ISCTE ◈ Business School
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ARE DIGITAL INFLUENCERS RUINING YOUR BUSINESS?
THE EFFECTS OF NEGATIVE WORD-OF-MOUTH ENDORSED BY DIGITAL
INFLUENCERS ON PURCHASE INTENTION

Ana Beatriz Ferreira Paula

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Supervisor:
Prof. Daniela Langaro, Assistant Professor, ISCTE Business
School, Departamento de Marketing, Operações e Gestão
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Abstract

Companies are being faced with the rise of influencer marketing, which has been proved to deliver companies' messages to a wider audience in an effective manner. Being a new phenomenon, there is still little knowledge about the implications of the electronic word-of-mouth that digital influencers engage in with their followers. Negative word-of-mouth is common on the blogger atmosphere, as bloggers are telling their harsh opinions on brands or products they dislike. The purpose of this study is to analyze the extent to which this negative word-of-mouth affects consumers' purchase intention. Self-brand connection, bloggers' perceived credibility and pre-word-of-mouth purchase probability levels were also analyzed with the purpose of understanding whether they affect purchase intention in this context. 150 female respondents answered a questionnaire in the form of an experiment. They were divided in two groups, where one was faced with positive word-of-mouth inputs and the other was faced with negative word-of-mouth inputs.

The results showed that negative word-of-mouth endorsed by digital influencers doesn't have a significant effect neither on consumers' purchase nor recommendation intention. Despite this, high self-brand connection levels turned out to be relevant in diminishing the effects of the negative endorsement, as well as pre-word-of-mouth purchase probability levels. High perceived credibility of the digital influencer levels did not turn out to be relevant in diminishing such effects.

Hence, companies might not need to worry as much with negative word-of-mouth communications on social media, and should instead focus on fostering positive word-of-mouth communications. Likewise, companies should pay close attention to what digital influencers are saying about their products or brands.

Key-words: word-of-mouth; digital influencer; purchase intention; consumer marketing;

JEL Classification System:
M30: Marketing and Advertising: General
M37: Advertising

Resumo

As empresas estão a ser confrontadas com o Marketing de Influência, que já comprovou ser uma estratégia que faz chegar as mensagens das empresas a uma audiência maior, de forma mais efetiva. Sendo um novo fenómeno, ainda há pouco conhecimento sobre as implicações do boca-à-boca eletrónico, que os influenciadores digitais comunicam com os seguidores. O boca-à-boca negativo é comum na atmosfera dos *bloggers*, onde estes partilham as suas duras opiniões acerca de marcas ou produtos. O objetivo deste estudo é analisar até que ponto isto afeta a intenção de compra. Os níveis de conexão com a marca, credibilidade percebida e probabilidade de compra pré-boca-à-boca também foram analisados, com o propósito de perceber se afetam a intenção de compra neste contexto. 150 respondentes do sexo feminino responderam ao questionário. Foram divididas em dois grupos, que receberam inputs positivos/negativos aleatoriamente.

Os resultados mostraram que o boca-à-boca negativo, comunicado por influenciadores digitais, não tem um efeito significativo nem na intenção de compra dos consumidores, nem na intenção de recomendação. Apesar disto, a conexão com a marca e a probabilidade de compra pré-boca-à-boca mostraram-se relevantes em atenuar os efeitos negativos. Já a credibilidade/reputação do influenciador digital percebida não mostrou afetar esta relação.

As empresas poderão não ter de se preocupar tanto com a comunicação boca-à-boca feita nas redes sociais – em vez disso, dever-se-ão focar em promover comunicação boca-à-boca positiva. Deve-se prestar atenção àquilo que os influenciadores digitais dizem nas redes sociais acerca das suas marcas.

Palavras-chave: boca-à-boca; influenciador digital; intenção de compra, marketing de consumidor

JEL Classification System:
M30: Marketing and Advertising: General
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- WOM – Word-of-mouth
- e-WOM: Electronic-word-of-mouth
- PP: Purchase probability

1. Introduction

1.1) Thematic characterization

With the rise of social media and user generated content, as well as a generation keen on using social networks every day and on following their favorite bloggers, it is of no doubt that the scenario for marketing is changing. Influencer marketing is born and companies are realizing the potential of fostering solid partnerships with bloggers and digital influencers. Marketers have realized the power that digital influencers and bloggers have over their followers, as they seed close and personal relationships with them by sharing their lives on a daily basis.

Thus, it is of no surprise that marketers are increasingly adopting influencer marketing strategies, with the aim of reaching their customers in a more efficient and cost-effective manner. They make partnerships, sponsor their content and send free samples in the hope that the digital influencers will advertise their product by showing it to their followers on *Instastories*, YouTube vlogs or Instagram posts. Sometimes, digital influencers even review by their own will, without participation of the company in the process.

Literature shows that customers are increasingly watching or reading user generated content in order to make the best buying decisions (Hu et al., 2012). They would rather read or watch the review of someone they admire and who they perceive to not have any commercial association with the brand, in order to make a proper purchase decision. These opinion makers have become digital influencers and have invaded the Internet through blogs and social media, such as the most prominent Instagram and YouTube, providing their followers with daily or weekly content and product/brand reviews.

This electronic word-of-mouth spreads quickly, sometimes even virally, and thus it can have different effects according to the way it was communicated. Literature says that, generally, positive word of mouth results in positive purchase intention and recommendation intention - even when it is endorsed by digital influencers (Nunes et al., 2018; Cheung et al., 2008; Hsu et al., 2013; East et al., 2008; Vásquez et al., 2013). However, no research that explores this problem in a systematic manner has been found

regarding the effects of negative endorsement made by digital influencers to their followers.

1.2) Purpose and research question

The purpose of this dissertation is to answer the following question:

"To what extent can negative word-of-mouth inputs, endorsed by digital influencers, affect consumers' purchase and recommendation intention?"

Additionally, on this study we found constructs on the literature that are relevant to this investigation. Hence, we propose to understand whether the following constructs are relevant in terms of affecting purchase and /or recommendation intention:

- **Self-brand connection:** could consumers who feel a connection to the brand (i.e. like the brand, or are their customers) not be as affected by negative word-of-mouth endorsement?
- **Perceived credibility/reputation of the digital influencer:** does perceived credibility/reputation affect the acceptance of the negative word-of-mouth endorsement?
- **Pre-word-of-mouth purchase probability:** are consumers who already bought the product/brand or wanted to buy it less receptive to negative word-of-mouth endorsement?

1.3) Methodology approach

A deductive approach was followed on this research, thus being based on existing research and theories in order to study the proposed research question and hypotheses. Mixed methods were applied – the exploratory analysis was used for the content analysis and the quantitative analysis followed an experimental design with comparison between groups.
The methodology consisted on three main stages:

- **Content analysis:** on this phase, we analyzed negative and positive endorsement made by digital influencers n the most naturalistic context as

possible - on social media. This first approach is qualitative and aims to serve as a base for content manipulation.

- **Data collection:** a quantitative research was conducted on the form of a questionnaire, aiming females, aged between 16 and 35 years old, who use social media and follow digital influencers. The questionnaires were randomly divided in two: some respondents were faced with positive word-of-mouth inputs and others were faced with negative word-of-mouth inputs.
- **Data analysis:** regression analysis was conducted in order to test the proposed hypotheses. The purpose is to understand the reaction that each questionnaire (negative and positive) caused on the respondents and which are the most relevant moderators.

1.4) Theoretical and practical relevance

From a theoretical perspective, this study identifies the correlation between negative word-of-mouth endorsed by digital influencers and consumers' purchase and recommendation intention. This study also analyzes the following constructs: self-brand connection, perceived credibility and pre-word-of-mouth purchase probability. Hence, it also analyzes how these three constructs influence the latter correlation.

From a practical perspective, the findings are expected to clarify and facilitate the development and adoption of influencer marketing strategies within companies. Taking into account that it is an emerging phenomenon, and that no studies or research papers which explore this exact issue with a systematic process were found, it will be useful for companies - by letting them apply the best influencer marketing strategies and avoiding negative results that come from lack of knowledge on the area. With the specific results, marketing departments will be able to understand what are the practical implications of negative endorsement made by digital influencers.

Moreover, the questionnaires hold specific questions that could help companies gain further insight into consumers' behavior regarding negative word-of-mouth recommendations endorsed by digital influencers.

Extensive research has been done on word-of-mouth and electronic word-of-mouth; the same occurred with opinion makers and leaders, and the role of social media on today's marketing. However, digital marketing is in constant evolution and growth, thus marketing departments need to keep up the pace and explore new ways of reaching their

customers more effectively – influencer marketing is one example of the many strategies that have been emerging.

Finally, the main motive for this thematic choice was the empirical daily observation of an ever-increasing number of digital influencers advertising and reviewing products on social media. Most of them endorse products and brands positively, but it is also common to see them sharing negative content. Thus, this research problem is of great interest because it analyzes a new phenomenon, which is still being studied and explored by companies.

2. Literature Review

This chapter consists on the theoretical foundations, which serve as support for the present work. The aim is to understand in which context digital influencers have been evolving and provide a consistent overview of the ideas, theories, and significant literature currently published on this topic.

Thus, firstly the literature review focuses on communication on the Internet. In this section, digital marketing is mentioned as an ever-growing strategy for companies. Then, Web 2.0 is defined and considered as the means that allowed marketing communication to change, where the consumer is increasingly participating and creating content, instead of just consuming it. User-generated content (UGC) is thus brought up on this context, as it has been changing the way individuals consume information (Ye et al., 2011). Finally, social media is defined as the product of the technological foundations of Web 2.0 (Berthon et al., 2012), where consumers are sharing and generating UGC (Kaplan and Haenlein, 2010).

Secondly, word-of-mouth (WOM) and electronic word-of-mouth (e-WOM) are defined and distinguished, and their importance for marketing strategy is explained. Consumers are increasingly relying on word-of-mouth communications, trusting them more than traditional advertising (Nielsen, 2015). In this sense, it is fundamental to understand: (i) what drives word-of-mouth communications, i.e., what motivates consumers to engage in them; (ii) the adoption process of word-of-mouth information, i.e., what are the factors that influence information adoption; (iii) the effects of both positive and negative word-of-mouth; different perspectives on word-of-mouth effects are mentioned on the literature review.

Finally, influence marketing is brought up as a new digital marketing trend and a way of leveraging closer relationships with consumers, through a digital influencer. Thus, we further explore the concept of opinion leaders, since the emergence of the two-step flow of communication until the emergence of digital influencers, the opinion leaders on Web 2.0 era. Then, bloggers are defined and explained as communicators to a broader audience and mediators of the relationship between the company and the consumers. They have the ability of influencing their followers (Hsu and Tsou., 2013) to buy the recommended products, hence showing the importance they have for marketing strategy. In this sense, blog advertising (paid recommendations) is defined as a marketing strategy in which companies pay bloggers to promote their products. Finally,

the adoption process of bloggers' recommendations is explained, including factors which favor recommendation adoption.

2.1 Communication on the Internet

2.1.1 Digital Marketing

According to Internet World Stats there are 3.9 billion Internet users in the World, as of June 2017, having had an increase of 976.4% since 2000. Thus, it is not surprising that brands are investing in digital marketing strategies in order to reach consumers in a more effective manner. According to Forrester's report *US Digital Marketing Forecast: 2016 To 2021*, US digital marketing spend will reach $119 billion by 2021 and between 2011 and 2017 it has experienced a compound annual growth rate of 11%.

The consumers also benefit from digital marketing, as it offers them efficiency, convenience, richer and participative information, a broader selection of products, competitive pricing, cost reduction and product diversity (Bayo-Moriones and Lera-López, 2007).

Marketing is no longer unidirectional; instead, it is now a two-way process between brands and audiences (Drury, 2008).

2.1.2 Web 2.0 and Semantic Web

Web 2.0 technologies have allowed a shift from monologues, where users create and publish content, to dialogues, where such contents can be continuously modified by all users in a participatory and collaborative way (Kaplan and Haenlein, 2010). Thus, various collaborative platforms such as blogs and forums emerge with Web 2.0.

Web 2.0 technologies have caused three main shifts (Berthon et al., 2012): (i) the center of activities stopped being the desktop itself, but the Web; (ii) value production shifted from the firm to the consumer; (iii) and the power shifted from the firm to the consumer, as well. These shifts have many implications, because in Web 2.0 the consumer has gained more power and has become a creative consumer (Berthon et al., 2012). This creative consumer is the one who produces value-added content and is evolving marketing into participatory conversations, where many parties are involved (Muniz et al., 2011). Web 2.0 technologies enable collaboration in social networks, RSS

Feeds, Blogs and content publishing services (Silva et al., 2008). Besides being easy to use, Web 2.0 also evolved and its access became widely spread (Silva et al., 2008).

Therefore, Web 2.0 allows greater levels of participation, where one can more flexibly join interest groups and seek knowledge (Boulos and Wheeler, 2007). In Web 2.0, content creation emerges over just content consumption, *"allowing anyone to create, assemble, organize (tag), locate and share content to meet their own needs (...)"* (Boulos and Wheeler, 2007: 2). In this sense, increased user contribution emphasizes the use of dynamic content and the growth of interactivity among internet users (Boulos and Wheeler, 2007).

Thus, the growth of Web 2.0 has provided the basic tools for relationship-based marketing (Tiago and Veríssimo, 2014). However, the Semantic Web has added new dimensions to Web 2.0 (Silva et al., 2008), and it represents an evolution from "read-only" content to "read-write" content, where dynamic relationships and intelligent searches exist, also tailoring advertising to specific consumers (Agarwal, 2009). The Semantic Web can be seen as an extension of Web 2.0, where information is given well-defined meaning, which allows computers and people to work in collaboration, in a universally accessible platform (Berners-Lee and Youn, 2001). In other words, "the Semantic Web provides a more consistent model and tools for the definition and usage of qualified relationships among data on the Web, I.e., both technologies focus on intelligent data sharing" (Feigenbaum, 2009).

Therefore, Web 2.0 has provided the necessary technology for the emergence of User Generated Content (UGC).

2.1.3 User Generated Content (UGC)

Enabled by Web 2.0, User Generated Content has been changing the way people consume information (Ye et al., 2011) and has become a prevalent communication channel for both businesses and consumers (Liu et al., 2010). UGC can also be seen as the sum of all ways in which people make use of Social Media, being usually applied to describe the media content that is created by users and uploaded on the Internet (Kaplan and Haenlein, 2010).

The Organization for Economic Co-Operation and Development (2007) states that UGC should fulfill three basic requirements in order to be considered as such:

"(i) content made publicly available over the Internet, (ii) which reflects a certain amount of creative effort, and (iii) which is created outside of professional routines and practices" (Organisation for Economic Co-operation and Development, 2007).

UGC has been growing due to several factors such as technological drivers (Web 2.0, hardware capacity and increased broadband availability), economic drivers (availability of tools for generating content), as well as social drivers ("digital natives" who express willingness to engage online) (Kaplan and Haenlein, 2010). Most of the uploaded content is made without the expectation of having profit; instead, the motivating factors for uploading the content include connecting with peers, seeking fame or simply for self-expression reasons (Organisation for Economic Co-operation and Development, 2007).

2.1.4 Social Media

Social media *"is the product of Internet-based applications that build on the technological foundations of Web 2.0"* (Berthon et al., 2012: 263), that allows the creation and exchange of UGC (Kaplan and Haenlein, 2010). It can also be defined as the platform where consumers share text, image and video information among themselves and with companies and vice-versa (Kotler and Keller, 2012).

According to Kotler and Keller, (2012), social media translates into three main platforms: online communities and forums, blogs and social networks. Berthon et al. (2012) state that social media includes both text, image, video and networks. Text initially appeared in the form of blogs, which then started including pictures, videos and the option to share in social networks (Berthon et al., 2012). With social media, a shift from individual to the collective has happened, where knowledge and wisdom share is leveraged (Berthon et al., 2012).

Thus, social media has served as a wider space through which marketing communication reaches their customers in a more cost-effective and efficient way, connecting instantly millions of consumers (Trusov et al., 2009). Social media has also given the opportunity to customers and brands to interpersonally connect with one another, allowing marketers to make use of this advantage and promote their products and services through online platforms (Castronovo and Huang, 2012).

