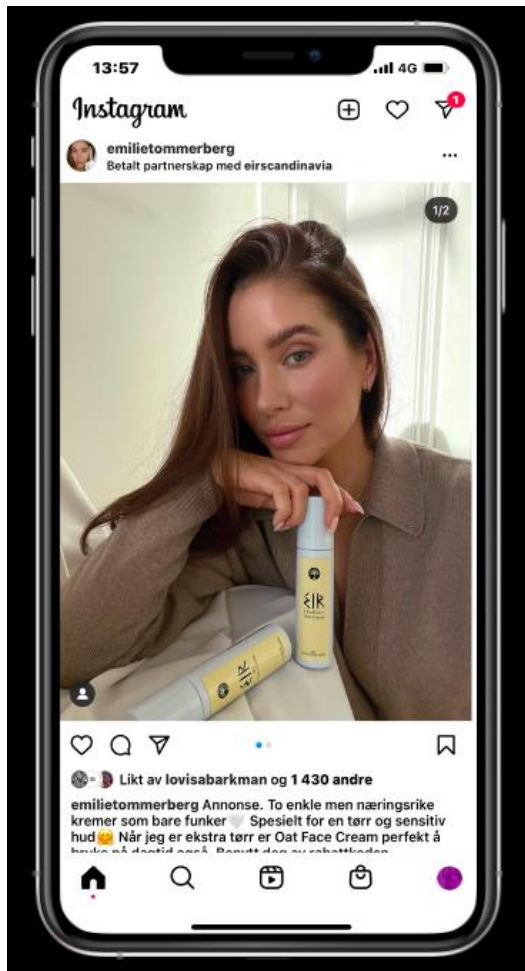
*If you are answering this survey on your phone, it is better to turn your phone horizontally for this question.

On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?

**The picture of the influencer was shown for this question. However, it did not fit well in this document and the matrix view of this question would be separated.*

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
Has consistent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is well made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an acceptable standard of quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product I would enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me want to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would help me feel acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would improve the way I am perceived	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make a good impression on other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 - Inf, Emilie



On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?

- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Unlikely
- 4 Neutral
- 5 Somewhat likely
- 6 Likely
- 7 Extremely likely

Q17 - Inf, Eveline



On a scale of 1-7, how familiar are you with this product?

- 1 Not familiar at all
- 2 Slightly familiar
- 3 Moderately familiar
- 4 Neutral
- 5 Familiar
- 6 Very familiar
- 7 Extremely familiar

Q18 - Inf, Eveline

*If you are answering this survey on your phone, it is better to turn your phone horizontally for this question.

On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?

**The picture of the influencer was shown for this question. However, it did not fit well in this document and the matrix view of this question would be separated.*

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
Has consistent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is well made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an acceptable standard of quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product I would enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me want to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would help me feel acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would improve the way I am perceived	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make a good impression on other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

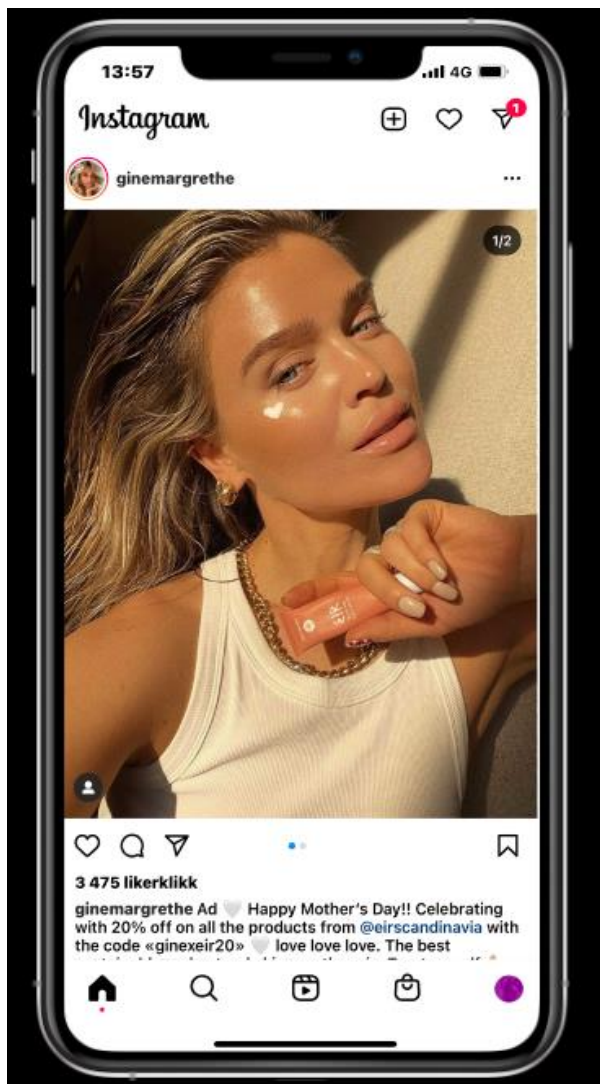
Q19 - Inf, Eveline



On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?

- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Unlikely
- 4 Neutral
- 5 Somewhat likely
- 6 Likely
- 7 Extremely likely

Q20 - Inf, Gine



On a scale of 1-7, how familiar are you with this product?

- 1 Not familiar at all
- 2 Slightly familiar
- 3 Moderately familiar
- 4 Neutral
- 5 Familiar
- 6 Very familiar
- 7 Extremely familiar

Q21 - Inf, Gine

*If you are answering this survey on your phone, it is better to turn your phone horizontally for this question.

On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?

**The picture of the influencer was shown for this question. However, it did not fit well in this document and the matrix view of this question would be separated.*

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
Has consistent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is well made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an acceptable standard of quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product I would enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me want to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would help me feel acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would improve the way I am perceived	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make a good impression on other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 - Inf, Gine



On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?

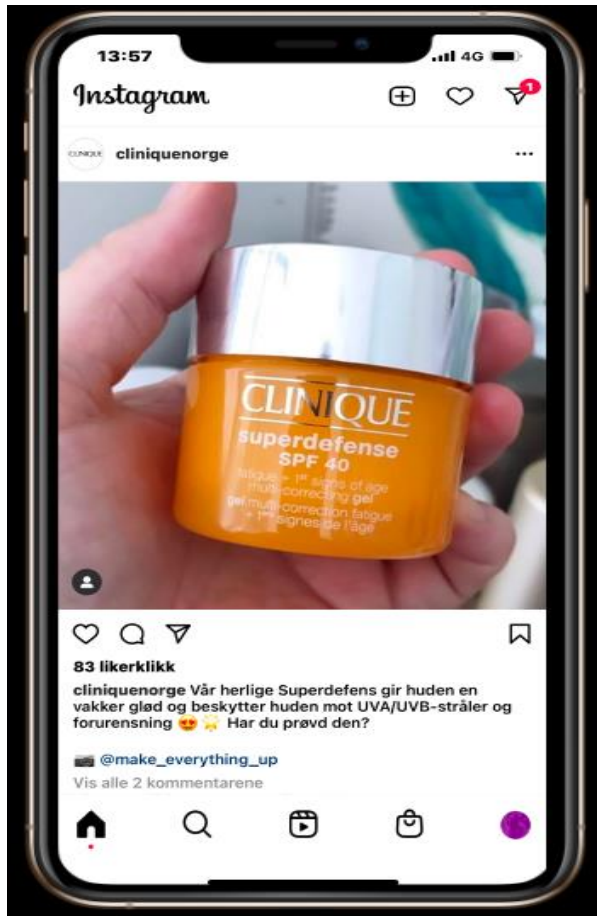
- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Unlikely
- 4 Neutral
- 5 Somewhat likely
- 6 Likely
- 7 Extremely likely

End of Block: Manipulation Group 1 (Influencers)

Start of Block: Manipulation Group 2 (Brand)

We will now show you a selection of skin-care products and ask you some questions about your opinion of the products.