Social media networks create new opportunities for companies to collaborate with their customers in new and improved ways (Culnan et al., 2010). Firms can gain value from joining social media networks if their customers engage with the company regularly, co-creating and sharing content – by feeling like company insiders, they are more likely to be loyal customers and become resistant to negative information about the company (Culnan et al., 2010). In this sense, customers add value when generating content and can even influence purchase decisions through word-of-mouth interactions (Sashi, 2012).

However, it has become more difficult for companies to control the relationship with clients, as customers are now driving the conversation on social networks due to their huge immediacy and reach (Baird and Parasnis, 2011) Instead, Baird and Parasnis (2011) propose that companies need to embrace social engagement, which means that the role of the business has suffered a shift – instead of managing customers, it ought to promote collaborative experiences and dialogue that customers value (Baird and Parasnis, 2011). Thus, businesses should adapt the marketing mix in order to build customer engagement (Sashi, 2012).

According to Sashi (2012), social media allow companies to forge relationships with both existing and new customers, changing the traditional roles of sellers and customers (Sashi, 2012). For Carrera (2009), the companies' marketing departments adapted themselves to the emergence of Web 2.0 and thus a fifth "P" joins the marketing mix (product, price, placement, promotion) – the "participation" (Carrera, 2009). Thus, the consumer gained power and has become a "prosumer" (product + consumer) – the consumer has an increasingly important voice in the conception and evolution of the product (Carrera, 2009).

2.2 Word-of-mouth and Electronic Word-of-mouth

Word of Mouth can be defined as *"all informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services or their sellers"* (Westbrook, 1987: 261). It can be positive or negative and may cause different reactions on the consumers, having most certainly an effect on consumers' purchase intention (East et al., 2017).

The American Word of Mouth Marketing Association (WOMMA), founded in 2005, defines word of mouth as "the act of consumers providing information to other

consumers" (Word Of Mouth Marketing Association, 2007: 1). The Association conceives word of mouth as non-commercial, interpersonal communication about brands, products or services that may be positive or negative (Word Of Mouth Marketing Association, 2007).

With the ever-increasing supply of communication channels, major changes in marketing communications have happened (Meiners et al., 2010). Strategic Marketing is now recognizing the importance of online WOM, and managers face the challenge of understanding its implications (Kumar et al., 2016). Consumers are now valuing interpersonal communication and rely their purchasing decisions on social media recommendations, even if made by strangers on the Internet (Meiners et al., 2010).

Word of mouth is also related with the growth of social media, as social networks promote the flow of the latter (Kotler and Keller, 2012). Companies have the possibility of paying for media or earning it for free – the paid media results from advertising or promotional efforts, whereas earned media is the benefit the companies receive for their actions without directly paying for it (Kotler and Keller, 2012). This earned media usually flows within blogs, social media accounts or online conversations that have to do with the brand (Kotler and Keller, 2012).

Thus, electronic word of mouth is born. Hennig-Thurau et al. (2004) define e-WOM as "*any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet*" (Hennig-Thurau et al., 2004: 39). It has been the driver of online communication between brands and consumers – marketing messages are no longer unidirectional, as messages and meanings are actively exchanged within a consumer network (Kozinets et al., 2010). As the consumer is now regarded as an active co-producer of value and meaning, marketers have also started using new tactics and metrics in order to directly target and influence the consumer or opinion maker. (Kozinets et al., 2010).

E-WOM, contrary to WOM, occurs between people who have little or no prior relationship with one another, which allows consumers to more comfortably share their opinions without revealing their identities (Goldsmith and Horowitz, 2006).

There are two particular forms of word of mouth – buzz and viral marketing (Kotler and Keller, 2012). While buzz marketing generates excitement and consequently creates publicity through "outrageous means", viral marketing encourages consumers to take action and effectively pass along information on the Internet (Kotler and Keller, 2012).

However, the success of any buzz or viral marketing campaign depends mainly on the customers' willingness to spread the word (Kotler and Keller, 2012).

Rosen (2002) identifies three reasons why "buzz" and customer networks are fundamental for the diffusion of products and brand awareness: noise, skepticism and connectivity. Noise has to do with the fact that there's a big information overload, with promotional messages and advertising being part of people's lives – it's not surprising that people choose to ignore most of these messages and instead listen to their peers' opinions. On the other hand, customers are usually skeptical about companies and they do not believe in most of their promises (Rosen, 2002). Finally, customers are connected, especially with the emergence of Web 2.0 – they can share and ask for opinions at the distance of a click on the Internet. Thus, these new tools have changed communication in a dramatic way, as consumers can now easily talk to strangers and broadcast their opinion regarding a certain product or brand (Rosen, 2002). Companies are now selling to consumer networks and not to individual consumers (Rosen, 2002).

Companies are also engaging in seeded WOM marketing campaigns, that is, they send product samples to a selected group of consumers (referred as seeds) and encourage them to try the product and share their opinion with other customers, mainly online (Bart, 2017). Through this, companies are "seeding", that is, accelerating the rate at which the word about a product spreads (Rosen, 2002) – by simulating discussion simultaneously in multiple networks.

Although online WOM can be tracked and monitored, companies cannot control online communication regarding their brand as well as they control it offline (Relling et al., 2014). Consequently, both positive and negative WOM occur regularly on the Internet.

2.2.1 Drivers of word-of-mouth

But what motivates consumers to engage in word-of-mouth communication? Sundaram et al. (1998) have stated that the motives for communicating positive WOM may be different from the motives that drive negative WOM communication (Sundaram et al., 1998). Back in 1966, Ditcher (1966) identified four main motives for engaging in positive WOM communication: product-involvement, self- involvement, other-involvement, and message-involvement (Ditcher, 1966). Later, Engel et al. (1993) reformulated Ditcher's study and added a new motive: dissonance reduction, related to negative WOM (Engel et al., 1993).

Sundaram et al. (1998) later identified eight reasons that drive WOM communication, four of which explain positive WOM, remaining four which in turn explain negative WOM. Their study was based on the concepts initially formulated by Ditcher (1966) and Engel et al. (1993). The following table was made by Hennig-Thurau, et al (2004) in order to summarize the conceptualized motives:

Author (s)	Motive	Description
Dichter (1966)	Product-involvement	A customer feels so strongly about the product that a pressure builds up in wanting to do something about it; recommending the product to others reduces the tension caused by the consumption experience
	Self-involvement	The product serves as a means through which the speaker can gratify certain emotional needs
	Other-involvement	Word-of-mouth activity addresses the need to give something to the receiver
	Message-involvement	Refers to discussion which is stimulated by advertisements, commercials or public relations
Engel, Blackwell & Miniard (1993)	Involvement	Level of interest or involvement in the topic under consideration serves to stimulate discussion
	Self-enhancement	Recommendations allow person to gain attention, show connoisseurship, suggest status, give the impression of possessing inside information, and assert superiority
	Concern for others	A genuine desire to help a friend or relative make a better purchase decision
	Message intrigue	Entertainment resulting from talking about certain ads or selling appeals
	Dissonance reduction	Reduces cognitive dissonance (doubts) following a major purchase decision
Sundaram, Mitra & Webster (1998)	Altruism (positive WOM)	The act of doing something for others without anticipating any reward in return
	Product involvement	Personal interest in the product, excitement resulting from product ownership and product use
	Self-enhancement	Enhancing images among other consumers by projecting themselves as intelligent shoppers
	Helping the company	Desire to help the company
	Altruism (negative WOM)	To prevent others from experiencing the problems they had encountered
	Anxiety reduction	Easing anger, anxiety and frustration
	Vengeance	To retaliate against the company associated with a negative consumption experience
	Advice seeking	Obtaining advice on how to resolve problems

Table 1: Motives for word-of-mouth communication behavior identified in the literature (Hennig-Thurau et al., 2004)

While the previous authors identified motives for WOM communication, it is also useful to understand which factors drive people to actually engage in WOM communications. Berger and Shwartz (2011) have identified three factors: interest, accessibility and public visibility (Berger and Shwartz, 2011). Consumers prefer to talk about interesting products, rather than boring ones, because it makes them seem interesting (Berger and Shwartz, 2011). Whether products/brands are on top of mind is also an important factor – products that are used more frequently, or, for eg., seasonal products are more accessible in people's minds and mouths (Berger and Shwartz, 2011). Finally, there are some products which are more publicly visible than others – Berger and Shwartz (2011) give the example of toothpaste versus beer. While people usually brush their teeth alone, they drink beer together so they are more likely to discuss beer brands rather than toothpaste brands (Berger and Shwartz, 2011).

2.2.2 The effects of positive and negative word-of-mouth

It is certain that WOM has an influence on the customers' brand evaluations – however, this influence is asymmetrical, as previous research suggests that negative WOM has a stronger influence than positive (Fiske, 1980; Rozin and Royzman, 2001). It is widely accepted that negative WOM has a negative impact on brands.

Interestingly, there are contradictory findings regarding this issue: negative word-of-mouth can positively affect purchase intention, regarding brands which the customers are already clients of (East et al., 2017). A previous study had found out that positive word-of-mouth had more, and negative word-of-mouth less, impact in changing the probability of purchase of a current brand (which the consumer is already a client of) than it did in changing the probability of purchase of new brands (East et al., 2008).

Another investigation conducted by Wilson, et al (2017) also suggests that negative WOM can actually have positive outcomes regarding consumers connected to the brand, rather than just attenuating the negative effects (Wilson et al., 2017). This is due to self-brand connection – when consumers incorporate brands into their own identities and self-concepts (Wilson et al., 2017; Cheng et al., 2012). When there is a high self-

brand connection, the consumers feel more affected when brand failure occurs (negative WOM), and they regard it as their own personal failure (Cheng et al., 2012). In this sense, negative WOM regarding the brand can be seen as a threat to the self, which results in a self-defensive attitude where individuals do not accept the negative WOM (Cheng et al., 2012).

Consumers' purchase probability after receiving positive or negative information is also limited to pre-WOM purchase probability (Vásquez et al., 2013). This means that if a customer was willing to buy a certain product before receiving the WOM information, it is more probable that he/she will accept the positive information and reject the negative one (Vásquez et al., 2013).

Skowronski and Carlston (1989) suggest that the effect of negative WOM is related with the gap between the consumers' expectations and the incoming information. This gap drives the attention to the negative aspects (Skowronski and Carlston, 1989). However, according to the study conducted by East et al. (2008), the impact of positive WOM and negative WOM also depends on the consumers' probability of action before receiving the WOM (East et al., 2008).

So, what are the effects of positive or negative WOM? It is fundamental for companies to understand to what extent WOM can affect consumers' decision-making process.

Consumers are often more likely to pay attention to negative information rather than positive, as the threat of potential loss is seen as more influential than the hope of a potential gain (Kahneman and Tversky, 1984) – this could mean that negative WOM has a greater effect on the consumers than positive. However, positive WOM occurs more frequently in the marketplace than negative WOM, so consumers are generally faced with and persuaded to have a positive attitude towards products in general (Martin, 2017). This preexisting positive attitude can serve as a barrier to the effects of negative WOM, and thus negative information may be less successful in changing consumers' views than positive (Sweeney et al., 2012).

Martin (2017) suggests that the impact of negative WOM can diminish the consumers' attitudes towards a certain product, but positive WOM has a much stronger and positive effect. This means that positive WOM is more influential in consumers' decision-making process than negative WOM (Martin, 2017).

However, literature shows that negative WOM has an impact on several important metrics, such as customer acquisition (Sharp, 2010), customer retention and loyalty (East et al., 2008) and organizational reputation (Hsu and Lu, 2007).

Laczniack et al. (2001) suggest that causal attributions mediate negative WOM communications and brand evaluation, that is, the receiver will attribute certain causes to the communicated information, which will affect their own personal brand evaluation (Laczniak et al., 2001). In other words, receivers appear to search for a balance between themselves, the communicator and the brand when receiving negative WOM communications (Laczniak et al., 2001).

A study conducted by Lee and Youn (2009) shows that recommendation intention is increased when consumers process positive WOM communications. However, when exposed to negative WOM communications, recommendation intention was negatively affected (Lee and Youn, 2009).

In conclusion, literature's views on the effects of word-of-mouth are highly divergent. Some authors believe negative WOM has a greater effect on consumers' decision-making process than positive. However, it is clear that positive WOM is considered by the academic world to have a greater effect in the decision-making process – although with several mediators.

2.2.3 Word-of-mouth adoption

How do consumers accept or adopt one's opinion regarding a certain product? Especially on the Internet, consumers are increasingly reading or watching strangers' opinions and information on products and brands. Most consumers are increasingly trusting in opinions posted online (Nielsen, 2015).

This active search for information through WOM is defined as "*the process of seeking and paying attention to personal communications*" (Vásquez et al., 2013: 47) and is one factor that causes a shift in purchase probability after being in contact with WOM. The simple fact that a consumer has decided to search for information in order to support his/her decision shows that the consumer's purchase probability is more likely to be shifted after being in contact with the WOM information (Vásquez et al., 2013).

The Information Adoption Model (Sussman and Siegal, 2003) is particularly useful to help understand the impact of the information consumers receive. The information adoption process is "the internalization phase of knowledge transfer, in which explicit information is transformed into internalized knowledge and meaning (Nonaka, 1994). The Information Adoption Model considers argument quality and source credibility as important factors which will affect information adoption (Sussman and Siegal, 2003).

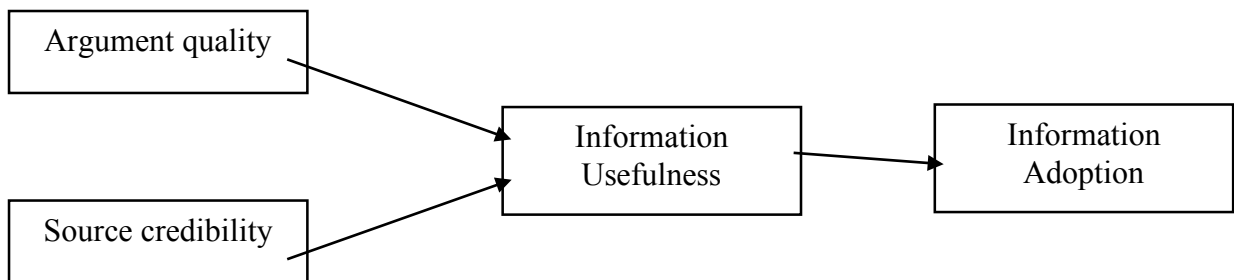The following figure shows the Information Adoption Model as conceptualized by Sussman and Siegal (2003):

```
┌─────────────────────┐
│  Argument quality   │─────┐
└─────────────────────┘     │
                            ▼
                    ┌─────────────────┐      ┌─────────────────┐
                    │   Information   │─────▶│   Information    │
                    │   Usefulness    │      │    Adoption      │
                    └─────────────────┘      └─────────────────┘
┌─────────────────────┐     ▲
│  Source credibility │─────┘
└─────────────────────┘
```

Fig. 1: Information Adoption Model (Sussman and Siegal, 2003)

Argument/information quality refers to the persuasiveness and strength of the presented arguments (Cheung et al., 2008), while source credibility is defined as *"the extent to which an information source is perceived to be believable, competent, and trustworthy by information recipients"* (Cheung et al., 2008: 232). Information usefulness refers to the consumer's own perception of whether or not the shared information about the product will help the consumer make a better buying decision (Cheung et al., 2008).

According to Cheung et al. (2008) there are several dimensions that positively affect perceived information usefulness: relevance, timeliness, accuracy, and comprehensiveness. The relevance of the message refers to whether the message contains just the relevant information or contains other information that the consumers perceive as useless (Cheung et al., 2008); timeliness refers to whether the message is up-to-date or not; accuracy depends on the perceived reliability of the message; finally, comprehensiveness refers to how complete and detailed the message is (Cheung et al., 2008).

Regarding source credibility, Cheung et al. (2008) considers source expertise and trustworthiness as the key dimensions that positively affect the perceived usefulness of the message. With such a big amount of information being uploaded on the Internet every day, users have to evaluate the trustworthiness of those who upload the information (Cheung et al., 2008).

Vásquez et al. (2013) distinguish between non-interpersonal and interpersonal factors that affect the extent to which the consumer's purchase probability will be affected by the received message. Among the interpersonal factors, tie-strength was considered because, when the tie is strong, the receiver of the message will attribute greater

credibility to the sender and will be more likely to consider the sender's opinion (Vásquez et al., 2013). In line with the investigation conducted by Cheung et al. (2008) and as mentioned above, Vásquez et al. (2013) also consider "message sender's experience and strength of expression" – that is, someone who has a high level of knowledge, competence, education and expertise in the product category (Netemeyer and Bearden, 1992).