Q8.1 - Bra, Clinique



On a scale of 1-7, how familiar are you with this product?

- 1 Not familiar at all
- 2 Slightly familiar
- 3 Moderately familiar
- 4 Neutral
- 5 Familiar
- 6 Very familiar
- 7 Extremely familiar

Q9.1 - Bra, Clinique

*If you are answering this survey on your phone, it is better to turn your phone horizontally for this question.

On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?

**The picture of the product was shown for this question. However, it did not fit well in this document and the matrix view of this question would be separated.*

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
Has consistent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is well made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an acceptable standard of quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product I would enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me want to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would help me feel acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would improve the way I am perceived	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make a good impression on other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

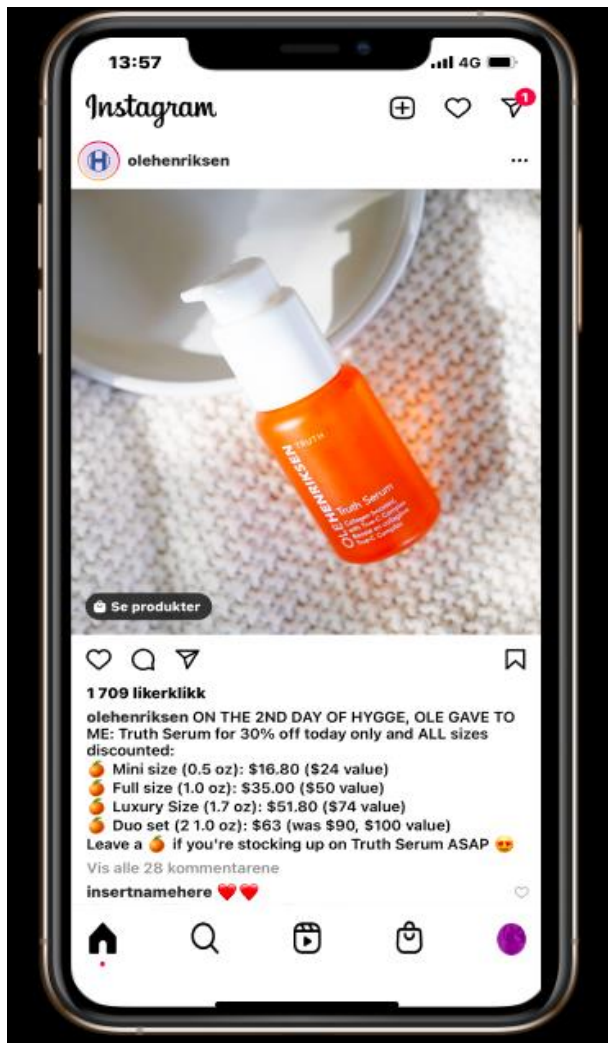
Q10.1 - Bra, Clinique



On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?

- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Unlikely
- 4 Neutral
- 5 Somewhat likely
- 6 Likely
- 7 Extremely likely

Q11.1 - Brand, Ole H



On a scale of 1-7, how familiar are you with this product?

- 1 Not familiar at all
- 2 Slightly familiar
- 3 Moderately familiar
- 4 Neutral
- 5 Familiar
- 6 Very familiar
- 7 Extremely familiar

Q12.1 - Brand Ole H

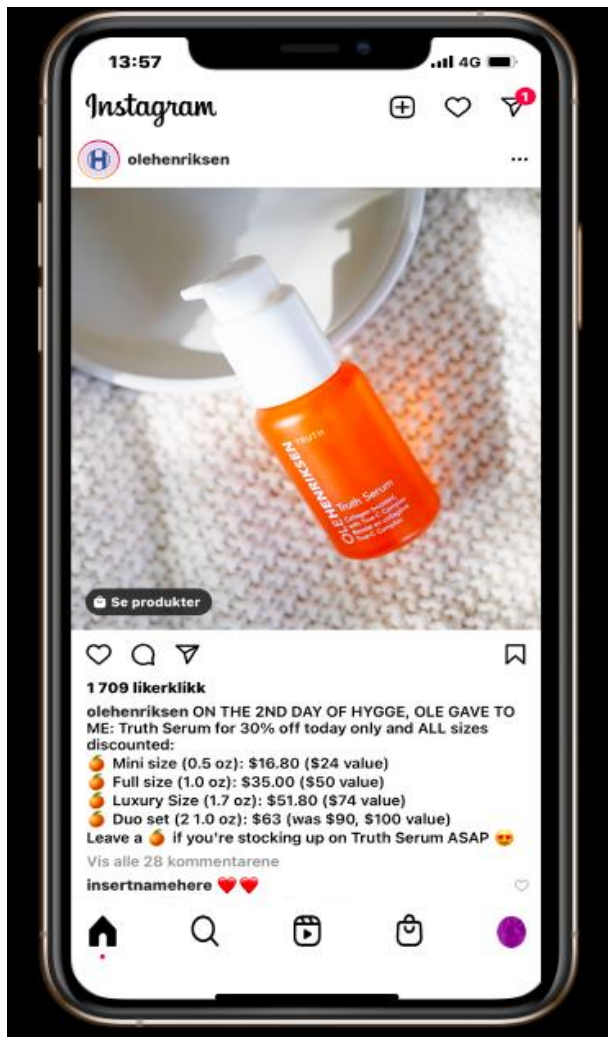
*If you are answering this survey on your phone, it is better to turn your phone horizontally for this question.

On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?

**The picture of the product was shown for this question. However, it did not fit well in this document and the matrix view of this question would be separated.*

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
Has consistent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is well made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an acceptable standard of quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product I would enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me want to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would help me feel acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would improve the way I am perceived	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

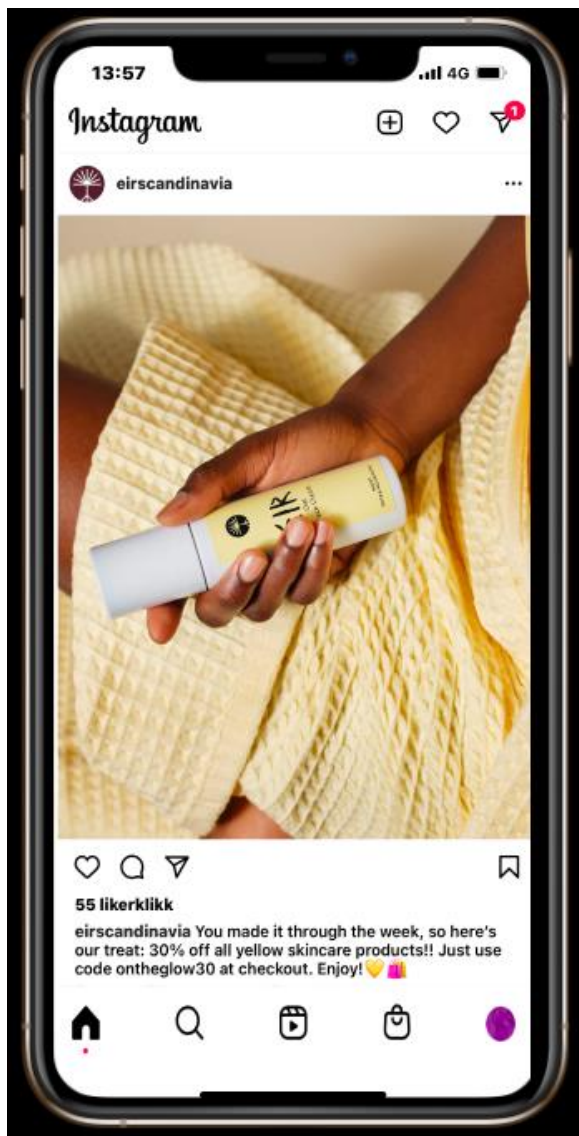
Q13.1 - Brand Ole H



On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?

- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Unlikely
- 4 Neutral
- 5 Somewhat likely
- 6 Likely
- 7 Extremely likely

Q14.1 - Brand Eir G



On a scale of 1-7, how familiar are you with this product?

- 1 Not familiar at all
- 2 Slightly familiar
- 3 Moderately familiar
- 4 Neutral
- 5 Familiar
- 6 Very familiar
- 7 Extremely familiar

Q15.1 - Brand Eir G

*If you are answering this survey on your phone, it is better to turn your phone horizontally for this question.

On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?

**The picture of the brand was shown for this question. However, it did not fit well in this document and the matrix view of this question would be separated.*

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
Has consistent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is well made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an acceptable standard of quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product I would enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me want to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would help me feel acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would improve the way I am perceived	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make a good impression on other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

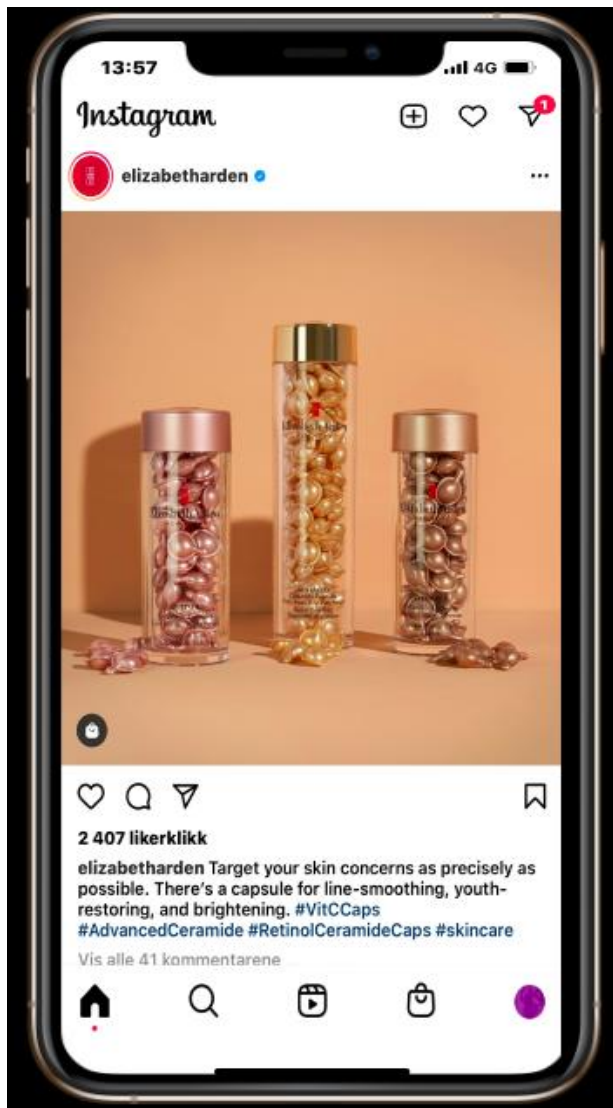
Q16.1 - Brand Eir G



On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?

- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Unlikely
- 4 Neutral
- 5 Somewhat likely
- 6 Likely
- 7 Extremely likely

Q17.1 - Bra, Elizabe



On a scale of 1-7, how familiar are you with this product?

- 1 Not familiar at all
- 2 Slightly familiar
- 3 Moderately familiar
- 4 Neutral
- 5 Familiar
- 6 Very familiar
- 7 Extremely familiar

Q18.1 - Bra, Elisabe

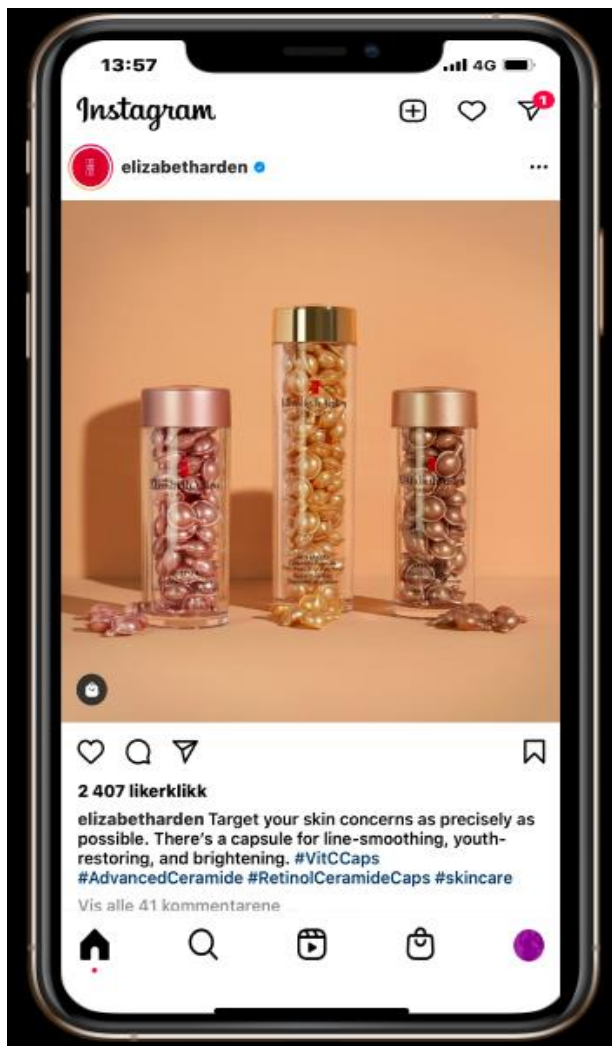
*If you are answering this survey on your phone, it is better to turn your phone horizontally for this question.

On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?

**The picture of the brand was shown for this question. However, it did not fit well in this document and the matrix view of this question would be separated.*

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
Has consistent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is well made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an acceptable standard of quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product I would enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me want to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would help me feel acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would improve the way I am perceived	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make a good impression on other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19.1 - Bra, Elisabe



On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?

- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Unlikely
- 4 Neutral
- 5 Somewhat likely
- 6 Likely
- 7 Extremely likely

Q20.1 - Bra, EirRosa



On a scale of 1-7, how familiar are you with this product?