Among the non-interpersonal factors considered by Vásquez et al. (2013), receiver's loyalty, receiver's experience and receiver's risk were considered. Receiver's loyalty refers to the degree of loyalty that a consumer has to a certain brand – he/she might be more resistant to negative WOM and more prone to accepting positive WOM when the consumer is loyal to the brand (Matos and Rossi, 2008). Receiver's experience refers to the level of experience the consumer has on a certain product category, which will negatively affect the acceptance of the WOM message (Vásquez et al., 2013). Finally, receiver's perceived risk refers to the degree of expertise that a consumer has in a certain product category – the less expertise they have, the more risk they perceive and thus they are more prone to accepting the WOM information.

2.3 Influencer Marketing

2.3.1 Opinion leaders

Opinion makers and leaders were first studied by Lazarsfeld, Berelson and Gaudet (Lazarsfield et al., 1948), on an era dominated by powerful media and mass society theories (Weimann, 1994). An opinion leader can be defined as someone who integrates a group and has the ability of influencing others' opinions, through a two-step flow of communication. On the two-step flow of communication, information flows from media to opinion leaders, who interpret and attribute meaning to these messages and then communicate them to the less active individuals of the population for whom they are influential (Lazarsfield et al., 1948). This implies that individuals rely more on interpersonal communications rather than media messages and thus accentuates the power of word-of-mouth communication and of opinion leaders.

Later, Katz and Lazarsfeld (1966) suggested that a person's membership in various social groups has more influence on individuals' decision-making processes than information communicated by mass media. Thus, this proved that the public cannot be

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treated as a homogeneous audience that responds to communicated information in a uniform manner (Katz and Lazarsfeld, 1966) – which in turn destroyed the idea of society being a mass of irrational individuals that can be easily persuaded and controlled by designed mass communication (Weimann, 1994).

According to Katz (1957), opinion leaders share diverse traits that can be divided into three dimensions: (i) "who one is" – personality or values held by the individual; (ii) "what one knows" – the expertise or degree of knowledge the individual has regarding a certain product or issue; (iii) "whom one knows" – the number of contacts the individual has as part of their circle of friends and acquaintances (Katz, 1957). A combination of these traits and behaviors results in an opinion leader who helps draw the attention of others to a particular issue or product and, at the same time, signals how the others should respond or act (Katz, 1957).

Cosmas, and Seth (1980) defined a set of attributes that characterize an opinion leader:

Attributes of Opinion Leadership

1. Enjoys life
2. Has common sense
3. Utilizes you to test his or her ideas
4. Motivates you to follow his or her advice
5. Does not care what social group you associate with
6. Belongs to the same social group as you do
7. Can easily evaluate you for what you are
8. Has high degree of professionalism
9. Has strong opinions on many things
10. Is not modest
11. Is down to earth, practical or pragmatic, not pretentious
12. Gets jealous of other opinion leaders
13. Has all around knowledge
14. Evaluates you fairly
15. Is available when you need him or her
16. Looks like you
17. Expresses empathy towards others; identifies with them
18. Is wealthy
19. Is mature
20. Makes you follow rules; enforces norms on you
21. Quite experienced about life
22. Likes to give advice so others will do those things he or she is afraid to do
23. Not afraid to give an opinion
24. Does not stand out in a crowd

Fig. 2: Attributes of Opinion Leadership (Cosmas and Seth, 1980)

Weiman (1994) suggests that the opinion leader's influence effect can occur by giving advice and recommendations, serving as a role model that others can imitate, by persuading or convincing others, or by way of contagion – a process where ideas are spread with the sender and the receiver unaware of any intentional attempt to influence (Weimann, 1994).

According to Chau and Hui (1998), there are three main ways in which opinion leaders influence others: "(i) acting as role models who inspire imitation; (ii) spreading

information via word of mouth; and (iii) giving advice and verbal direction for search, purchase, and use" (Chau and Hui, 1998). Consumers trust the opinions of others more than traditional methods of advertising, in an attempt to reduce risk and to make the right decision (Flyinn and Golsmith, 1996).

2.3.2 Influencer Marketing

Brown et al. (2008) say that marketing is broken and this it no longer does its job properly – marketing needs to rethink its strategies, mainly it needs to rethink the message it communicates and to understand better to whom it communicates, as well as the communication methods (Brown and Hayes, 2008). According to them, there are three reasons why influencer marketing was not adopted earlier: influencers were thought by companies as mere consumers; there were not enough tools to successfully identify proper influencers; and the number of influencers was very narrow, considering that journalists were the main influencers (Brown and Hayes, 2008).

Digital influencers are content creators which a solid base of followers (Veirman et al., 2017). They blog, vlog and create short-form content like *Snapchats* or *InstaStories* and provide their followers with daily insights into their personal lives and opinions (Veirman et al., 2017). By connecting with digital influencers, brands can reach their audience in a more effective manner, through influence marketing strategies (Veirman et al., 2017).

However, for influencer marketing to be successful, it needs to be measured and monitored (Brown and Fiorella, 2013). Social media campaigns have provided several business advantages, and measurement and monitoring is one of them. It is now relatively easy to create extremely targeted campaigns and monitor which ones bring a bigger return on investment (ROI), and influencer marketing is no exception (Brown and Fiorella, 2013).

Influence marketing consists of identifying influential users and stimulating them to endorse a brand or product through their social media channels (Veirman et al., 2017). Generally, when selecting the influencers, the most common factor is the number of followers, as a higher number of followers will have a larger commercial impact (Veirman et al., 2017).

Brown and Fiorella (2013) suggest a model for measuring influencer marketing campaigns, with six key metrics: investment, resources, product, ratio, sentiment and

effec (Brown and Fiorella, 2013). 1. Investment refers to the pre-campaign cost of researching which influencers are right for the campaign, as well as to predict how much the campaign will cost and what will be the ROI;

2. Resources refer to the manpower that will be needed for the campaign and the education that the company will have to provide to the influencers, regarding product and brand;

3. Product refers to the free samples that will be sent to the influencer or even to the audience, in order to promote brand connection;

4. Ratio refers to the influencer's number of followers versus actual audience engagement; in other words, sometimes the fact that the influencer has a big number of followers doesn't mean that the engagement will be comparatively high;

5. Sentiment refers to understanding the perception of the campaign and the buy-in of the audience;

6. Effect refers to several metrics such as website traffic, online mentions, increase/decrease on the number of followers, and number of sales directly attributed to the influencer campaign (Brown and Fiorella, 2013).

Weiss (2014) identifies six particular strategies for strengthening influence marketing: (i) it is fundamental to choose the right influencer who will engage proactively with the consumers and spread the desired message, as well as giving them the freedom to share information; (ii) managers should provide the influencer with all the necessary information and tools for them to do their promotion work more efficiently and to make them more involved in the whole process; (iii) promotion of compliments, testimonials and endorsements, especially on platforms with negative information; (iv) engage with and listen to the communities, to what it being said on social media; (v) use multiple media in order to spread the message, both online and offline; (vi) managers should handle criticism well and apologize when necessary, in order to preserve the company's image in the long term (Weiss, 2014).

2.3.3 Digital Influencers

A digital influencer can be seen as an evolution of the traditional opinion maker, someone who delivers a message to a broader audience in social media (Uzunoglu and Kip, 2014). In the Web 2.0 era, an opinion maker or leader is defined as someone who

has a great ability of influencing the beliefs, behaviors and values of consumers, reaching masses of individuals through blogs and social networks (Acar and Polonsky, 2007).

Digital influencers are not like mainstream celebrities; instead, they are perceived as accessible, believable, intimate and easy to relate to (Abdin, 2016).

Influence marketing optimizes the given message and delivers it to a broader audience, reinforcing itself just due to being done by an influencer (Duncan and Nick, 2008). Consumers perceive the brand or the product accordingly to the influencer's belief, and may even adopt certain attributes in an attempt to be like the influencer (Kelman, 1961). Therefore, it is not surprising that marketers are aware of the influence that opinion leaders have on individuals. For word-of-mouth campaigns, it is thus fundamental to identify digital influencers and give them anticipated information or free samples of a product to-launch, or that has just been launched, so they can spread the word among their followers, recommend the product and thus leverage the power their social network (Chatterjee, 2011).

Besides generating product/brand awareness, companies are also relying on digital influencers to provide information to their online network of followers and thus promote the product, as well as mitigating the risk of buying it (Chatterjee, 2011). In this sense, Chatterjee (2011) conducted an empirical study and identified measurable influencer and brand message characteristics that can increase recommending and referral visit (on the company's website) in social media networks: (i) consumer-generated brand messages are significantly more likely to be recommended; (ii) social network users are less likely to recommend brand messages; (iii) a higher share of company posts is more likely to generate referral visits on the company's website.

Gladwell (2000) suggests that there are three factors that promote public interest in a certain idea: "The Law of the Few", "Stickiness" and "The Power of Context". "The Law of the Few" refers to three types of people who have the ability of spreading an idea like an epidemic: (i) the Mavens, people who have interest and expertise in certain categories and like to spread the word about it; (ii) the Connectors, people who know a great amount of people and constantly communicate with them, sharing ideas; (iii) and the Salesman, people who have a natural persuasion ability. "Stickiness" refers to the fact that an idea must be expresses in such a manner that it actually motivates people to act; if not, "The Law of the Few" will not work on its own. Finally, "The Power of

Context" refers to whether the ones spreading the idea are also able to organize groups and communities around it (Gladwell, 2000).

In fact, Rosen (2002) referred to these influential consumers as "seeds" – the ones with whom the company should get involved, by sending them free samples and encouraging them to spread the word, through WOM communications. However, the "seeds" shouldn't be shy – they should be influential people, credible for the product category (Rosen, 2002). According to the author, a successful seeding campaign should follow four golden rules: (i) companies should try to seed through other communication channels than traditional ones, and should seek influential groups of people; (ii) companies should give the product to the "seeds" and let them experience it fully; (iii) they should give the product to the "seed" for free, or as low as the price can be; (iv) companies should pay attention to when that network is dead and should follow new opportunities for seeding (Rosen, 2002).

2.3.4 Digital influencers as bloggers

Companies are increasingly using the Internet as a strategic communication tool, and thus have recognized the power of influential users on this platform – bloggers (Uzunoglu and Kip, 2014). Bloggers are digital influencers who gathered a community around similar interests, and who mediate messages and affect communities in the digital environment (Uzunoglu and Kip, 2014). Then, these messages get disseminated rapidly with a potential viral effect, explaining the importance of brands engaging with bloggers and digital influencers (Uzunoglu and Kip, 2014).

Thus, it is of no surprise that blogs have been considered to be the most common platform for presenting ideas related to any specific life event (Hsu et al., 2013). Bloggers are sharing their personal experiences, such as traveling, hobbies or personal websites and are also sharing their reviews after using products (Alsaleh, 2017). They have the ability of providing current and advanced information to customers (Hsu and Tsou, 2011). This also opens many opportunities for brands to engage and interact more effectively with their customers or possible customers.

Rappaport (2007) suggests brands should follow the "Engagement Model", which centers on two key ideas: (i) high relevance of brands to consumers and (ii) the development of an emotional connection between consumers and brands (Rappaport, 2007). Companies are increasingly focusing more on promoting the ability of involving,

informing and entertaining consumers, creating a bond and a sense of shared-meaning with them in the long term (Rappaport, 2007).

Although the natural state of social media consists on a consumer to consumer dialogue, where it is challenging for brands to directly engage with the consumer, brands can promote this engagement by using a digital influencer as an intermediate (Uzunoglu and Kip, 2014). In order to understand the influential power of bloggers for brands, Uzunoglu and Kip (2014) developed a model based on the two-step flow of communication:
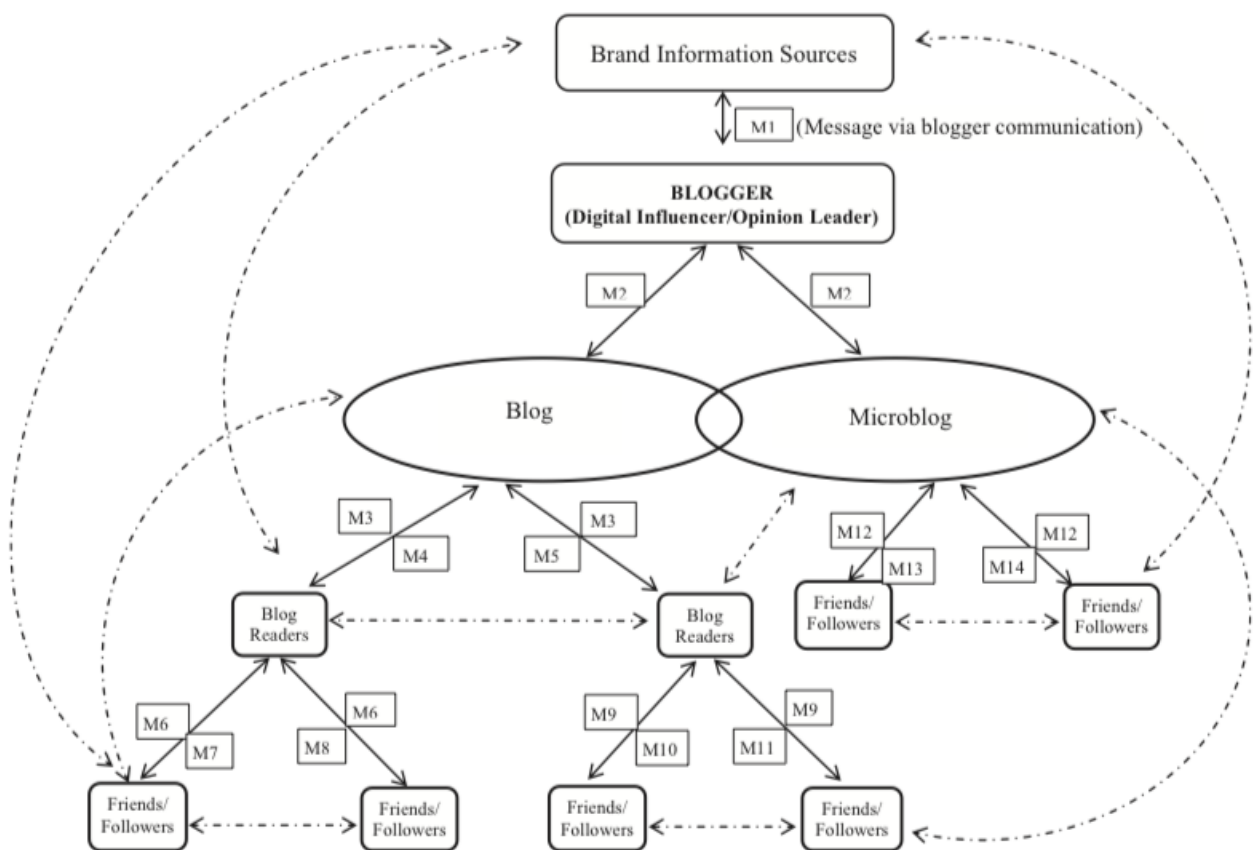

Fig. 3: Brand communication through digital influencers model (Uzunoglu and Kip, 2014)

In this model, the brand message is communicated to bloggers by the company, through the organization of events or samples, for example, and then shared by the blogger to his/her community of followers. Then, the readers/followers can share, like, comment or discuss the given message. The blogger is the key in communicating brand information

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to his/her audience, but his/her followers are also important for sharing and diffusing the message through their peers (Uzunoglu and Kip, 2014).

An empirical study regarding U.S. motion picture and video games industry, conducted by Kim and Hanssens (2017), suggested that blog posts are more effective than traditional advertising in generating consumers' interest in the pre-launch of the given product. Moreover, blog posts have permanent and trend-setting effects and have a dynamic relationship with WOM activities and active search on the Internet (Kim and Hanssens, 2017). This means that continued blogging activities throughout the pre-launch are fundamental in order to sustain consumer interest (Kim and Hanssens, 2017). This shows that bloggers are influential even on pre-launch campaigns.

Hsu et al. (2013) suggest that bloggers' electronic WOM is a promising marketing strategy for increasing sales, as high reputation bloggers, valued as opinion leaders, will influence their followers to buy the recommended product through a trusting effect (Hsu et al., 2013).

2.3.5 Blog advertising (paid recommendations)

Goldsmith and Horowitz (2006) suggest that consumers are seeking online opinions in order *"to reduce their risk, because others do it, to secure lower prices, to get information easily, by accident (unplanned), because it is cool, because they are stimulated by offline inputs such as TV, and to get pre-purchase information"* (Goldsmith and Horowitz, 2006: 3).

Online reviews are, thus, of great importance in this context. Consumers are increasingly relying on user-generated reviews, instead of information from traditional sources (Hu et al., 2011), using them to make their purchase decisions (Wang et al., 2012). So, it only makes sense that marketers are investing on digital influencers to advertise and display company's products to their network of followers. Companies are sponsoring digital influencers'/bloggers' online reviews, by paying them to promote the brand or products on their social media accounts or blogs (Zhu and Tan, 2007).

According to Zhu and Tan (2007), a blog is typically personal in nature, thus being a representation of the blogger's life. Consequently, the credibility and reputation of the blog are linked with the credentials of the blogger, as he/she not only advertises content, but also endorses the product that he/she writes or talks about. Thus, when his/her

followers process the given information, their perception of the blogger becomes a significant factor which will impact their responses (Zhu and Tan, 2007).

The advertising messages are usually embedded into the blog's content, hiding the fact that they are mere advertisements – which can lead to misinterpretation from the blogger's followers, who will process the message as a honest recommendation made by the blogger (Zhu and Tan, 2007). This is particularly interesting for companies, as blog advertising looks like personal content and recommendations, which may attract followers to be more involved in the message than other advertising formats (Zhu and Tan, 2007).

Uribe et al. (2016) suggest that using two-sided messages, expert sources and non-sponsored messages increase blog credibility and behavioral intention toward the reviewed product. Two-sided messages refer to reviews which expose both positive and negative aspects of a product, which brings plenty of challenges to marketers, who commonly believe that it is for the best to not present the negative aspects of their products – instead, two-sided messages can contribute to a more credible and realistic communication strategy (Uribe et al., 2016). Regarding expert sources, Uribe et al. (2016) concluded that the blogger's level of expertise plays a crucial role in the success of the message transmission, as consumers are more likely to trust him/her.

On the other hand, the empirical study conducted by Uribe et al. (2016) also concluded that explicit disclosure that the communicated content was sponsored significantly reduced the message's desired effect on consumers. The study conducted by Zhu and Tan (2007), however, concluded that bloggers who are perceived to be experts are thought by followers to "deserve the rewards" (company sponsorship), and thus followers process the information rationally and form their own counter-arguments, not necessarily resisting the advertised message. On the other hand, regarding low expertise bloggers, the explicit advertising intent resulted in less favorable behavioral intent, resisting persuasion (Zhu and Tan, 2007).

Similarly, Uribe et al. (2016) concluded that an explicit advertising intent made by an expert blogger with a two-sided message increases source credibility – the two-sided message reduces the resistance caused by the explicit advertising intent, and the blogger's expertise is more valued by the consumers.

Accordingly, another study conducted by Josefsson et al. (2017) concluded that incentive disclosure has a negative effect on digital influencers' persuasion ability (Josefsson et al., 2017).

Thus, communicating explicit advertising intent is a "two-edged sword" (Zhu and Tan, 2007). On the one hand, followers value honesty, but, on the other hand, explicit advertising intent may lead to resistance to persuasion (Zhu and Tan, 2007).

2.3.6 The adoption of bloggers' recommendations

At this point the question is: will followers believe and follow the digital influencer's recommendation?

Hsu et al. (2013) suggest that perceived trust of bloggers' recommendations had significant influential effect on followers' attitude towards and intention to shop online (Hsu et al., 2013). Hsu et al. (2013) conducted an empirical study in which 327 blog readers were surveyed, and concluded that the buying process has several phases that can be influenced by the bloggers' recommendations: need recognition and problem awareness, information search, evaluation of alternatives and purchase (Hsu and Lu, 2007). Bloggers' recommendations have indeed an influential effect in the evaluation and purchase decision stage.

Another factor pointed by Hsu et al. (2013) concerns trust and perceived credibility regarding the blogger – when the blogger is trustworthy and the contents are useful, purchase is more likely to happen. Moreover, perceived reputation of the blog also plays an important role in the consumers' decision-making process. The study concluded that consumers tend to consider high reputation blogs' recommendations as trustworthy, and therefore develop positive purchase intention (Hsu et al., 2013).

Alsaleh (2017) also argues that perceived usefulness of blogger recommendations, confidence and reputation are critical factors that influence consumers' purchase attitudes and intentions. Besides, confidence in bloggers influences perceived usefulness of blogger recommendations, as well as bloggers' reputation (Alsaleh, 2017).

Kapitan, et al (2016) suggest that *"attributions consumers make about how much an endorser likes, uses and truly values the endorsed product are essential to understanding endorser influence"* (Kapitan and Silvera, 2016: 554). Taking into account that consumers trust their peers, influencers they follow and online reviews they read (Nielsen, 2015), influencers who have developed *"homegrown audiences are more likely to be both attractive/likeable and also perceived as authentic and expert"* (Kapitan and Silvera, 2016: 557).

A recent study conducted by Nunes et al. (2018) concluded that digital opinion leaders who are capable of generating persuasive messages can indeed change the attitudes of their followers and make them accept the information provided, increasing the probability of purchase (Nunes et al., 2018). Thus, the results of this study suggested that there is a significant positive relationship between the persuasiveness of a message communicated by a digital influencer and attitude change in relation to the purchase of the recommended goods (Nunes et al., 2018). Once again, this proves the importance and impact that digital influencers may have in marketing strategies for companies.

3. Investigation Hypotheses

Taking the emergence of influencer marketing into account, it is fundamental for companies to understand the extent of this marketing strategy effect. As it is a new phenomenon, there is still little investigation on this regard, and a lot of attention has been put into what it is and how to measure it, how it is adopted, how it can leverage company's social media campaigns, etc. Thus, it would be interesting to understand influencer marketing on a new perspective: on the perspective of negative word-of-mouth communications.

The purpose of this study is to understand to what extent digital influencers can negatively affect consumers' purchase and recommendation intention, through negative WOM inputs. In order to understand this broad question, several variables mentioned in the literature review must be taken into account. On this investigation, we divided the hypotheses into (i) purchase and recommendation intention; (ii) self-brand connection; (iii) perceived characteristics of the digital influencer; (iv) consumers' personal factors.

3.1 Purchase intention and recommendation intention

Online consumers are searching for ways to simplify their decision-making processes, so recommendations help them reducing the amount of available information and making well-thought decisions (Hu et al., 2011; Wang et al., 2012). Thus, online consumers are relying on digital influencers/opinion leaders, as they act as agents for risk reduction, through experimentation and evaluation (Cho et al., 2012).

Purchase intention refers to the desire to purchase a product in the future (Cheung et al., 2012), and the relationship between purchase intention and actual buying behavior relies on the available information to the consumers (Nunes et al., 2018).

Hence, the digital influencer's opinion/recommendation will certainly have an impact in purchase intention. However, as literature shows, this impact is dependent on several variables (Nunes et al., 2018; Cheung et al., 2008; Hsu et al., 2013; East et al., 2008; Vásquez et al., 2013). These variables will also be further considered as moderators in the proposed hypotheses.

Literature shows that positive word-of-mouth generally results in a positive reaction by the customers, while negative word-of-mouth results in a negative reaction, although they have asymmetrical effects (Fiske, 1980; Rozin and Royzman, 2001). However, we

haven't found any research project considering the effects that negative WOM, specifically communicated by a digital influencer, can have on purchase intention, in relation to positive WOM. Accordingly, the following hypothesis was proposed:

H1a: NWOM made by digital influencers has a stronger effect than PWOM on consumers' purchase intention.

Similarly, when consumers are exposed to negative WOM communications, recommendation intention to peers is negatively affected (Lee and Youn, 2009). Thus, the following hypothesis was proposed:

H1b: NWOM made by digital influencers has a stronger effect than PWOM on consumers' recommendation intention.

3.2 Self-brand connection

Literature shows that negative WOM can have its negative effect diminished when the receiver of the message has self-brand connection or is a client of the brand, and even have positive outcomes (East et al., 2008; East et al., 2017; Wilson et al., 2017; Cheng et al., 2012). Consumers might be less affected by negative endorsement communicated by digital influencers when they sustain self-brand connection or are current clients of the brand.

In this sense, the term "self-brand connection" (when consumers incorporate brands into their own identities and self-concepts (Wilson et al., 2017; Cheng et al., 2012) was considered, instead of "brand client", as one cannot be a brand client due to multiple reasons, but identify himself/herself with the brand. The following hypotheses were proposed:

*H2a: There are significant differences on purchase intention, in function of self-brand connection (high self-brand connection vs. low self-brand connection)**,** when consumers are exposed to NWOM endorsed by digital influencers.*

H2b: *There are significant differences on recommendation intention, in function of self-brand connection (high self-brand connection vs. low self-brand connection), when consumers are exposed to NWOM endorsed by digital influencers.*

3.3 Perceived characteristics of the digital influencer

Similarly, there are other factors which can also affect the way the followers/consumers perceive the digital influencer (Hsu et al., 2013), and thus accept or reject the communicated message.

When the digital influencer's followers process the given information, their perception of the blogger becomes a significant factor which will impact their responses (Zhu and Tan, 2007).

As literature shows, the impact that opinion makers have on consumers is dependent on several variables, such as digital influencer's message persuasiveness (Nunes et al., 2018; Cheung et al., 2008) perceived trust, reputation and credibility (Hsu et al., 2013). These variables are related to the individuals' own perceptions regarding the digital influencer.

On this study, we will investigate whether digital influencers' reputation/credibility has an impact on consumers' purchase intention, regarding negative WOM communications made by digital influencers.

3.3.1) Digital influencers' reputation/credibility

Consumers tend to consider high reputation blogs' recommendations as trustworthy, and therefore develop positive purchase intention (Hsu et al., 2013). High reputation bloggers are valued as opinion leaders, and will influence their followers to buy the recommended product though a trusting effect (Hsu et al., 2013). Moreover, reputable digital influencers are often perceived to have expertise in a certain area, making their recommendations more credible (Uribe et al., 2016).

Thus, the following hypothesis was proposed:

H3: *There are significant differences on purchase intention, in function of the digital influencer's credibility/reputation (high credibility/reputation vs low*

credibility/reputation), *when consumers are exposed to NWOM endorsed by digital influencers.*

3.4 Personal factors

It is also relevant to understand which personal variables affect consumers' purchase intention when exposed to negative WOM communications made by digital influencers. Because everyone has different levels of expertise and desire to buy certain products, it is fundamental to understand which variables have an impact on purchase intention. Literature shows that consumers' pre-WOM purchase probability (East et al., 2008; Vásquez et al., 2013), receiver's loyalty and risk (Vásquez et al., 2013) affects message adoption. On this study, we will investigate the effect of pre-WOM purchase probability:
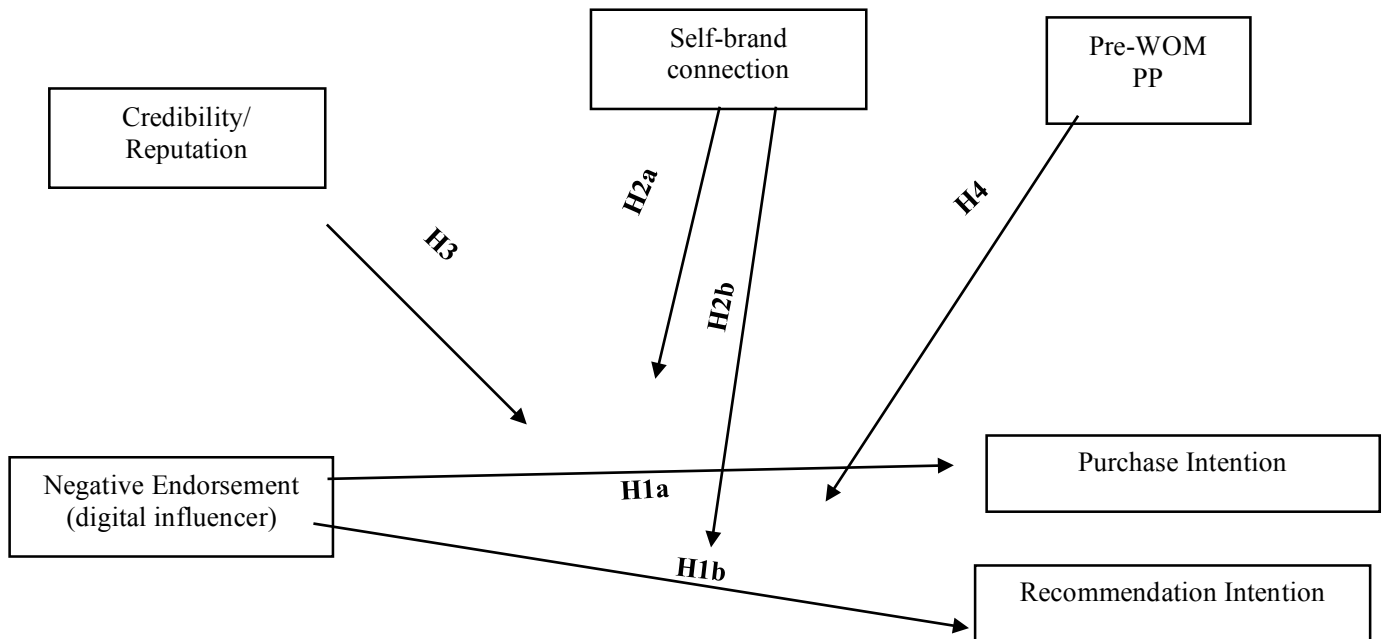
3.4.1) Pre-WOM purchase probability

Literature shows that pre-WOM purchase probability affects the acceptance and adoption of the WOM message (Vásquez et al., 2013). Hence, if a consumer is willing to buy a certain product before receiving negative WOM information by a digital influencer, the negative effect will most likely be shielded by the pre-WOM purchase probability:

H4: There are significant differences on purchase intention, in function of the consumer's pre-WOM purchase probability (high pre-WOM PP vs low pre-WOM PP), *when consumers are exposed to NWOM endorsed by digital influencers.*

3.5 Model

Taking the mentioned hypotheses into account, the following model was proposed:

```
                  ┌─────────────┐              ┌──────────┐
                  │ Self-brand  │              │ Pre-WOM  │
                  │ connection  │              │   PP     │
                  └─────────────┘              └──────────┘
┌──────────────┐
│ Credibility/ │         H2a      H2b      H4
│  Reputation  │
└──────────────┘
          H3

┌──────────────────┐                          ┌──────────────────────┐
│ Negative         │           H1a            │  Purchase Intention   │
│ Endorsement      │─────────────────────────▶└──────────────────────┘
│ (digital         │
│  influencer)     │           H1b            ┌──────────────────────┐
└──────────────────┘─────────────────────────▶│ Recommendation       │
                                              │  Intention           │
                                              └──────────────────────┘
```

4. Methodology

On the previous chapter, the investigation hypotheses were proposed. The purpose of this section is to identify the used method for this research and to provide a description of the applied procedures for the statistical analysis. A deductive approach was followed, thus being based on existing research and theories exposed on the literature review. Both qualitative and quantitative methods were applied on this investigation, in order to empirically verify the proposed research question and hypotheses.

The analysis focused on the fashion and beauty segment. Bloggers and digital influencers are working as brand endorsers for millennial consumers on the fashion segment, assuming the role of fashion opinion leaders (DePhillips and Son, 2017). Digital fashion media, such as fashion blogs and social media accounts, are becoming the chosen fashion information source for millennials (Jones and Kang, 2016). Hence, the increased importance of digital influencers on the fashion and beauty segment was the driving factor for choosing this segment for this study.

4.1 Qualitative content analysis

The purpose of this stage is to analyze the negative and positive endorsement made by digital influencers on the most naturalistic context as possible. This first approach is qualitative and aims to generate scientific propositions about this phenomenon.

On this phase, we collected content from 16 digital influencers on diverse segments and product categories, focusing on Instagram and YouTube, with at least 50.000 followers. This number of followers was defined in order to guarantee a certain level of message impact, as the number of followers is one of the key factors that marketers take into account when selecting a digital influencer (Veirman et al., 2017). First, we collected negative and positive endorsement contents and analyzed which resources they used (video, image or text) and in which social media platforms they posted their content.