- 1 Not familiar at all
- 2 Slightly familiar
- 3 Moderately familiar
- 4 Neutral
- 5 Familiar
- 6 Very familiar
- 7 Extremely familiar

Q21.1 - Bra, EirRosa

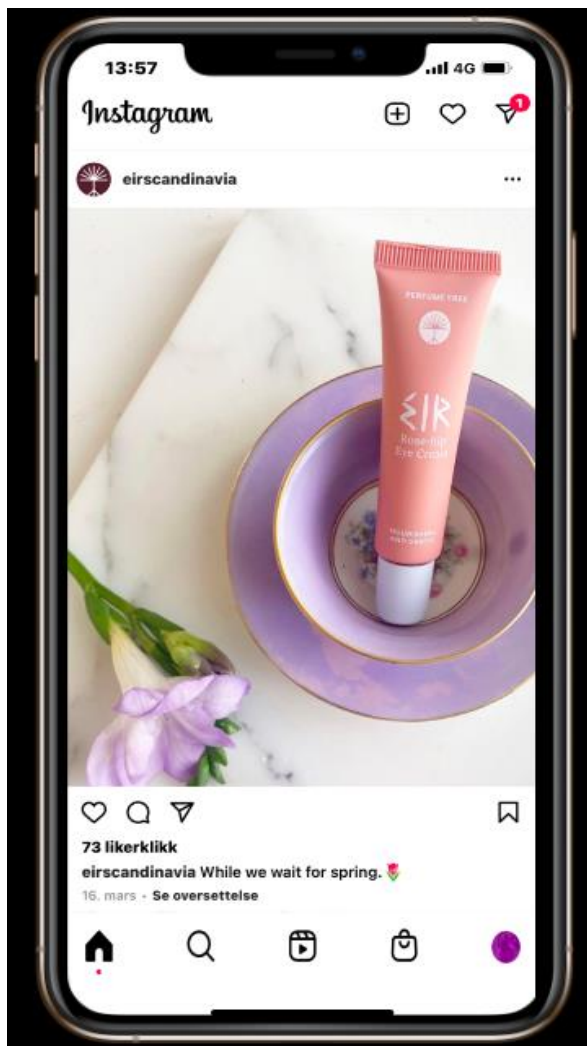
*If you are answering this survey on your phone, it is better to turn your phone horizontally for this question.

On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above?

**The picture of the brand was shown for this question. However, it did not fit well in this document and the matrix view of this question would be separated.*

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
Has consistent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is well made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an acceptable standard of quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a product I would enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me want to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would help me feel acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would improve the way I am perceived	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would make a good impression on other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22.1 - Bra, EirRosa



On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?

- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Unlikely
- 4 Neutral
- 5 Somewhat likely
- 6 Likely
- 7 Extremely likely

End of Block: Manipulation group 2 (brand)

Start of Block: Part 4: Familiarity with Influencer Both Groups

**This part is shown to both groups.*

We will now ask you some questions in regards to how familiar you are with the influencers that are presented below.

An influencer is a person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media.

**If you are answering this survey on your phone, we recommend you to turn your phone horizontally.*



Q23.1 On a scale of 1-7, how familiar are you with:

	1 Not familiar at all	2 Slightly familiar	3 Moderately familiar	4 Neutral	5 Familiar	6 Very familiar	7 Extremely familiar
Emilie Tømmerberg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eveline Karlsen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gine Margrethe Larsen Qvale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Isabel Raad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marna Haugen (Komikerfrue)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24.1

Do you follow any of these influencers on at least one social media platform?

	Yes	No	Not sure
Emilie Tømmerberg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eveline Karlsen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gine Margrethe Larsen Qvale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Isabel Raad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marna Haugen (Komikerfrue)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25.1

On which social media platform do you follow the influencer? (You can choose multiple answers).

	Instagram	Snapchat	Youtube	Facebook	Tiktok	Twitter	Other	I do not follow this influencer
Emilie Tømmerberg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eveline Karlsen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gine Margrethe Larsen Qvale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Isabel Raad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marna Haugen (Komikerfrue)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q26.1

How many hours do you on average spend on social media per day? Please fill in the hours in the box below.

**If you are not certain about this question, you can find this information on your phone. For Android you must have enabled "Digital Wellbeing". For iPhone it's in "Settings" called "Screen Time".*

Q27.1

On a scale of 1-7, how often do you notice ads from brands or ads from influencers on social media?

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Sometimes
- 5 Frequently
- 6 Usually
- 7 Always

Q28.1

On a scale of 1-7, to which extent do you agree with the following statement:

I am likely to pursue the recommendations of influencer marketing on social media.

- 1 Strongly Disagree
- 2 Disagree
- 3 Somewhat Disagree
- 4 Neutral
- 5 Somewhat Agree
- 6 Agree
- 7 Strongly Agree

Q29.1

On a scale of 1-7, to which extent do you agree with the following statement:

I trust what the influencer recommends to me in their ads.

*If you are not familiar with the influencer, please choose "neutral".

	1 Strongly disagree	2 Disagree	3 Somewhat disagree	4 Neutral	5 Somewhat agree	6 Agree	7 Strongly agree
Emilie Tømmerberg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eveline Karlsen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gine Margrethe Larsen Qvale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Isabel Raad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marna Haugen (Komikerfrue)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30.1

On a scale of 1-7, to which extent do you agree with the following statement:

I trust ads from influencers more compared to ads from the brand itself.

- 1 Strongly Disagree
- 2 Disagree
- 3 Somewhat Disagree
- 4 Neutral
- 5 Somewhat Agree
- 6 Agree
- 7 Strongly Agree

Q31.1 Please elaborate on your answer to the previous question:

End of Block: Part 4: Familiarity with Influencer Both Groups

Start of Block: Check Persuasion Knowledge

Q32

*If you are answering this survey on your phone, we recommend you turn it horizontally.

On a scale of 1-7, to which extent do you agree with the following statements:

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
I know when an offer is too good to be true	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually manage to recognize offers that contain hidden obligations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I manage to recognize marketing tactics on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand when a marketer tries to get me to buy something	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can see through marketing measures that are used to get me to purchase items/ services online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I cannot distinguish between truth and fictional influence in ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q33

You have almost completed the survey!

If you want to edit your answers you have to press the left arrow button.

If you are happy to submit your answers, please press the right arrow button.

End of Survey

Thank you for choosing to conduct this survey!

What we actually tested was whether influencer marketing has a positive effect on (a) purchase intentions and (b) perceived value, compared to marketing from the brand itself.

We will conduct this experiment with other people as well; so it is important that you do not tell others what this experiment is about.

Once again thank you for your participation!

End

Appendix 3: SPSS

A.3.1: Descriptive before Modification of Dataset

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	204	61.8	80.3	80.3
	Male	50	15.2	19.7	100.0
	Total	254	77.0	100.0	
Missing	System	76	23.0		
Total		330	100.0		

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20	9	2.7	3.5	3.5
	21-25	131	39.7	51.6	55.1
	26-30	76	23.0	29.9	85.0
	31-35	15	4.5	5.9	90.9
	36-40	8	2.4	3.1	94.1
	41-45	6	1.8	2.4	96.5
	46-50	4	1.2	1.6	98.0
	50+	5	1.5	2.0	100.0
	Total	254	77.0	100.0	
Missing	System	76	23.0		
Total		330	100.0		

**Do you use any type of skin-care products?
(moisturizer, serums, cleansers etc. / fuktighetskrem,
serum, rens/sminkefjerner).**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	255	77.3	82.0	82.0
	No	56	17.0	18.0	100.0
	Total	311	94.2	100.0	
Missing	System	19	5.8		
Total		330	100.0		

A.3.2: Descriptive and Frequencies After Modification of Dataset

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20	4	2.6	2.6	2.6
	21-25	81	51.9	51.9	54.5
	26-30	54	34.6	34.6	89.1
	31-35	5	3.2	3.2	92.3
	36-40	5	3.2	3.2	95.5
	41-45	5	3.2	3.2	98.7
	50+	2	1.3	1.3	100.0
	Total	156	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	127	81.4	81.4	81.4
	Male	29	18.6	18.6	100.0
	Total	156	100.0	100.0	

How much do you in general spend on skin-care over the course of six months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 200 NOK	13	8.3	8.3	8.3
	600-799 NOK	17	10.9	10.9	19.2
	800-999 NOK	16	10.3	10.3	29.5
	200-399 NOK	22	14.1	14.1	43.6
	1000-1199 NOK	38	24.4	24.4	67.9
	2000+ NOK	19	12.2	12.2	80.1
	400-599 NOK	31	19.9	19.9	100.0
	Total	156	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
On a scale of 1-7, to which extent do you agree with the following statement: I use skin care products everyday.	156	1	7	5.84	1.769
Valid N (listwise)	156				

What is most important for you when buying skin-care products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	21	13.5	13.5	13.5
	Brand	2	1.3	1.3	14.7
	Quality	133	85.3	85.3	100.0
	Total	156	100.0	100.0	

A.3.3: Descriptive Familiarity with Product

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Eveline, Elizabeth A: On a scale of 1-7, how familiar are you with this product?	77	1	7	2.17	1.817
Brand, Elizabeth A: On a scale of 1-7, how familiar are you with this product?	79	1	7	2.71	2.089
Valid N (listwise)	0				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gine, EIR.r: On a scale of 1-7, how familiar are you with this product?	73	1	7	2.04	1.806
Brand, EIR.r: On a scale of 1-7, how familiar are you with this product?	75	1	7	1.73	1.597
Valid N (listwise)	0				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand, Clinique: On a scale of 1-7, how familiar are you with this product?	79	1	7	2.42	1.802
Marna, Clinique : On a scale of 1-7, how familiar are you with this product?	77	1	7	3.21	2.136
Valid N (listwise)	0				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Raad, Ole H.: On a scale of 1-7, how familiar are you with this product?	77	1	7	2.58	1.942
Brand, Ole H.: On a scale of 1-7, how familiar are you with this product?	79	1	7	2.89	2.032
Valid N (listwise)	0				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Emilie, EIR.g: On a scale of 1-7, how familiar are you with this product?	77	1	7	2.13	1.873
Brand, EIR.g: On a scale of 1-7, how familiar are you with this product?	79	1	6	1.57	1.258
Valid N (listwise)	0				

A.3.4: Descriptive Familiarity with Influencer and Trust Influencer

Descriptive Statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
On a scale of 1-7, how familiar are you with: - Emilie Tømmerberg	146	1	7	2.06	1.797	1.351	.201	.153	.399
On a scale of 1-7, how familiar are you with: - Eveline Karlsen	146	1	7	2.87	2.147	.570	.201	-1.338	.399
On a scale of 1-7, how familiar are you with: - Gine Margrethe Larsen Qvale	146	1	7	1.76	1.542	2.025	.201	2.973	.399
On a scale of 1-7, how familiar are you with: - Isabel Raad	146	1	7	4.95	1.817	-.802	.201	-.440	.399
On a scale of 1-7, how familiar are you with: - Marna Haugen (Komikerfrue)	146	1	7	4.68	1.834	-.763	.201	-.462	.399
Valid N (listwise)	146								

Descriptive Statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
Marna: On a scale of 1-7, to which extent to you agree with the following statement: I trust what the influencer recommends to me in their ads.	146	1	7	3.60	1.484	-.344	.201	-.685	.399
Raad: On a scale of 1-7, to which extent to you agree with the following statement: I trust what the influencer recommends to me in their ads.	146	1	7	3.09	1.419	.017	.201	-.911	.399
Gine: On a scale of 1-7, to which extent to you agree with the following statement: I trust what the influencer recommends to me in their ads.	146	1	7	3.56	1.226	-.793	.201	.547	.399
Eveline: On a scale of 1-7, to which extent to you agree with the following statement: I trust what the influencer recommends to me in their ads.	146	1	7	3.83	1.478	-.259	.201	.124	.399
Emilie: On a scale of 1-7, to which extent to you agree with the following statement: I trust what the influencer recommends to me in their ads.	146	1	7	3.65	1.207	-.778	.201	.729	.399
Valid N (listwise)	146								

A.3.5: Descriptive of Ads Frequency, Pursue Influencer Marketing & Trust in Ads

Descriptive Statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
On a scale of 1-7, how often do you notice ads from brands or ads from influencers on social media?	146	1	7	4.77	1.615	-.661	.201	-.298	.399
On a scale of 1-7, to which extent do you agree with the following statement: I am likely to pursue the recommendations of influencer marketing on social media.	146	1	7	3.34	1.511	.276	.201	-.680	.399
On a scale of 1-7, to which extent do you agree with the following statement: I trust ads from influencers more compared to ads from the brand itself.	141	1	7	3.18	1.602	.244	.204	-.976	.406
Valid N (listwise)	141								

A.3.6: Descriptive Statistics on Purchase Intention.

Group 1:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Marna, Clinique : On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?	77	1	6	3.17	1.658
Raad, Ole H.: On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?	77	1	6	2.97	1.701
Emilie, EIR.g: On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?	77	1	6	2.90	1.527
Eveline, Elizabeth A: On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?	77	1	7	2.84	1.871
Gine, EIR.r: On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?	73	1	7	2.89	1.646
Valid N (listwise)	73				

Group 2:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Brand, Clinique: On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?	79	1	6	3.29	1.486
Brand, Ole H.: On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?	79	1	7	3.68	1.808
Brand, EIR.g: On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?	79	1	7	2.58	1.429
Brand, Elizabeth A: On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?	79	1	7	3.16	1.757
Brand, EIR.r: On a scale of 1-7, how likely is it that you would purchase the product shown in the picture above?	75	1	7	2.51	1.408
Valid N (listwise)	75				

A.3.7: Descriptive Statistics on Perceived Value in Total

Descriptive Statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
Perceived Value Clinique Group 1	77	2.14	9.00	5.4657	1.42337	.072	.274	-.252	.541
Perceived Value Clinique Group 2	78	2.57	8.29	5.4487	1.03650	-.222	.272	.993	.538
Perceived Value Ole Henriksen Group 1	77	1.43	9.00	5.0148	1.47710	-.115	.274	-.101	.541
Perceived Value Ole Henriksen Group 2	79	2.57	9.00	5.5280	1.26548	-.220	.271	.632	.535
Perceived Value Eir (Y) Group 1	77	1.29	8.86	4.8553	1.39769	.213	.274	.957	.541
Perceived Value Eir (Y) Group 2	79	1.29	8.57	4.7794	1.16436	-.419	.271	1.477	.535
Perceived Value Elizabeth Arden Group 1	77	1.29	8.43	4.7458	1.70748	-.094	.274	-.508	.541
Perceived Value Elizabeth Arden Group 2	79	2.43	9.00	5.2061	1.53159	.178	.271	-.330	.535
Perceived Value Eir (P) Group 1	71	2.00	8.57	4.7907	1.33572	.284	.285	.254	.563
Perceived Value Eir (P) Group 2	75	1.29	8.57	4.8838	1.13187	-.480	.277	2.782	.548
Valid N (listwise)	71								

A.3.8: Mean Comparison Perceived Value

Mean Perceived value - Clinique

<u>Group 1 Influencer:</u>	<u>Group 2 Brand:</u>
Quality: 5.14	Quality: 5.05
Emotional: 4.38	Emotional: 4.56
Social: 3.12	Social: 3.15

Mean Perceived value - Ole Henriksen

<u>Group 1 Influencer:</u>	<u>Group 2 Brand:</u>
Quality: 4.62	Quality: 5.09
Emotional: 4.11	Emotional: 4.61
Social: 3.05	Social: 3.20

Mean Perceived value - Eir (yellow)

<u>Group 1 Influencer:</u>	<u>Group 2 Brand:</u>
Quality: 4.29	Quality: 4.24
Emotional: 3.83	Emotional: 3.88
Social: 3.10	Social: 3.02

Mean Perceived value - Elizabeth Arden

<u>Group 1 Influencer:</u>	<u>Group 2 Brand:</u>
Quality: 4.39	Quality: 4.75
Emotional: 3.86	Emotional: 4.14
Social: 2.93	Social: 3.25