Then, we defined subcategories for the content in order to better understand what defines negative and positive endorsement contents as such. This also allowed a more concise and valid content manipulation for the questionnaires, which was made taking the content analysis into account.

At the same time, the number of likes, views and comments was also collected in order to understand the impact and the difference between positive and negative reviews.

4.2 Quantitative data collection

4.2.1 Target Population

On this phase, a quantitative research was conducted in the form of a questionnaire, aiming females, aged between 16 and 35 years old, who use social media and follow digital influencers.

The chosen target group corresponds, thus, to millennials, who are actively present on social media. In the United States alone, 90% of millennials are active on social media (Center) and 63% of them stay updated on brands through social networks (Jackson, 2016). Moreover, 85% of millennials state that user generated content has some influence on what they buy (Bazaar Voice, 2012).

Besides this, other social-demographic variables were considered, such as level of education, professional situation and which social media networks they use.

4.2.2 Questionnaires

An experimental study is conducted with a questionnaire divided in two random groups, with two different types of content. On one group, 4 negative endorsement inputs (transmitted by a digital influencer) show in the form of an Instagram post, and questions regarding the content are asked in order to test the proposed hypotheses. On the other group, the same occurs, except the inputs consist of positive endorsement. The purpose is to understand the different reactions regarding each type of content and make a comparison between both.

The sample respondents were randomly divided in two groups when doing the questionnaire, which was built in blocks. Some of the respondents were shown positive inputs and the others were shown negative inputs.

4.3 Content analysis

On this phase, the purpose is to code by making sense of available data – in this case, positive WOM inputs and negative WOM inputs, made by digital influencers on social media. The chosen social media channels were Instagram and YouTube.

Instagram is the fastest growing social network, only behind Facebook (Chaffey, 2018), and YouTube is the second largest social media network, with 1500 million users worldwide as of 2018 (Social, 2018). Additionally, 59% of internet users aged between 18 and 29 use Instagram, and 68% of them are females, as of 2017 (Aslam, 2017). On YouTube, 34% of users are aged between 18 and 34 and 38% of all users are female (Institute, 2016).

Although Facebook is the most used network, a study conducted by Fluent concluded that it is far less influential for millennials than it is with older generations (Fluent, 2017).

According to Dev (1993), the following questions should be answered on the coding phase:

1. Where is this happening?
2. When did it happen?
3. What is happening?
4. Why? (Dev, 1993)

In this context, the following questions will be addressed:

5. How many views (for videos)?
6. How many likes?
7. How many comments?
8. How many followers does the communicator have?

Afterwards, categories were identified and grouped in order to provide a means of describing the phenomenon, to increase understanding and to generate knowledge (Cavanagh, 1997). The acquired knowledge of the patterns on this phase was be used afterwards on the questionnaires, in order to simulate similar content.

The simulation of posts for the content manipulation was made according to the results of this content analysis, which can be read on the results chapter. Thus, they were made with the purpose of resembling Instagram posts, and included a digital influencer writing positive or negative things about a product they liked or disliked, as well as a

photo. All of them included the subcategories presented on the results for the content analysis chapter.

4.4 Quantitative analysis

4.4.1 Items

The purpose of this stage is to validate the proposed hypotheses using an experimental study. It consists of a questionnaire with content manipulation.

In order to evaluate the strength of the moderators in affecting consumers' purchase and recommendation intention, a Likert scale was used. The Likert scale measures the extent to which an answer is positive or negative in relation to the stated affirmation (Likert, 1932). This scale holds seven options (from "totally disagree" to "totally agree"), with three negative answers, three positive answers and one neutral answer.

To elaborate the questions, two tables of items were made - one for the moderators and another for the effects. The items were collected from literature and some of them were adapted to the purpose of this investigation.

Table 2: Table of items (moderators)

Author	Dimension	Item
Prendergast, Ko and Yuen (2010)	Perceived credibility	PC1: I think they are convincing. PC2: I think they are credible.
Escalas and Bettman (2005)	Self-brand connection	SBC1: I feel a personal connection to this brand. SBC2: This brand reflects who I am. SBC3: I can identify with this brand.
Vásquez, Suárez and Belén (2013)	Pre-WOM purchase probability	PWPP1: I would consider buying this product. PWPP2: I've bought this product.

Table 3: Table of items (effects)

Author	Dimension	Item
Coyle and Thorson (2001)	Post-WOM purchase intention	PWPI1: It is very likely that I will buy the product. PWPI2: I will definitely try the product.
Hsu, Lin and Chiang (2013)	Post-WOM recommendation intention	PWRI1: I will recommend others to buy this product. (adapted) PWRI2: I will talk about this product with my relatives and friends. (adapted)

4.4.2 Manipulated content

The manipulated content was selected taking the content analysis into account. Thus, all the subcategories were included on the manipulated posts. Due to practical and time-savvy reasons (for the respondents), the manipulated content only included text and image support and resembled Instagram posts.

Eight posts were made, four with positive content and four with negative content, relative to the same products. Before the posts were presented, the respondent was asked to think about his/her favorite influencer/blogger and write his/her name. The sole purpose of this was to make the respondent think about the blogger when reading the posts.

The range of products included makeup, clothes and shoes and all of them consisted of a certain digital influencer stating their reasons why they'd recommend or not recommend the product. The chosen brands were L'Oréal, Maybelline, Zara and Bershka.

The questionnaires were randomly divided in two; some respondents were faced with positive endorsement posts, and others were faced with negative endorsements ones. This method was selected so we are able to compare the effect of the positive ones versus the negative ones.

These posts intend to simulate positive and negative endorsement in the most realistic manner possible. Thus, they were applied to the questionnaires.

The questionnaires can be found in the attachments section.

4.4.3 Questionnaire structure

The questionnaires were distributed through social media. Firstly, the respondents were asked if they follow bloggers or digital influencers on social media. If they didn't, they could not complete the questionnaire.

Then, respondents were asked in which social media networks they follow bloggers or digital influencers. After this, respondents were asked if the bloggers/digital influencers have talked about products or brands, and whether they have talked positively and negatively about the latter. Finally, they were asked if they thought their opinion was relevant.

Then, the respondents were asked to think about their favorite blogger/influencer and rate their credibility. The purpose of this was to test the credibility/reputation moderator (item on Table 1), as well as make the respondent think about their chosen blogger/influencer for the rest of the questionnaire.

After this part of the questionnaire, the respondents were divided in two groups – a positive and a negative one.

Then, before the negative or positive input was shown, the respondents were faced with affirmations related to each brand, to which they had to share their level of agreement. These affirmations were made according to the items (self-brand connection and pre-WOM purchase probability), present in the literature (table 1) and thus intended to test the strength of these moderators.

The positive group was subjected to a simulation of 4 Instagram posts, where their favorite digital influencer was positively endorsing a product. The negative group was also subjected to a simulation of 4 Instagram posts, where their chosen digital influencer was negatively endorsing a product. Both negative and positive inputs included the same brands and products with very similar content – the only difference was whether it was positive or negative endorsement.

The respondents were then faced with the manipulated content and were asked to analyze it. The effect of the endorsement was tested through the items present in the literature (table 2). This repeated four times for each respondent, with 4 different posts regarding different brands and products.

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Finally, socio-demographic questions were made before the conclusion of the questionnaire.

The structure of the blocks can be analyzed in the following table:

Table 4: Structure of the questionnaire blocks

Group	Block 1	Block 2	Block 3
Positive Group	• Selection questions; • Testing of credibility/reputation construct	• Testing of self-brand connection and pre-WOM PP constructs • Positive inputs for the experiment are shown • Testing of purchase and recommendation intention constructs	• Socio-demographic questions
Negative Group	• Selection questions; • Testing of credibility/reputation construct	• Testing of self-brand connection and pre-WOM PP constructs • Negative inputs for the experiment are shown • Testing of purchase and recommendation intention constructs	• Socio-demographic questions

The obtained responses were as follows:

Table 5: Number of responses and valid responses

	Positive	Negative
Number of responses	131	134
Number of valid answers	80	70

4.5 Statistical Analysis

The statistical analysis included both descriptive statistics (absolute and relative frequencies, means and standard deviations), as well as inferential statistics. The significance level to reject the null hypothesis was fixed at $\alpha \leq .05$.

We used Cronbach Alpha as the coefficient of internal consistency, the Qui-square as the independence test, t-Student test for a sample, t-Student test for independent samples and the simple and multiple linear regression model.

The Qui-square test assumption that there shouldn't be more than 20,0% cells with expected frequencies lower than 5 was analyzed. On the situations where this assumption was not verified, the Qui-square test for Monte Carlo test was applied.

The normality of the value distribution with samples higher than 30 was accepted, according to the Central Limit Theorem.

The variance homogeneity was analyzed with Levene test – when the normality of the variances was not verified, we used t-Student test with Welch correction.

The statistical analysis was conducted with SPSS software (Statistical Package for the Social Sciences), version 25.0 for Windows.

5. Results

5.1 Qualitative content analysis

Two categories were generated, for each group of respondents: positive WOM endorsement, when the digital influencer recommends a product, and negative WOM endorsement, when the latter does not recommend such product. Further, subcategories were defined in order to compare the content of each post/video.

a) Negative WOM endorsement

This category included the following subcategories, based on samples from the analyzed content (sample sources in attachment):

(i)   Negative likeability – when the digital influencer clearly states that he/she does not like such product or brand: "I don't like this product"

(ii)   Negative recommendation – when the digital influencer tells his/her audience that he/she does not recommend the product or brand: "I don't recommend"

(iii) Negative result – when the digital influencer tries the product as a validation of why he/she does not like: "It looks bad"

(iv)   Negative comparison to similar products – when the digital influencer makes a negative comparison of the product/brand with other product/brand he/she prefers: "There are so many more affordable alternatives"

b) Positive WOM endorsement

This category included the following subcategories, based on samples from the analyzed content (sample sources in attachment):

(i)   Positive likeability: "This is amazing"

(ii)   Positive recommendation: "I totally recommend this"

(iii) Positive result: "It looks so good"

(iv)   Positive comparison to similar products: "I personally prefer this one to that one"

Table 6: Descriptive statistics - general characteristics of 8 sample posts/videos for positive WOM

The endorser	
Number of followers	M= 1.139.625
Number of likes	M= 21.769
Number of views (video)	M= 411.987
Number of comments	M= 1.796
Subcategories	
Negative likeability	100%
Negative recommendation	87.5%
Negative result	62.5%
Negative comparison to similar products	25%
The content support	
Image + text	Total = 2
Video	Total = 6
The channel	
Instagram	Total = 2
YouTube	Total = 6
Type of content (category)	
Negative WOM	Total = 8

From this table, it is plausible to note that the analyzed negative endorsement posts had engagement from the influencers' followers, with several views and comments. All the analyzed posts sustained a "negative likeability" sense, as the influencers clearly stated that they did not like said product/brand. The posts also included a final negative recommendation, when the influencer clearly stated that he/she did not recommend said product/brand, and explained why (negative result). Finally, only 25% of the analyzed posts included comparisons to similar products which had better results.

Table 7: Descriptive statistics - general characteristics of 8 sample posts/videos for positive WOM

The endorser	
Number of followers	M= 1.317.125
Number of likes	M= 14.509
Number of views (video)	M= 250.312
Number of comments	M= 559
Subcategories	
Positive likeability	100%
Positive recommendation	100%
Positive result	100%
Positive comparison to similar products	50%
The content	
Image + text	Total = 3
Video	Total = 5
The channel	
Instagram	Total = 3
YouTube	Total = 5
Type of content (category)	
Positive WOM (doesn't recommend)	Total = 8

Taking the results of this table into account, the analyzed content received engagement from the followers, with several views, comments and likes. All the analyzed content included an influencer stating that he/she liked the product/brand, recommending the brand and validating why. Half of them compared the products to other which were not so good, on their view.

5.2 Quantitative analysis

5.2.1 Sample characteristics

The sample consisted of 150 women, with an age mean of 27.4 years old. 59,3% of them held a bachelor degree and 43,1% were employed. 80 women were subjected to

positive inputs (positive endorsement content), endorsed by their favorite digital influencers and 70 women were subjected to negative inputs (negative endorsement content), endorsed by their chosen digital influencers. According to the t-student test, the two groups of women were equivalent in age - t(148) = .816, p = .866. According to the Chi-square test of independence, the two groups of women were also equivalent in education, $\chi2$ (3) = 1.921, p = .677, and current professional situation, $\chi2$ (5) = 2.041, p = .907.

Table 8 – Socio-demographic characteristics (N = 150)

	N	%
Age (M;SD)	27.4	8.4
Education		
Primary school	2	1,3
High school	24	16,0
Bachelor degree	89	59,3
Master degree	35	23,3
Employment situation		
Unemployed	14	9,7
Student	36	25,0
Employed	62	43,1
Employed-student	21	14,6
Intern	10	6,9
Retired	1	,7

5.2.2 Social Media channels

Every woman who answered the questionnaire stated that they follow bloggers/influencers. The most popular social media channels among them to follow bloggers and influencers are Instagram (86%) and Facebook (52%).

Table 9 – In which social media channels do you follow bloggers/influencers?

	N	%
Facebook	78	52,0
Instagram	129	86,0
YouTube	65	43,3
Twitter	10	6,7

The respondents also stated that 98% of the bloggers/influencers they follow have talked about products or brands – 98,7% have seen bloggers/influencers endorsing positive opinions regarding products or brands on social media, and 65,3% have seen bloggers/influencers endorsing negative opinions regarding products or brands on social media. 77.3% of the respondents consider the bloggers/influencers' opinions regarding products or brands to be relevant.

5.2.3 Endorsement on social media

Table 10 – The bloggers/influencers have endorsed...

	N	%
Has any of the bloggers/influencers you follow talked about products or brands?	147	98,0
Has any of the bloggers/influencers you follow endorsed products or brands positively?	148	98,7
Has any of the bloggers/influencers you follow endorsed products or brands negatively?	98	65,3
Do you consider bloggers/influencers' opinions on brands products or brands to be relevant?	116	77,3

98% of the respondents disclosed that the bloggers/influencers they follow have talked about brands or products on social media. However, it's not surprising that only 65% of them have seen bloggers/influencers endorsing products or brands negatively. As expected, a relevant percentage (77,3%) of respondents consider bloggers/influencers' opinions on brands or products to be relevant.

5.2.4 Internal consistency

The internal consistency of the variables values – blogger/influencer credibility, self-brand connection and recommendation intention – varies between a minimum of ,808 (good) and a maximum of ,992 (excellent). The categorization of the Alpha values follows the indicated in Hill (2005). For this test, the measures were validated for each of the four questions present in the questionnaire.

Table 11 – Internal consistency

	Cronbach Alpha	Number of items
Credibility/reputation	.808	2
Self-brand connection	.922	2
Recommendation intention	.902	2

5.2.5 Positive vs negative endorsement: comparison between groups

The comparison between the levels of bloggers/influencers' credibility/reputation, self-brand connection, pre-WOM purchase intention, purchase intention and recommendation intention, in function of the type of endorsement (positive or negative) can be analyzed on table 10, which considers the means, standard deviations and significance levels of the constructs through a t-test.

It is important to note that we found statistically significant differences on the levels of bloggers/influencers' credibility/reputation - $t(598) = -2.766$, $p = .006$. Thus, the respondents who were faced with negative endorsement previously attributed higher credibility/reputation levels to bloggers/influencers that they follow.

Before being subjected to the posts, we found that self-brand connection and pre-WOM purchase intention levels, relative to the brands/products shown on the inputs, were similar on both groups.

On both groups, bloggers/influencers' credibility/reputation is high and significantly superior to the scale's mid-point, $p < .001$. Pre-WOM purchase intention is also significantly superior to the scale's mid-point, $p < .001$. Self-brand connection is significantly under the scale's mid-point, $p < .001$. Purchase intention is relatively similar to the scale's mid-point on the group faced with positive endorsement (p =

.574), but significantly under the scale's mid-point on the group faced with negative endorsement (p = .005). Recommendation intention is significantly under the scale's mid-point, *p* < .001, on both groups.