Mean Perceived value - Eir (pink)

<u>Group 1 Influencer:</u>	<u>Group 2 Brand:</u>
Quality: 4.32	Quality: 4.27
Emotional: 3.82	Emotional: 3.97
Social: 3.07	Social: 3.16

A.3.9: Descriptive Statistics on Persuasion Knowledge

Descriptive Statistics									
	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
On a scale of 1-7, to which extent do you agree with the following statements: - I know when an offer is too good to be true	140	2	7	5.21	1.030	-.562	.205	.328	.407
On a scale of 1-7, to which extent do you agree with the following statements: - I usually manage to recognize offers that contain hidden obligations	140	2	7	5.28	1.206	-.628	.205	.125	.407
On a scale of 1-7, to which extent do you agree with the following statements: - I manage to recognize marketing tactics on social media	140	2	7	5.42	1.046	-.611	.205	.721	.407
On a scale of 1-7, to which extent do you agree with the following statements: - I understand when a marketer tries to get me to buy something	140	2	7	5.81	.936	-.832	.205	1.312	.407
On a scale of 1-7, to which extent do you agree with the following statements: - I can see through marketing measures that are used to get me to purchase items/ services online	140	2	7	5.39	1.077	-.611	.205	.176	.407
On a scale of 1-7, to which extent do you agree with the following statements: - I can not distinguish between truth and fictional influence in ads	140	1	7	4.17	1.541	-.005	.205	-.872	.407
Valid N (listwise)	140								

A.3.10: Factor Analysis (EFA) on Persuasion Knowledge

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.813
Bartlett's Test of Sphericity	Approx. Chi-Square	309.025
	df	15
	Sig.	.000

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.182	53.041	53.041	3.182	53.041	53.041	3.176
2	1.024	17.062	70.103	1.024	17.062	70.103	1.064
3	.719	11.986	82.090				
4	.442	7.368	89.457				
5	.332	5.529	94.986				
6	.301	5.014	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix^a

	Component	
	1	2
On a scale of 1-7, to which extent do you agree with the following statements: - I manage to recognize marketing tactics on social media	.863	
On a scale of 1-7, to which extent do you agree with the following statements: - I can see through marketing measures that are used to get me to purchase items/ services online	.816	
On a scale of 1-7, to which extent do you agree with the following statements: - I understand when a marketer tries to get me to buy something	.808	
On a scale of 1-7, to which extent do you agree with the following statements: - I usually manage to recognize offers that contain hidden obligations	.784	
On a scale of 1-7, to which extent do you agree with the following statements: - I know when an offer is too good to be true	.697	
On a scale of 1-7, to which extent do you agree with the following statements: - I can not distinguish between truth and fictional influence in ads		.984

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.^a

A.3.11: Factor Analysis (CFA) on Perceived Value

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.876
Bartlett's Test of Sphericity	Approx. Chi-Square	8019.716
	df	36
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.442	60.466	60.466	5.442	60.466	60.466	4.310
2	2.201	24.456	84.921	2.201	24.456	84.921	3.485
3	.565	6.274	91.196	.565	6.274	91.196	4.782
4	.183	2.033	93.229				
5	.165	1.838	95.066				
6	.144	1.595	96.661				
7	.117	1.300	97.961				
8	.097	1.079	99.040				
9	.086	.960	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix^a

	Component		
	1	2	3
On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above? - Is well made	.989		
On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above? - Has consistent quality	.953		
On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above? - Has an acceptable standard of quality	.911		
On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above? - Would make a good impression on other people		.978	
On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above? - Would improve the way I am perceived		.967	
On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above? - Would help me feel acceptable		.884	
On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above? - Would make me want to use it			-.958
On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above? - Would make me feel good			-.935
On a scale of 1-7, to which extent do you expect the below statements to be correct about the product above? - Is one that I would enjoy			-.856

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.^a

a. Rotation converged in 8 iterations.

A.3.12: Cronbach Alpha

Scale: Persuasion Knowledge

Case Processing Summary

		N	%
Cases	Valid	140	89.7
	Excluded ^a	16	10.3
	Total	156	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.854	5

Scale: Perceived value total

Case Processing Summary

		N	%
Cases	Valid	772	100.0
	Excluded ^a	0	.0
	Total	772	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.914	.915	9

A.3.13: Paired Samples t-test on Purchase Intention

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Clinique Group 1	3.1688	77	1.65754	.18889
	Clinique Group 2	3.2857	77	1.48552	.16929
Pair 2	Ole H. Group 1	2.9740	77	1.70119	.19387
	Ole H. Group 2	3.6883	77	1.81557	.20690
Pair 3	Eir (Y) Group 1	2.8961	77	1.52682	.17400
	Eir (Y) Group 2	2.5455	77	1.39119	.15854
Pair 4	Elizabeth A. Group 1	2.8442	77	1.87129	.21325
	Elizabeth A. Group 2	3.1558	77	1.77753	.20257
Pair 5	Eir (P) Group 1	2.8904	73	1.64622	.19268
	Eir (P) Group 2	2.4521	73	1.38485	.16208

		Paired Differences				t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower Upper			
Pair 1	Purchase Intention Clinique Group 1 - Purchase Intention Clinique Group 2	-.11688	2.04537	.23309	-.58112 .34736	-501	76	.618
Pair 2	Purchase Intention Ole Henriksen Group 1 - Purchase Intention Ole Henriksen Group 2	-.71429	2.27606	.25938	-1.23089 -.19768	-2.754	76	.007
Pair 3	Purchase Intention Eir (Y) Group 1 - Purchase Intention Eir (Y) Group 2	.35065	2.05046	.23367	-.11475 .81605	1.501	76	.138
Pair 4	Purchase Intention Elizabeth Arden Group 1 - Purchase Intention Elizabeth Arden Group 2	-.31169	2.66191	.30335	-.91587 .29249	-1.027	76	.307
Pair 5	Purchase Intention Eir (P) Group 1 - Purchase Intention Eir (P) Group 2	.43836	2.09488	.24519	-.05041 .92713	1.788	72	.078

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Purchase Intention Clinique Group 1 & Purchase Intention Clinique Group 2	77	.156	.174
Pair 2	Purchase Intention Ole Henriksen Group 1 & Purchase Intention Ole Henriksen Group 2	77	.163	.155
Pair 3	Purchase Intention Eir (Y) Group 1 & Purchase Intention Eir (Y) Group 2	77	.015	.899
Pair 4	Purchase Intention Elizabeth Arden Group 1 & Purchase Intention Elizabeth Arden Group 2	77	-.064	.581
Pair 5	Purchase Intention Eir (P) Group 1 & Purchase Intention Eir (P) Group 2	73	.052	.659

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Purchase intention Group 1	2.9554	381	1.67979	.08606
	Purchase intention Group 2	3.0472	381	1.64249	.08415

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Purchase intention Group 1 - Purchase intention Group 2	-.09186	2.26866	.11623	-.32039	.13666	-.790	380	.430

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Purchase intention Group 1 & Purchase intention Group 2	381	.068	.188

A.3.14: Paired Samples t-test on Perceived Value

Paired Samples Statistics - Perceived Value

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Clinique Group 1	5.4657	77	1.42337	.16221
	Clinique Group 2	5.4360	77	1.03714	.11819
Pair 2	Ole H. Group 1	5.0148	77	1.47710	.16833
	Ole H. Group 2	5.5380	77	1.23868	.14116
Pair 3	Eir (Y) Group 1	4.8553	77	1.39769	.15928
	Eir (Y) Group 2	4.7829	77	1.14324	.13028
Pair 4	Elizabeth A. Group 1	4.7458	77	1.70748	.19459
	Elizabeth A. Group 2	5.2189	77	1.54516	.17609
Pair 5	Eir (P) Group 1	4.7907	71	1.33572	.15852
	Eir (P) Group 2	4.8652	71	.98113	.11644

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Perceived Value Clinique Group 1 - Perceived Value Clinique Group 2	.02968	1.80959	.20622	-.38104	.44041	.144	76	.886
Pair 2	Perceived Value Ole Henriksen Group 1 - Perceived Value Ole Henriksen Group 2	-.52319	1.88749	.21510	-.95160	-.09478	-2.432	76	.017
Pair 3	Perceived Value Eir (Y) Group 1 - Perceived Value Eir (Y) Group 2	.07236	2.01146	.22923	-.38419	.52890	.316	76	.753
Pair 4	Perceived Value Elizabeth Arden Group 1 - Perceived Value Elizabeth Arden Group 2	-.47310	2.42196	.27601	-1.02282	.07662	-1.714	76	.091
Pair 5	Perceived Value Eir (P) Group 1 - Perceived Value Eir (P) Group 2	-.07445	1.65666	.19661	-.46657	.31768	-.379	70	.706

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Perceived Value Clinique Group 1 & Perceived Value Clinique Group 2	77	-.059	.613
Pair 2	Perceived Value Ole Henriksen Group 1 & Perceived Value Ole Henriksen Group 2	77	.042	.717
Pair 3	Perceived Value Eir (Y) Group 1 & Perceived Value Eir (Y) Group 2	77	-.246	.031
Pair 4	Perceived Value Elizabeth Arden Group 1 & Perceived Value Elizabeth Arden Group 2	77	-.107	.356
Pair 5	Perceived Value Eir (P) Group 1 & Perceived Value Eir (P) Group 2	71	.001	.994

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perceived value Group 1	4.9774	379	1.49155	.07662
	Perceived value Group 2	5.1685	379	1.25136	.06428

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Perceived value Group 1 & Perceived value Group 2	379	.042	.411

Paired Samples Test

		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	Perceived value Group 1 - Perceived value Group 2	-.19110	1.90591	.09790	-.38360	.00139	-1.952	378	.052

A.3.15: One-way Repeated Measures ANOVA on Purchase Intention

Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Intention Clinique Group 1	3.1688	1.65754	77
Purchase Intention Clinique Group 2	3.2857	1.48552	77

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Purchase_intention_Clinique	Pillai's Trace	.003	.251 ^b	1.000	76.000	.618	.003
	Wilks' Lambda	.997	.251 ^b	1.000	76.000	.618	.003
	Hotelling's Trace	.003	.251 ^b	1.000	76.000	.618	.003
	Roy's Largest Root	.003	.251 ^b	1.000	76.000	.618	.003

a. Design: Intercept
Within Subjects Design: Purchase_intention_Clinique

b. Exact statistic

Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Intention Ole Henriksen Group 1	2.9740	1.70119	77
Purchase Intention Ole Henriksen Group 2	3.6883	1.81557	77

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Purchase_intention_OleH	Pillai's Trace	.091	7.583 ^b	1.000	76.000	.007	.091
	Wilks' Lambda	.909	7.583 ^b	1.000	76.000	.007	.091
	Hotelling's Trace	.100	7.583 ^b	1.000	76.000	.007	.091
	Roy's Largest Root	.100	7.583 ^b	1.000	76.000	.007	.091

a. Design: Intercept
Within Subjects Design: Purchase_intention_OleH

b. Exact statistic

Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Intention Eir (Y) Group 1	2.8961	1.52682	77
Purchase Intention Eir (Y) Group 2	2.5455	1.39119	77

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Purchase_intention_EirY	Pillai's Trace	.029	2.252 ^b	1.000	76.000	.138	.029
	Wilks' Lambda	.971	2.252 ^b	1.000	76.000	.138	.029
	Hotelling's Trace	.030	2.252 ^b	1.000	76.000	.138	.029
	Roy's Largest Root	.030	2.252 ^b	1.000	76.000	.138	.029

a. Design: Intercept
Within Subjects Design: Purchase_intention_EirY

b. Exact statistic

Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Intention Elizabeth Arden Group 1	2.8442	1.87129	77
Purchase Intention Elizabeth Arden Group 2	3.1558	1.77753	77

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Purchase_intention_Elizabeth	Pillai's Trace	.014	1.056 ^b	1.000	76.000	.307	.014
	Wilks' Lambda	.986	1.056 ^b	1.000	76.000	.307	.014
	Hotelling's Trace	.014	1.056 ^b	1.000	76.000	.307	.014
	Roy's Largest Root	.014	1.056 ^b	1.000	76.000	.307	.014

a. Design: Intercept
Within Subjects Design: Purchase_intention_Elizabeth

b. Exact statistic

Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Intention Eir (P) Group 1	2.8904	1.64622	73
Purchase Intention Eir (P) Group 2	2.4521	1.38485	73

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Purchase_intention_EirP	Pillai's Trace	.043	3.196 ^b	1.000	72.000	.078	.043
	Wilks' Lambda	.957	3.196 ^b	1.000	72.000	.078	.043
	Hotelling's Trace	.044	3.196 ^b	1.000	72.000	.078	.043
	Roy's Largest Root	.044	3.196 ^b	1.000	72.000	.078	.043

a. Design: Intercept
Within Subjects Design: Purchase_intention_EirP

b. Exact statistic

A.3.16: One-way Repeated Measures ANOVA on Perceived Value

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived Value Clinique Group 1	5.4657	1.42337	77
Perceived Value Clinique Group 2	5.4360	1.03714	77

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Perceived_value	Pillai's Trace	.000	.021 ^b	1.000	76.000	.886	.000
	Wilks' Lambda	1.000	.021 ^b	1.000	76.000	.886	.000
	Hotelling's Trace	.000	.021 ^b	1.000	76.000	.886	.000
	Roy's Largest Root	.000	.021 ^b	1.000	76.000	.886	.000

a. Design: Intercept
Within Subjects Design: Perceived_value

b. Exact statistic

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived Value Ole Henriksen Group 1	5.0148	1.47710	77
Perceived Value Ole Henriksen Group 2	5.5380	1.23868	77

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Perceived_value	Pillai's Trace	.072	5.916 ^b	1.000	76.000	.017	.072
	Wilks' Lambda	.928	5.916 ^b	1.000	76.000	.017	.072
	Hotelling's Trace	.078	5.916 ^b	1.000	76.000	.017	.072
	Roy's Largest Root	.078	5.916 ^b	1.000	76.000	.017	.072

a. Design: Intercept
Within Subjects Design: Perceived_value

b. Exact statistic

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived Value Eir (Y) Group 1	4.8553	1.39769	77
Perceived Value Eir (Y) Group 2	4.7829	1.14324	77

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Perceived_value	Pillai's Trace	.001	.100 ^b	1.000	76.000	.753	.001
	Wilks' Lambda	.999	.100 ^b	1.000	76.000	.753	.001
	Hotelling's Trace	.001	.100 ^b	1.000	76.000	.753	.001
	Roy's Largest Root	.001	.100 ^b	1.000	76.000	.753	.001

a. Design: Intercept
Within Subjects Design: Perceived_value

b. Exact statistic

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived Value Elizabeth Arden Group 1	4.7458	1.70748	77
Perceived Value Elizabeth Arden Group 2	5.2189	1.54516	77