Table 12 – Comparison: endorsement

	Positive		Negative		
	M	SD	M	SD	Sig.
Credibility/reputation	5,08	1,19	5,34	1,11	.006**
Self-brand connection	3,78	1,54	3,71	1,56	.612
Pre-WOM PP	4,41	1,73	4,59	1,77	.193
Purchase intention	3,95	1,69	3,69	1,86	.074
Recommendation intention	3,57	1,60	3,35	1,65	.095

Note: M – Mean SD – Standard deviation * *p* < .05   ** *p* < .01 *** *p* < .001

5.2.6 Hypotheses analysis

H1a: NWOM made by digital influencers has a stronger effect than PWOM on consumers' purchase intention.

For this hypothesis, we compared the negative with the positive group. As the significance for this model is 0.074, considering a p value of 0.05, we reject this hypothesis. There are no statistically significant differences between the effect of negative and positive endorsement on purchase intention.

Table 13 – Comparison: purchase intention and endorsement

	Positive		Negative		
	M	SD	M	SD	Sig.
Credibility/reputation	5,08	1,19	5,34	1,11	.006**
Self-brand connection	3,78	1,54	3,71	1,56	.612
Pre-WOM PP	4,41	1,73	4,59	1,77	.193
Purchase intention	**3,95**	**1,69**	**3,69**	**1,86**	**.074**
Recommendation intention	3,57	1,60	3,35	1,65	.095

Note: M – Mean SD – Standard deviation * $p < .05$ ** $p < .01$ *** $p < .001$

H1b: *NWOM made by digital influencers has a stronger effect than PWOM on consumers' recommendation intention.*

As the significance for this model is 0.095, considering a p value of 0.05, we reject this hypothesis. There are no statistically significant differences between the effect of negative and positive endorsement on recommendation intention.

Table 14 – Comparison: recommendation intention and endorsement

	Positive		Negative		
	M	SD	M	SD	Sig.
Credibility/reputation	5,08	1,19	5,34	1,11	.006**
Self-brand connection	3,78	1,54	3,71	1,56	.612
Pre-WOM PP	4,41	1,73	4,59	1,77	.193
Purchase intention	3,95	1,69	3,69	1,86	.074
Recommendation intention	**3,57**	**1,60**	**3,35**	**1,65**	**.095**

Note: M – Mean SD – Standard deviation * $p < .05$ ** $p < .01$ *** $p < .001$

H2a: *There are significant differences on purchase intention, in function of self-brand connection (high self-brand connection vs. low self-brand connection), when consumers are exposed to NWOM endorsed by digital influencers.*

For this analysis, we considered all the answers from each item that evaluated "self-brand connection" on the 4 questions from the respondents faced with negative inputs. The negatives were considered from 1 to 3 and the positives from 4 to 7. There were 103 respondents with low self-brand connection and 177 with high self-brand connection.

The difference on purchase intention, in function of self-brand connection, is statistically significant, t(278) = -4.368, *p* = .001. The respondents with high self-brand connection have a higher purchase intention (4.04 vs 3.06).

Table 15 – Self-brand connection and purchase intention

	Low self-brand connection		High self-brand connection		
	M	SD	M	SD	Sig.
Purchase intention	3,06	1,79	4,04	1,81	.001***

Note: M – Mean SD – Standard Deviation * *p* < .05   ** *p* < .01 *** *p* < .001

H2b: *There are significant differences on recommendation intention, in function of self-brand connection (high self-brand connection vs. low self-brand connection), when consumers are exposed to NWOM endorsed by digital influencers.*

For this analysis, we considered all the answers from each item that evaluated "self-brand connection" on the 4 questions from the respondents faced with negative inputs. The negatives were considered from 1 to 3 and the positives from 4 to 7. There were 103 respondents with low self-brand connection and 177 with high self-brand connection.

The difference on recommendation intention, in function of self-brand connection, is statistically significant, t(278) = -4.478, *p* = .001. The respondents with high self-brand connection have a higher recommendation intention (3,67 vs 2,78).

Table 16 – Self-brand connection and recommendation intention

	Low self-brand connection		High self-brand connection		
	M	SD	M	SD	Sig.
Recommendation intention	2,78	1,53	3,67	1,62	.001***

Legend: M – Mean SD – Standard deviation *$p < .05$ **$p < .01$ ***$p < .001$

H3: *There are significant differences on purchase intention, in function of the digital influencer's credibility/reputation (high credibility/reputation vs low credibility/reputation), when consumers are exposed to NWOM endorsed by digital influencers.*

For this analysis, we considered all the answers from each item that evaluated "perceived credibility/reputation" on the 4 questions from the respondents faced with negative inputs. The negatives were considered from 1 to 3 and the positives from 4 to 7. There were 132 respondents with low credibility levels and 148 with high credibility levels.

The difference on recommendation intention, in function of digital influencer's credibility/reputation, is not statistically significant, $t(278) = -0.033$, $p = .973$.

Table 17 – Digital influencer's credibility/reputation and purchase intention

	Low credibility/reputation		High credibility/reputation		
	M	SD	M	SD	Sig.
Purchase intention	3,68	1,67	3,69	2,01	.973

Legend: M – Mean SD – Standard Deviation *$p < .05$ **$p < .01$ ***$p < .001$

H4: *There are significant differences on purchase intention, in function of the consumer's pre-WOM purchase probability (high pre-WOM PP vs low pre-WOM PP), when consumers are exposed to NWOM endorsed by digital influencers.*

For this analysis, we considered all the answers from each item that evaluated "pre-WOM purchase probability" on the 4 questions from the respondents faced with negative inputs. The negatives were considered from 1 to 3 and the positives from 4 to 7. There were 115 respondents with low pre-WOM purchase probability levels and 165 with high pre-WOM purchase probability levels.

The difference on purchase intention, in function of pre-WOM purchase probability, is statistically significant, $t(278) = -7,566$, $p = .001$. The respondents with high pre-WOM purchase probability have a higher purchase intention (4,32 vs 2,76).

Table 18 – Pre-WOM purchase probability and purchase intention

	Low Pre-WOM PP		High Pre-WOM PP		
	M	SD	M	SD	Sig.
Purchase intention	2,76	1,49	4,32	1,82	.001***

Legend: M – Mean SD – Standard Deviation* $p < .05$ ** $p < .01$ *** $p < .001$

5.2.7 Model Analysis

Taking into account the initial proposed model, we can conclude that there were no statistically significant differences between the effects of positive and negative endorsement on consumers' purchase intention. Although negative endorsement has a negative correlation with consumers' purchase intention and recommendation intention, the correlation is not statistically significant. Hence, influencers/bloggers who negatively endorse products or brands are not necessarily decreasing consumers' purchase intention and recommendation intention of such brands.

However, there were statistically significant differences on the effects of negative endorsement on purchase intention, for respondents who had high self-brand connection – those who presented high self-brand connection levels were less receptive to the negative endorsement and were more likely to buy the product or recommend it. The same occurred with pre-WOM purchase probability. Despite this, perceived credibility/reputation of the digital influencer did not turn out to be relevant in diminishing the negative effect of the endorsement.

The summary of the hypotheses can be seen on the following table:

Table 23: Hypotheses (accepted/rejected)

Hypotheses	Accepted	Rejected
H1a: NWOM made by digital influencers has a stronger effect than PWOM on consumers' purchase intention.		❌
H1b: NWOM made by digital influencers has a stronger effect than PWOM on consumers' recommendation intention.		❌
H2a: There are significant differences on purchase intention, in function of self-brand connection (high self-brand connection vs. low self-brand connection), when consumers are exposed to NWOM endorsed by digital influencers.	✖	
H2b: There are significant differences on recommendation intention, in function of self-brand connection (high self-brand connection vs. low self-brand connection), when consumers are exposed to NWOM endorsed by digital influencers.	✖	
There are significant differences on purchase intention, in function of the digital influencer's credibility/reputation (high credibility/reputation vs low credibility/reputation), when consumers are exposed to NWOM endorsed by digital influencers.		❌
There are significant differences on purchase intention, in function of the consumer's pre-WOM purchase probability (high pre-WOM PP vs low pre-WOM PP), when consumers are exposed to NWOM endorsed by digital influencers.	✖	

6. Conclusions

6.1 Results discussion

The purpose of this investigation was to understand to what extent negative word-of-mouth inputs, endorsed by digital influencers, could affect consumers' purchase and recommendation intention. We also had the purpose of understanding whether some constructs present in the literature - digital influencer's perceived credibility, self-brand connection and pre-WOM purchase probability – affected the relationship between negative endorsement and purchase/recommendation intention.

The respondents of this study were all women and had an average age of 27.4 years old, thus corresponding to the target sample. Most of them (59,3%) held a bachelor degree and were employed (43,1%). The most popular social media to follow digital influencers or bloggers, among respondents, was Instagram (86%), followed by Facebook (52%).

It is widely accepted that word-of-mouth communications have, in fact, an influence in purchase (East et al., 2017) and recommendation decisions (Lee and Youn, 2009). It has also been studied that e-word-of-mouth has been defying traditional advertising methods (Brown and Fiorella, 2013) and has an increasingly strong effect on consumers purchase intention (Nunes et al., 2018). This was confirmed on this study, as a vast majority of the respondents (77%) admitted that they consider the digital influencers/bloggers' opinions they follow relevant.

There are several contradictory findings regarding the effects of positive and negative word-of-mouth. Some authors believe that negative WOM as a stronger and more prominent effect than positive (Fiske, 1980; Rozin and Royzman, 2001). Moreover, consumers usually are more aware about negative WOM than positive, as a threat of potential loss is seen as more influential than the hope of a potential gain (Kahneman and Tversky, 1984) - however, positive WOM is much more common in the marketplace, which develops a positive attitude towards brands (Martin, 2017). This study confirmed this as well, as 98.7% of the respondents said that they had seen digital influencers/bloggers positively endorsing products, while only 65.3% have seen negative endorsement inputs. This is not surprising, as, due to the emergence of influencer marketing, bloggers are being paid to endorse products or brands on their

social media channels, serving as an intermediate through which brands can reach their customers in a more personal and effective way (Uzunoglu and Kip, 2014).

However, and despite the contradictory findings regarding the effect of positive versus negative WOM, this study came to the conclusion that negative WOM, endorsed by digital influencers on social media, doesn't have an influential effect on consumers' purchase intention, when compared to the effect of positive WOM.

Although it certainly has a negative effect, the differences between positive and negative WOM are not statistically significant - which means that when digital influencers/bloggers post negative word-of-mouth contents regarding brands or products, their followers' intention of buying such product does not necessarily decrease. The same happens with recommendation intention - when faced with negative endorsement from digital influencers, the respondents' intention of recommending such product or brand to their peers did not seem do decrease.

There are several investigations which concluded that positive word-of-mouth does have a stronger effect on purchase intention (East et al., 2008; Wilson et al., 2017; Cheng et al., 2012; Sweeney et al., 2012; Martin, 2017). However, this study found no statistically significant differences in the effect of negative and positive endorsement on purchase and recommendation intention. Hence, digital influencers/bloggers do act as opinion leaders, by effectively passing messages onto their followers (Hsu et al., 2013), but, as this study concluded, negative messages do not seem to have a significant effect on consumers' purchase intention.

Another factor that can explain the fact that the first two hypotheses were not verified is that the endorsers are digital influencers, and not real-life peers or family. Generally, due to being personal in nature, word-of-mouth has a more empathetic influence on purchase decision than other sources of influence (Mangold, 1987; Murray, 1991; Buttle, 1998). Although word-of-mouth communications have been proven to greatly affect purchase intention (East et al., 2017), the truth is that consumers don't personally know the digital influencers they follow, and thus might not be so receptive to their recommendations.

As such, the nature of the negative word-of-mouth itself combined with the fact that it was endorsed by a digital influencer and not a closer peer might justify why the hypotheses were rejected.

Literature says that there are several factors which affect and moderate message flow, from the communicator until the receiver, on word-of-mouth communications (Cheung

et al., 2008; Sussman and Siegal, 2003; Vasquez et al., 2013). On this investigation, we studied the digital influencer/blogger's perceived credibility, self-brand connection and pre-word-of-mouth purchase probability, as variables which could influence the final result on consumers' purchase intention.

The perceived credibility that the message receiver has of the blogger was proved to be an important factor in terms of adopting the given message, in the sense that high reputation bloggers are seen as more credible and will influence their followers into purchasing the recommended product, through a trusting effect (Hsu et al., 2013). In this investigation, it was proposed that perceived credibility of the blogger would affect purchase intention, for negative WOM endorsement. However, credibility did not turn out to be statistically significant for the relationship between negative endorsement (made by digital influencers/bloggers) and purchase intention. According to literature, traditional WOM comes from a sender who the information receiver knows – as such, the receiver knows how credible the message sender is (Cheung, 2012). Because on e-WOM communications, consumers are reading or watching opinions that come from total strangers through blogs or other social networks, there is a possibility to raise concern about the credibility of such messages (Cheung, 2012). Hence, literature also suggests that e-WOM receivers cannot accurately determine the source credibility of the message and, thus, such messages do not have as much credibility as traditional WOM senders (Park, et al., 2009). This could explain why credibility levels were not relevant in affecting the acceptance of the negative WOM messages.

Self-brand connection is also addressed on the literature review as a rather relevant construct that shields purchase and recommendation intention from negative word-of-mouth inputs (East et al., 2008; East et al., 2017; Wilson et al., 2017; Cheng et al., 2012). This happens because consumers like a certain brand or product and, as such, are not prone to accepting negative messages regarding such brand or product (Wilson et al., 2017). Thus, on this investigation it was proposed that high self-brand connection would also affect purchase and recommendation intention, when consumers are faced with negative word-of-mouth inputs endorsed by digital influencers or bloggers on social media. According to the results, self-brand connection indeed affects purchase and recommendation intention, even on negative WOM endorsement made by digital influencers - the respondents who had high-self brand connection levels also had higher purchase and recommendation intention levels, which might lead to the conclusion that self-brand connection can shield the negative WOM endorsement effects. However, it is

fundamental to highlight that the mean of the questions which analyzed self-brand connection was on the negative side (3.78 for the positive group and 3.71 for the negative one) of the 7 point Likert scale. It is challenging for brands to foster self-brand connection within their consumers (Escalas, 2003) – thus, the respondents might not have felt a strong self-brand connection to the chosen brands, despite them being very well-known.

Finally, pre-word-of-mouth purchase probability was also analyzed, as literature shows that, when a customer is already willing to buy a certain product, when he/she receives the negative information about it, he/she will probably reject it (Vásquez et al., 2013). On this investigation, we analyzed whether high pre-word-of-mouth purchase probability would also diminish the negative effects on purchase intention, by increasing purchase intention, when digital influencers or bloggers endorsed products or brands negatively. The results showed that consumers with high pre-WOM purchase probability also had higher purchase intention, despite the negative WOM endorsement, and thus the hypothesis was verified. Hence, when consumers already have the desire to buy said product, the negative message endorsed by a digital influencer doesn't diminish as much purchase intention as when the consumers didn't yet have the intention to buy the product. However, similarly to the reported situation for the self-brand connection variable, the mean of the questions which analyzed pre-WOM purchase probability was neutral (4.41 for the positive group and 4.59 for the negative one). Once again, this may be related to the chosen brands and products - it is likely that the respondents were, on average, neutral about wanting to buy said products.

In summary, it is now possible to answer the proposed research questions:

To what extent can negative word-of-mouth inputs, endorsed by digital influencers, affect consumers' purchase and recommendation intention?

Negative word-of-mouth endorsed by digital influencers, solely, doesn't have an influential effect neither consumers' purchase intention, nor recommendation intention. However, consumers with high self-brand connection, that is, who feel a personal connection to the brand, are not as affected as consumers with low self-brand connection, regarding both purchase and recommendation intention. Consumers who already had the desire of buying said product are also not as affected, regarding purchase intention.

- **Self-brand connection:** *could consumers who feel a connection to the brand (i.e. like the brand, or are their customers) not be as affected by negative word-of-mouth endorsement?*

Yes, consumers who sustain high self-brand connection are not as affected by negative word-of-mouth endorsement, and thus their purchase intention levels don't decrease as much as of those who don't sustain high self-brand connection.

- **Perceived credibility/reputation of the digital influencer:** *does perceived credibility/reputation affect the acceptance of the negative word-of-mouth endorsement?*

No, perceived credibility/reputation of the digital influencer does not affect the acceptance of negative word-of-mouth endorsement.

- **Pre-word-of-mouth purchase probability:** *are consumers who already bought the product/brand or wanted to buy it less receptive to negative word-of-mouth endorsement?*

Yes, consumers who admitted to already having the desire or goal to buy said product were less receptive to negative word-of-mouth endorsement – their purchase intention levels did not decrease as much as of those who had low pre-WOM purchase probability.

Hence, negative endorsement, made by digital influencers or bloggers on social media, does not have a significant negative effect on consumers' purchase intention and recommendation intention. There are also no statistically significant differences between negative and positive endorsement on purchase and recommendation intention, so we cannot conclude that negative WOM has a greater effect than positive WOM. In light with previous studies, self-brand connection and pre-WOM purchase probability levels affect purchase intention levels on negative WOM endorsed by digital influencers. However, credibility/reputation of the blogger is not statistically significant in affecting purchase intention.

6.1 Managerial implications

The main purpose of this study, understanding the extent to which negative endorsement made by digital influencers affects purchase intention, was achieved. Digital influencers do not have significant power in affecting consumers' purchase and recommendation intentions. In practical terms, this represents several managerial implications to companies, as they might not need to worry as much with negative word-of-mouth communications on social media. Instead, companies should focus on promoting and endorsing positive word-of-mouth communications by partnering up with bloggers and digital influencers. On an era where consumers prefer to listen to their favorite digital influencers or bloggers instead of regular advertising, it is fundamental for companies to understand the implications of what is happening out there on social media.

Digital influencers and bloggers have the power of acting as opinion leaders and reaching a wide audience within seconds, generating engagement and passing on a message. For companies, this means that they can negotiate with digital influencers and pay them to advertise their products, reaching possible consumers in a personal and effective way.

However, digital influencers do say negative things about products or brands on social media - 65,3% of the respondents of the questionnaire admitted that they have seen a digital influencer negatively endorsing a product - and, although this study concluded that this doesn't affect consumers' purchase and recommendation intention, companies should be aware of the implications this type of endorsement has and should find strategies to diminish negative word-of-mouth endorsement.

This study also highlighted how important self-brand connection and pre-WOM purchase probability are for shielding consumers' purchase intention from negative WOM endorsement – thus, companies should foster strong relationships with their customers, as well as seed the need of acquiring their products on their consumers' minds. This might, indeed, protect companies from negative WOM endorsed by digital influencers and bloggers.

Now, more than ever, companies should pay close attention to what is happening on social media and who is talking about their products.

6.2 Limitations

The obtained sample for this work was small in size (N=150). There were several respondents who didn't finish the questionnaire, probably because they thought it would take a long time (the estimated time was 7 minutes). Although the manipulated content was the shortest possible without compromising the content itself, many respondents might have not been able to finish the questionnaire due to lack of motivation. Perhaps having a short 10 second video with the content could have been more effective in motivating respondents to finish the questionnaire.

Moreover, the questionnaire was an experiment and thus tried to simulate reality, being a manipulation.

As mentioned before, the perceived curability/reputation hypothesis was not verified. The credibility/reputation variable had a positive average, above the Likert scale midpoint (5,08 for positive group and 5,34 for the negative one), but it did not turn out to be statistically significant. This probably happened because, on the begging of the questionnaire, the respondents were asked to think about their favorite blogger/digital influencer and then consider that digital influencer/blogger for the rest of the questionnaire. However, because this is quite abstract, it might not have been as accurate as if the respondents were to rate posts actually made by their favorite digital influencers or bloggers.

6.3 Future research

As mentioned on the limitations section, the sample was small, so it is fundamental to increase the sample number on future investigation, in order to get more accurate results.

We believe a better way to accurately test the differences between high and low variables (credibility, self-brand connection and pre-WOM purchase probability) would be a tailored face-to-face experiment. The experiment could be previously prepared by asking the respondents in advance which were their favorite brands and digital influencers/bloggers. Then, cards with negative and positive word-of-mouth posts could be distributed to each of them, with their favorite digital influencer/blogger and favorite products. This would guarantee that they had high self-brand connection to the brand, high perceived credibility of the digital influencer/blogger and high pre-WOM purchase

probability. Although it would cost several financial and time resources, we believe this would be a good alternative to test the moderators. Adding a neutral group to the study would also bring great value in testing differences with the positive and negative groups.

This investigation studied the extent to which digital influencers can negatively affect consumers' purchase and recommendation intention, when negatively endorsing brands or products on social media. For future research, perhaps it would also be useful for companies to study how this affects consumers' brand perception. On the influencer marketing era, it is fundamental for companies to understand the power digital influencers, today's opinion leaders, have on their brands.

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Attachments

Attachments index

Study about bloggers and brands

Q3 This questionnaire was prepared within the framework of an academic master's degree, of the Business Management course. The answers are completely anonymous and will not be shared for any purpose. The estimated time for completing this questionnaire is 5 minutes.
Any question related to this questionnaire should be sent to anabeatriz.paula@gmail.com Thank you for your cooperation.

Page Break

Q1 Do you follow bloggers / influencers on social media networks?

○ Yes (1)

○ No (2)

Page Break

Q4 In which social media networks do you follow bloggers / influencers?

☐ Facebook (1)

☐ Instagram (2)

☐ YouTube (3)

☐ Twitter (4)

☐ Another - which one? (5) _____

Page Break

Q5 Have any of the bloggers / influencers you follow talked about products or brands?

○ Yes (1)

○ No (2)

- -

Q6 Have any of the following bloggers / influencers you follow spoke **well** of products or brands?

○ Yes (1)

○ No (2)

- -

Q7 Have any of the following bloggers / influencers you follow spoke **bad** about products or brands?

○ Yes (1)

○ No (2)

- -

Q8 Do you consider the opinion of bloggers / influencers you follow regarding products or brands to be relevant?

○ Yes (1)

○ No (2)

- -

Page Break ───

Q9 Do you follow fashion, beauty or lifestyle any blogger / influencer on Instagram?

○ Yes - mention one that follows (1) _____

○ No (2)

Q10 **Please rate your level of agreement with the following statements, taking into account the _blogger / influencer_ you mentioned.**

	1-Totally disagree (1)	2 (2)	3 (3)	4-I do not agree or disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
I consider the blogger / influencer credible. (1)	○	○	○	○	○	○	○
I consider the blogger / influencer convincing . (2)	○	○	○	○	○	○	○

Q11 **Please consider L'Oréal and the mascaras of this brand.**

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
L'Oréal reflects who I am. (1)	○	○	○	○	○	○	○
I identify with L'Oréal. (2)	○	○	○	○	○	○	○
I would consider buying a L'Oréal mascara. (3)	○	○	○	○	○	○	○

Q12 I have already bought a L'Oréal mascara.

○ Yes (1)

○ No (2)

Q15 Rate your level of satisfaction with the L'Oréal mascara.

○ 1- Totally dissatisfied (1)

○ 2 (2)

○ 3 (3)

○ 4- Neither dissatisfied nor satisfied (4)

○ 5 (5)

○ 6 (6)

○ 7- Completely satisfied (7)

Q17 Imagine that you are viewing the blogger / influencer page you mentioned and look closely at the following post made by the blogger / influencer.

Q55 Rate this post:

○ 1- Very negative (1)

○ 2 (2)

○ 3 (3)

○ Neither negative nor positive (4)

○ 5 (5)

○ 6 (6)

○ 7- Very positive (7)

Q18 **Please rate your level of agreement with the following statements:**

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7-I totally agree (7)
I'm likely to purchase (or re-purchase) a L'Oréal mascara. (1)	○	○	○	○	○	○	○
I will definitely try L'Oréal mascara. (2)	○	○	○	○	○	○	○
I will recommend L'Oréal mscara to other people. (3)	○	○	○	○	○	○	○
I'm going to talk about L'Oréal mascara to my friends / family. (4)	○	○	○	○	○	○	○

Page Break

Q19 **Please consider Maybelline and the face foundations of this brand.**

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
Maybelline reflects who I am. (1)	○	○	○	○	○	○	○
I identify with Maybelline. (2)	○	○	○	○	○	○	○
I would consider buying a Maybelline foundation. (3)	○	○	○	○	○	○	○

Q20 I have already bought a Maybelline foundation.

○ Yes (1)

○ No (2)

Q21 Rate your degree of satisfaction with the Maybelline foundation.

○ 1- Totally dissatisfied (1)

○ 2 (2)

○ 3 (3)

○ 4- Neither dissatisfied nor satisfied (4)

○ 5 (5)

○ 6 (6)

○ 7- Completely satisfied (7)

- -

Page Break ————————————————————————————————————

Q22 **Imagine that you are viewing the blogger / influencer page you mentioned and look closely at the following post made by the blogger / influencer.**

- -

Q56 Rate this post:

○ 1- Very negative (1)

○ 2 (2)

○ 3 (3)

○ Neither negative nor positive (4)

○ 5 (5)

○ 6 (6)

○ 7- Very positive (7)

Q23 **Please rate your level of agreement with the following statements:**

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
It is very likely that I will purchase (or re-purchase) a Maybelline foundation. (1)	○	○	○	○	○	○	○
I'll definitely try out a Maybelline foundation. (2)	○	○	○	○	○	○	○
I will recommend Maybelline foundation to other people. (3)	○	○	○	○	○	○	○
I'm going to talk about Maybelline's foundation to my friends / family. (4)	○	○	○	○	○	○	○

Q24 Please consider Zara and the shoes of this brand.

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
Zara reflects who I am. (1)	○	○	○	○	○	○	○
I identify with Zara. (2)	○	○	○	○	○	○	○
I would consider buying Zara shoes. (3)	○	○	○	○	○	○	○

Q25 I have already bought Zara shoes.

○ Yes (1)

○ No (2)

Q26 Rate your satisfaction with Zara's shoes.

○ 1- Totally dissatisfied (1)

○ 2 (2)

○ 3 (3)

○ 4- Neither dissatisfied nor satisfied (4)

○ 5 (5)

○ 6 (6)

○ 7- Completely satisfied (7)

- -

Page Break ————————————————————————————————————

Q27 Imagine that you are viewing the blogger / influencer page you mentioned and look closely at the following post made by the blogger / influencer.

- -

Q57 Rate this post:

○ 1- Very negative (1)

○ 2 (2)

○ 3 (3)

○ Neither negative nor positive (4)

○ 5 (5)

○ 6 (6)

○ 7- Very positive (7)

Q28 **Please rate your level of agreement with the following statements:**

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
It is very likely that I will purchase (or re-purchase) Zara's shoes. (1)	○	○	○	○	○	○	○
I'll definitely try Zara's shoes. (2)	○	○	○	○	○	○	○
I will recommend Zara shoes to other people. (3)	○	○	○	○	○	○	○
I'm going to talk about Zara shoes to my friends / family. (4)	○	○	○	○	○	○	○

Q29 Please consider Bershka and the clothes sold by this brand.

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
Bershka reflects who I am. (1)	○	○	○	○	○	○	○
I identify with Bershka. (2)	○	○	○	○	○	○	○
I would consider buying clothes from Bershka. (3)	○	○	○	○	○	○	○

Q30 I have already bought clothes from Bershka.

○ Yes (1)

○ No (2)

Display This Question:

    If Já comprei roupa da Bershka. = Yes

Q31 Rate your satisfaction with Bershka clothing.

○ Totally dissatisfied (1)

○ Unsatisfied (2)

○ Partially dissatisfied (3)

○ Neither dissatisfied nor satisfied (4)

○ Partially satisfied (5)

○ Happy (6)

○ Completely satisfied (7)

Page Break ————————————————————————————————

Q32 Imagine that you are viewing the blogger / influencer page you mentioned and look closely at the following posting by the blogger / influencer.

Q58 Rate this post:

○ 1- Very negative (1)

○ 2 (2)

○ 3 (3)

○ Neither negative nor positive (4)

○ 5 (5)

○ 6 (6)

○ 7- Very positive (7)

Q33 **Please rate your level of agreement with the following statements:**

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
I'm likely to purchase (or re-purchase) Bershka's clothes. (1)	○	○	○	○	○	○	○
I'll definitely try out Bershka' clothing. (2)	○	○	○	○	○	○	○
I will recommend Bershka clothing to other people. (3)	○	○	○	○	○	○	○
I'm going to talk about Bershka clothes to my friends / family. (4)	○	○	○	○	○	○	○

End of Block: Positive

Start of Block: Negative

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Q34 **Please consider L'Oréal and the mascaras of this brand.**

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
L'Oréal reflects who I am. (1)	○	○	○	○	○	○	○
I identify with L'Oréal. (2)	○	○	○	○	○	○	○
I would consider buying an L'Oréal mascaras. (3)	○	○	○	○	○	○	○

Q35 I have already bought an L'Oréal mascaras.

○ Yes (1)

○ No (2)

Q36 Rate your level of satisfaction with the L'Oréal mascaras.

○ 1- Totally dissatisfied (1)

○ 2 (2)

○ 3 (3)

○ 4- Neither dissatisfied nor satisfied (4)

○ 5 (5)

○ 6 (6)

○ 7- Completely satisfied (7)

Q37 Imagine that you are viewing the blogger / influencer page you mentioned and look closely at the following posting by the blogger / influencer.

Q59 Rate this post:

○ 1- Very negative (1)

○ 2 (2)

○ 3 (3)

○ Neither negative nor positive (4)

○ 5 (5)

○ 6 (6)

○ 7- Very positive (7)

Q38 Please rate your level of agreement with the following statements:

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
I'm likely to purchase (or re-purchase) a L'Oréal mascara. (1)	○	○	○	○	○	○	○
I will definitely try a LÓreal mascara. (2)	○	○	○	○	○	○	○
I will recommend L'Oréal mascaras to other people. (3)	○	○	○	○	○	○	○
I'm going to talk about L'Oréal mascaras to my friends / family. (4)	○	○	○	○	○	○	○

Page Break

Q39 **Please consider Maybelline and the foundations of this brand.**

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
Maybelline reflects who I am. (1)	○	○	○	○	○	○	○
I identify with Maybelline. (2)	○	○	○	○	○	○	○
I would consider buying a Maybelline foundation. (3)	○	○	○	○	○	○	○

Q40 I have already bought a Maybelline foundation.

○ Yes (1)

○ No (2)

Q41 Rate your degree of satisfaction with the Maybelline foundation.

○ 1- Totally dissatisfied (1)

○ 2 (2)

○ 3 (3)

○ 4- Neither dissatisfied nor satisfied (4)

○ 5 (5)

○ 6 (6)

○ 7- Completely satisfied (7)

- -

Page Break ————————————————————————————————————

Q42 Imagine that you are viewing the blogger / influencer page you mentioned and look closely at the following post made by the blogger / influencer.

- -

Q60 Rate this post:

○ 1- Very negative (1)

○ 2 (2)

○ 3 (3)

○ Neither negative nor positive (4)

○ 5 (5)

○ 6 (6)

○ 7- Very positive (7)

Q43 **Please rate your level of agreement with the following statements:**

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
It is very likely that I will purchase (or re-purchase) a Maybelline foundation. (1)	○	○	○	○	○	○	○
I'll definitely try out a Maybelline foundation. (2)	○	○	○	○	○	○	○
I will recommend Maybelline foundations to other people. (3)	○	○	○	○	○	○	○
I'm going to talk about Maybelline's foundations to my friends / family. (4)	○	○	○	○	○	○	○

Q44 Please consider Zara and the shoes of this brand.

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
Zara reflects who I am. (1)	○	○	○	○	○	○	○
I identify with Zara. (2)	○	○	○	○	○	○	○
I would consider buying Zara shoes. (3)	○	○	○	○	○	○	○

Q45 I have already bought Zara shoes.

○ Yes (1)

○ No (2)

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Q46 Rate your satisfaction with Zara's shoes.

○ 1- Totally dissatisfied (1)

○ 2 (2)

○ 3 (3)

○ 4- Neither dissatisfied nor satisfied (4)

○ 5 (5)

○ 6 (6)

○ 7- Completely satisfied (7)

Page Break ————————————————————————————————————

Q47 Imagine that you are viewing the blogger / influencer page you mentioned and look closely at the following post made by the blogger / influencer.

Q61 Rate this post:

○ 1- Very negative (1)

○ 2 (2)

○ 3 (3)

○ Neither negative nor positive (4)

○ 5 (5)

○ 6 (6)

○ 7- Very positive (7)

Q48 **Please rate your level of agreement with the following statements:**

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
It is very likely that I will purchase (or re-purchase) Zara's shoes. (1)	○	○	○	○	○	○	○
I'll definitely try Zara's shoes. (2)	○	○	○	○	○	○	○
I will recommend Zara shoes to other people. (3)	○	○	○	○	○	○	○
I'm going to talk about Zara shoes to my friends / family. (4)	○	○	○	○	○	○	○

Q49 Please consider Bershka and the clothes sold by this brand.