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Perceived_value	Pillai's Trace	.037	2.938 ^b	1.000	76.000	.091	.037
	Wilks' Lambda	.963	2.938 ^b	1.000	76.000	.091	.037
	Hotelling's Trace	.039	2.938 ^b	1.000	76.000	.091	.037
	Roy's Largest Root	.039	2.938 ^b	1.000	76.000	.091	.037

a. Design: Intercept
Within Subjects Design: Perceived_value

b. Exact statistic

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived Value Eir (P) Group 1	4.7907	1.33572	71
Perceived Value Eir (P) Group 2	4.8652	.98113	71

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Perceived_value	Pillai's Trace	.002	.143 ^b	1.000	70.000	.706	.002
	Wilks' Lambda	.998	.143 ^b	1.000	70.000	.706	.002
	Hotelling's Trace	.002	.143 ^b	1.000	70.000	.706	.002
	Roy's Largest Root	.002	.143 ^b	1.000	70.000	.706	.002

a. Design: Intercept
Within Subjects Design: Perceived_value

b. Exact statistic

A.3.17: Multicollinearity: Variance Inflation Factor (VIF)

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	1.522	.896		1.699	.090		
	Name of influencer / brand	-.010	.042	-.017	-.233	.816	.185	5.416
	Perceived Value	.443	.046	.322	9.627	.000	.871	1.148
	Notice ads frequency	.020	.040	.019	.489	.625	.637	1.570
	Pursure recommendations influencer	.023	.041	.021	.566	.571	.708	1.412
	Trust inf more compared to brand	.091	.036	.086	2.533	.012	.838	1.193
	Persuasion knowledge moderator	-.067	.073	-.032	-.920	.358	.784	1.275
	Familiarity with products	.076	.029	.087	2.592	.010	.857	1.167
	Familiarity with influencers	.106	.029	.143	3.634	.000	.628	1.591
	Degree of trust influencers	.111	.043	.091	2.575	.010	.782	1.280
	Age	-.019	.051	-.013	-.368	.713	.772	1.295
	Gender	-.749	.168	-.177	-4.445	.000	.614	1.628
	" I use skin care products everyday".	.053	.037	.056	1.428	.154	.637	1.569
	What is most important for you when buying skin-care products?	-.035	.079	-.015	-.449	.654	.878	1.139
	How much do you in general spend on skin-care over the course of six months?	-.022	.030	-.025	-.717	.474	.818	1.223
	Interaction moderator	-.006	.038	-.012	-.165	.869	.193	5.189

a. Dependent Variable: Purchase Intention

A.3.18: Ordinal Regression on Purchase Intention

Case Processing Summary

		N	Marginal Percentage
Purchase Intention	1	188	26.9%
	2	109	15.6%
	3	111	15.9%
	4	142	20.3%
	5	96	13.7%
	6	42	6.0%
	7	12	1.7%
Influencer marketing vs brand marketing	Brand marketing	360	51.4%
	Influencer marketing	340	48.6%
Valid		700	100.0%
Missing		72	
Total		772	

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	2476.969			
Final	2263.780	213.189	14	.000

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	3852.565	4174	1.000
Deviance	2263.780	4174	1.000

Link function: Logit.

Pseudo R-Square

Cox and Snell	.263
Nagelkerke	.270
McFadden	.086

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Purchase_intention = 1]	-2.815	1.188	5.611	1	.018	-5.144	-.486
	[Purchase_intention = 2]	-1.943	1.185	2.689	1	.101	-4.266	.379
	[Purchase_intention = 3]	-1.189	1.184	1.009	1	.315	-3.510	1.131
	[Purchase_intention = 4]	-.068	1.185	.003	1	.954	-2.390	2.255
	[Purchase_intention = 5]	1.274	1.190	1.146	1	.284	-1.059	3.607
	[Purchase_intention = 6]	2.924	1.218	5.763	1	.016	.537	5.311
Location	Trust_influencers_more	.196	.047	17.464	1	.000	.104	.288
	Persuasion_knowledge_moderator	.025	.119	.044	1	.833	-.208	.258
	Familiarity_product	.129	.038	11.742	1	.001	.055	.203
	Familiarity_influencer	.171	.039	19.559	1	.000	.095	.247
	Gender	-1.072	.232	21.427	1	.000	-1.526	-.618
	Skin_care_frequency	.166	.051	10.568	1	.001	.066	.266
	Skincare_criteria	-.157	.106	2.200	1	.138	-.365	.051
	Spend_on_skincare	-.020	.040	.260	1	.610	-.098	.057
	Interaction_moderator	-.333	.179	3.463	1	.063	-.685	.018
	Name_influencer_brand	-.010	.058	.030	1	.862	-.123	.103
	Notice_ads_frequency	.028	.050	.319	1	.572	-.070	.127
	Pursue_recommendations_influencer	.028	.055	.267	1	.606	-.079	.136
	Trust_influencer	.149	.057	6.798	1	.009	.037	.261
	[Group=0]	-1.853	1.146	2.616	1	.106	-4.099	.392
	[Group=1]	0 ^a	.	.	0	.	.	.

Link function: Logit.

a. This parameter is set to zero because it is redundant.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	2263.780			
General	2211.526 ^b	52.254 ^c	70	.944

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

- Link function: Logit.
- The log-likelihood value cannot be further increased after maximum number of step-halving.
- The Chi-Square statistic is computed based on the log-likelihood value of the last iteration of the general model. Validity of the test is uncertain.

A.3.19: Ordinal Regression on Perceived Value

Case Processing Summary

		N	Marginal Percentage
Perceived Value	1	3	0.4%
	2	13	1.9%
	3	70	10.0%
	4	99	14.2%
	5	283	40.5%
	6	145	20.7%
	7	86	12.3%
Influencer marketing vs brand marketing	Brand marketing	360	51.5%
	Influencer marketing	339	48.5%
Valid		699	100.0%
Missing		73	
Total		772	

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	2171.012			
Final	2066.550	104.462	12	.000

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	4437.276	4158	.001
Deviance	2063.778	4158	1.000

Link function: Logit.

Pseudo R-Square

Cox and Snell	.139
Nagelkerke	.145
McFadden	.048

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Perceived_Value = 1]	-5.287	1.269	17.354	1	.000	-7.774	-2.799
	[Perceived_Value = 2]	-3.578	1.154	9.613	1	.002	-5.840	-1.316
	[Perceived_Value = 3]	-1.717	1.131	2.305	1	.129	-3.933	.499
	[Perceived_Value = 4]	-.690	1.128	.374	1	.541	-2.900	1.521
	[Perceived_Value = 5]	1.247	1.129	1.219	1	.270	-.967	3.460
	[Perceived_Value = 6]	2.605	1.133	5.286	1	.021	.384	4.826
Location	Trust_influencers_more	.249	.046	29.727	1	.000	.160	.339
	Persuasion_knowledge_moderator	.104	.117	.784	1	.376	-.126	.334
	Familiarity_product	.140	.039	13.092	1	.000	.064	.215
	Familiarity_influencer	.120	.038	10.137	1	.001	.046	.194
	Age	.029	.061	.218	1	.640	-.092	.149
	Gender	.114	.218	.274	1	.601	-.313	.542
	Skin_care_frequency	.113	.049	5.310	1	.021	.017	.208
	Skincare_criteria	-.140	.102	1.887	1	.170	-.340	.060
	Spend_on_skincare	.070	.039	3.179	1	.075	-.007	.148
	Interaction_moderator	-.417	.174	5.751	1	.016	-.758	-.076
	Name_influencer_Brand	-.064	.057	1.266	1	.261	-.175	.047
	[Group=0]	-1.808	1.122	2.595	1	.107	-4.008	.392
	[Group=1]	0 ^a	.	.	0	.	.	.

Link function: Logit.

a. This parameter is set to zero because it is redundant.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	2066.550			
General	1955.072 ^b	111.478 ^c	60	.000

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.