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
Bershka reflects who I am. (1)	○	○	○	○	○	○	○
I identify with Bershka. (2)	○	○	○	○	○	○	○
I would consider buying clothes from Bershka. (3)	○	○	○	○	○	○	○

Q50 I already bought clothes from Bershka.

○ Yes (1)

○ No (2)

Q51 Rate your satisfaction with Bershka clothing.

○ 1- Totally dissatisfied (1)

○ 2 (2)

○ 3 (3)

○ 4- Neither dissatisfied nor satisfied (4)

○ 5 (5)

○ 6 (6)

○ 7- Completely satisfied (7)

Page Break ─────────────────────────────────────

Q52 **Imagine that you are viewing the blogger / influencer page you mentioned and look closely at the following posts made by the blogger / influencer.**

Your_blogger • Following

Your_blogger These Bershka jeans look really cute, but they ripped apart the other day 😳 I went back to the store where I bought them to try and return them, but the manager didn't let me, even though they were ripped. Such a bad customer service! @Bershka 😡

Comments

♡ 💬   🔖

25 053 likes

Q62 Rate this post:

○ 1- Very negative (1)

○ 2 (2)

○ 3 (3)

○ Neither negative nor positive (4)

○ 5 (5)

○ 6 (6)

○ 7- Very positive (7)

Q53 **Please rate your level of agreement with the following statements:**

	1- Totally disagree (1)	2 (2)	3 (3)	4- Neither agree nor disagree (4)	5 (5)	6 (6)	7- I totally agree (7)
I'm likely to purchase (or re-purchase) Bershka's clothes. (1)	○	○	○	○	○	○	○
I'll definitely try out Bershka's clothing. (2)	○	○	○	○	○	○	○
I will recommend Bershka clothing to other people. (3)	○	○	○	○	○	○	○
I'm going to talk about Bershka clothing to my friends / family. (4)	○	○	○	○	○	○	○

Q55 How old are you?

_____

_____

_____

_____

_____

Q56 Genre:

○ Female (1)

○ Male (2)

Q57 Academic qualifications:

○ Primary education (1)

○ High school (2)

○ Bachelor degree (3)

○ Master (4)

○ PhD (5)

Q58 Current situation:

○ Unemployed (1)

○ Student (2)

○ Worker (3)

○ Student worker (4)

○ Trainee (5)

○ Retired (6)

Q59 Thank you for your collaboration.

Estudo sobre bloggers e marcas

Q3 Este questionário foi elaborado no âmbito de um trabalho académico de mestrado, do curso de Gestão de Empresas.   As respostas são totalmente anónimas e não serão divulgadas para nenhum fim. O tempo previsto para a conclusão deste questionário é de 5 minutos. Qualquer questão relacionada com este questionário deverá ser enviada para anabeatriz.paula@gmail.com   Obrigada pela colaboração.

Q1 Segue bloggers/influencers nas redes sociais?

○ Sim (1)

○ Não (2)

Q4 Em que redes sociais segue bloggers/influencers?

☐ Facebook (1)

☐ Instagram (2)

☐ YouTube (3)

☐ Twitter (4)

☐ Outra - qual? (5) _____

Page Break ———————————————————————————————————

Q5 Algum dos bloggers/influencers segue já falou de produtos ou marcas?

○ Sim (1)

○ Não (2)

Q6 Algum dos bloggers/influencers que segue já falou **bem** de produtos ou marcas?

○ Sim (1)

○ Não (2)

Q7 Algum dos bloggers/influencers que segue já falou **mal** de produtos ou marcas?

○ Sim (1)

○ Não (2)

Q8 Considera relevante a opinião dos bloggers/influencers que segue em relação a produtos ou marcas?

○ Sim (1)

○ Não (2)

- -

Q9 Segue algum blogger/influencer de moda, beleza ou lifestyle no Instagram?

○ Sim - mencione um/a que siga (1) _____

○ Não (2)

- -

Q10 **Por favor classifique o seu grau de concordância com as seguintes afirmações, tendo em conta o _blogger/influencer_ que mencionou.**

	1-Discordo totalmente (1)	2 (2)	3 (3)	4-Não concordo nem discordo (4)	5 (5)	6 (6)	7-Concordo totalmente (7)
Considero o blogger/influencer credível. (1)	○	○	○	○	○	○	○
Considero o blogger/influencer convincente. (2)	○	○	○	○	○	○	○

Q11 **Por favor considere a L'Oréal e as máscaras de pestanas desta marca.**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
A L'Oréal reflete quem eu sou. (1)	○	○	○	○	○	○	○
Identifico-me com a L'Oréal. (2)	○	○	○	○	○	○	○
Consideraria comprar uma máscara de pestanas da L'Oréal. (3)	○	○	○	○	○	○	○

Q12 Já comprei uma máscara de pestanas da L'Oréal.

○ Sim (1)

○ Não (2)

Q15 Classifique o seu grau de satisfação com a máscara de pestanas da L'Oréal.

○ 1- Totalmente insatisfeito/a (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem insatisfeito/a, nem satisfeito/a (4)

○ 5 (5)

○ 6 (6)

○ 7- Totalmente satisfeito/a (7)

Q17 Imagine que está a ver a página do blogger/influencer que mencionou e observe atentamente a seguinte publicação feita pelo mesmo.

Q55 Avalia este post como:

○ 1- Muito negativo (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem negativo, nem positivo (4)

○ 5 (5)

○ 6 (6)

○ 7- Muito positivo (7)

Q18 **Por favor classifique o seu grau de concordância com as seguintes afirmações:**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
É muito provável que eu vá comprar (ou voltar a comprar) uma máscara de pestanas da L'Oréal. (1)	○	○	○	○	○	○	○
Vou definitivamente experimentar máscaras de pestanas da L'Oréal. (2)	○	○	○	○	○	○	○
Vou recomendar máscaras de pestanas da L'Oréal a outras pessoas. (3)	○	○	○	○	○	○	○
Vou falar das máscaras de pestanas da L'Oréal aos meus amigos/familiares. (4)	○	○	○	○	○	○	○

Page Break

Q19 **Por favor considere a Maybelline e as bases desta marca.**

	1-Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
A Maybelline reflete quem eu sou. (1)	○	○	○	○	○	○	○
Identifico-me com a Maybelline. (2)	○	○	○	○	○	○	○
Consideraria comprar uma base da Maybelline. (3)	○	○	○	○	○	○	○

Q20 Já comprei uma base da Maybelline.

○ Sim (1)

○ Não (2)

Q21 Classifique o seu grau de satisfação com a base da Maybelline.

○ 1- Totalmente insatisfeito/a (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem insatisfeito/a, nem satisfeito/a (4)

○ 5 (5)

○ 6 (6)

○ 7- Totalmente satisfeito/a (7)

Page Break ──────────────────────────────────

Q22 **Imagine que está a ver a página do blogger/influencer que mencionou e observe atentamente a seguinte publicação feita pelo mesmo.**

Your_blogger • A seguir

Your_blogger   Esta base da Maybelline é a melhor base que já experimentei na minha vida 🏅 Deixa a pele com um efeito natural, sem brilho, e é de longa duração! Recomendo muito 👍 @maybelline

Carregar comentários

19 092 gostos

Q56 Avalia este post como:

○ 1- Muito negativo (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem negativo, nem positivo (4)

○ 5 (5)

○ 6 (6)

○ 7- Muito positivo (7)

Q23 **Por favor classifique o seu grau de concordância com as seguintes afirmações:**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
É muito provável que eu vá comprar (ou voltar a comprar) uma base da Maybelline. (1)	○	○	○	○	○	○	○
Vou definitivamente experimentar uma base da Maybelline. (2)	○	○	○	○	○	○	○
Vou recomendar bases da Maybelline a outras pessoas. (3)	○	○	○	○	○	○	○
Vou falar das bases da Maybelline aos meus amigos/familiares. (4)	○	○	○	○	○	○	○

Page Break

Q24 **Por favor considere a Zara e os sapatos desta marca.**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
A Zara reflete quem eu sou. (1)	○	○	○	○	○	○	○
Identifico-me com a Zara. (2)	○	○	○	○	○	○	○
Considerari a comprar sapatos da Zara. (3)	○	○	○	○	○	○	○

Q25 Já comprei sapatos da Zara.

○ Sim (1)

○ Não (2)

Q26 Classifique o seu grau de satisfação com os sapatos da Zara.

○ 1- Totalmente insatisfeito/a (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem insatisfeito/a, nem satisfeito/a (4)

○ 5 (5)

○ 6 (6)

○ 7- Totalmente satisfeito/a (7)

Page Break

Q27 Imagine que está a ver a página do blogger/influencer que mencionou e observe atentamente a seguinte publicação feita pelo mesmo.

Q57 Avalia este post como:

○ 1- Muito negativo (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem negativo, nem positivo (4)

○ 5 (5)

○ 6 (6)

○ 7- Muito positivo (7)

Q28 **Por favor classifique o seu grau de concordância com as seguintes afirmações:**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
É muito provável que eu vá comprar (ou voltar a comprar) sapatos da Zara. (1)	○	○	○	○	○	○	○
Vou definitivamente experimentar sapatos da Zara. (2)	○	○	○	○	○	○	○
Vou recomendar sapatos da Zara a outras pessoas. (3)	○	○	○	○	○	○	○
Vou falar de sapatos da Zara aos meus amigos/familiares. (4)	○	○	○	○	○	○	○

- -

Page Break ⸺

Q29 **Por favor considere a Bershka e as roupas vendidas por esta marca.**

	1-Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7-Concordo totalmente (7)
A Bershka reflete quem eu sou. (1)	○	○	○	○	○	○	○
Identifico-me com a Bershka. (2)	○	○	○	○	○	○	○
Consideraria comprar roupa da Bershka. (3)	○	○	○	○	○	○	○

Q30 Já comprei roupa da Bershka.

○ Sim (1)

○ Não (2)

Q31 Classifique o seu grau de satisfação com a roupa da Bershka.

○ Totalmente insatisfeito/a (1)

○ Insatisfeito/a (2)

○ Parcialmente insatisfeito/a (3)

○ Nem insatisfeito/a, nem satisfeito/a (4)

○ Parcialmente satisfeito/a (5)

○ Satisfeito/a (6)

○ Totalmente satisfeito/a (7)

Q32 Imagine que está a ver a página do blogger/influencer que mencionou e observe atentamente a seguinte publicação feita pelo mesmo.

Q58 Avalia este post como:

○ 1- Muito negativo (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem negativo, nem positivo (4)

○ 5 (5)

○ 6 (6)

○ 7- Muito positivo (7)

Q33 **Por favor classifique o seu grau de concordância com as seguintes afirmações:**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
É muito provável que eu vá comprar (ou voltar a comprar) roupa da Bershka. (1)	○	○	○	○	○	○	○
Vou definitivamente experimentar roupa da Bershka. (2)	○	○	○	○	○	○	○
Vou recomendar roupa da Bershka a outras pessoas. (3)	○	○	○	○	○	○	○
Vou falar da roupa da Bershka aos meus amigos/familiares. (4)	○	○	○	○	○	○	○

End of Block: Positivo

Start of Block: Negativo

Q34 **Por favor considere a L'Oréal e as máscaras de pestanas desta marca.**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
A L'Oréal reflete quem eu sou. (1)	○	○	○	○	○	○	○
Identifico-me com a L'Oréal. (2)	○	○	○	○	○	○	○
Consideraria comprar uma máscara de pestanas da L'Oréal. (3)	○	○	○	○	○	○	○

Q35 Já comprei uma máscara de pestanas da L'Oréal.

○ Sim (1)

○ Não (2)

Q36 Classifique o seu grau de satisfação com a máscara de pestanas da L'Oréal.

○ 1- Totalmente insatisfeito/a (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem insatisfeito/a, nem satisfeito/a (4)

○ 5 (5)

○ 6 (6)

○ 7- Totalmente satisfeito/a (7)

Q37 Imagine que está a ver a página do blogger/influencer que mencionou e observe atentamente a seguinte publicação feita pelo mesmo.

Q59 Avalia este post como:

○ 1- Muito negativo (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem negativo, nem positivo (4)

○ 5 (5)

○ 6 (6)

○ 7- Muito positivo (7)

Q38 **Por favor classifique o seu grau de concordância com as seguintes afirmações:**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
É muito provável que eu vá comprar (ou voltar a comprar) uma máscara de pestanas da L'Oréal. (1)	○	○	○	○	○	○	○
Vou definitivamente experimentar máscaras de pestanas da L'Oréal. (2)	○	○	○	○	○	○	○
Vou recomendar máscaras de pestanas da L'Oréal a outras pessoas. (3)	○	○	○	○	○	○	○
Vou falar das máscaras de pestanas da L'Oréal aos meus amigos/familiares. (4)	○	○	○	○	○	○	○

Page Break

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Q39 **Por favor considere a Maybelline e as bases desta marca.**

	1-Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7-Concordo totalmente (7)
A Maybelline reflete quem eu sou. (1)	○	○	○	○	○	○	○
Identifico-me com a Maybelline. (2)	○	○	○	○	○	○	○
Consideraria comprar uma base da Maybelline. (3)	○	○	○	○	○	○	○

Q40 Já comprei uma base da Maybelline.

○ Sim (1)

○ Não (2)

Q41 Classifique o seu grau de satisfação com a base da Maybelline.

○ 1- Totalmente insatisfeito/a (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem insatisfeito/a, nem satisfeito/a (4)

○ 5 (5)

○ 6 (6)

○ 7- Totalmente satisfeito/a (7)

Page Break

Q42 **Imagine que está a ver a página do blogger/influencer que mencionou e observe atentamente a seguinte publicação feita pelo mesmo.**

Q60 Avalia este post como:

○ 1- Muito negativo (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem negativo, nem positivo (4)

○ 5 (5)

○ 6 (6)

○ 7- Muito positivo (7)

Q43 **Por favor classifique o seu grau de concordância com as seguintes afirmações:**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
É muito provável que eu vá comprar (ou voltar a comprar) uma base da Maybelline. (1)	○	○	○	○	○	○	○
Vou definitivamente experimentar uma base da Maybelline. (2)	○	○	○	○	○	○	○
Vou recomendar bases da Maybelline a outras pessoas. (3)	○	○	○	○	○	○	○
Vou falar das bases da Maybelline aos meus amigos/familiares. (4)	○	○	○	○	○	○	○

Page Break

Q44 **Por favor considere a Zara e os sapatos desta marca.**

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	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
A Zara reflete quem eu sou. (1)	○	○	○	○	○	○	○
Identifico-me com a Zara. (2)	○	○	○	○	○	○	○
Consideraria comprar sapatos da Zara. (3)	○	○	○	○	○	○	○

- -

Q45 Já comprei sapatos da Zara.

○ Sim (1)

○ Não (2)

- -

Q46 Classifique o seu grau de satisfação com os sapatos da Zara.

○ 1- Totalmente insatisfeito/a (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem insatisfeito/a, nem satisfeito/a (4)

○ 5 (5)

○ 6 (6)

○ 7- Totalmente satisfeito/a (7)

- -

Page Break ———————————————————————————————

Q47 **Imagine que está a ver a página do blogger/influencer que mencionou e observe atentamente a seguinte publicação feita pelo mesmo.**

Q61 Avalia este post como:

○ 1- Muito negativo (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem negativo, nem positivo (4)

○ 5 (5)

○ 6 (6)

○ 7- Muito positivo (7)

Q48 **Por favor classifique o seu grau de concordância com as seguintes afirmações:**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
É muito provável que eu vá comprar (ou voltar a comprar) sapatos da Zara. (1)	○	○	○	○	○	○	○
Vou definitivamente experimentar sapatos da Zara. (2)	○	○	○	○	○	○	○
Vou recomendar sapatos da Zara a outras pessoas. (3)	○	○	○	○	○	○	○
Vou falar de sapatos da Zara aos meus amigos/familiares. (4)	○	○	○	○	○	○	○

Page Break

Q49 **Por favor considere a Bershka e as roupas vendidas por esta marca.**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
A Bershka reflete quem eu sou. (1)	○	○	○	○	○	○	○
Identifico-me com a Bershka. (2)	○	○	○	○	○	○	○
Consideraria comprar roupa da Bershka. (3)	○	○	○	○	○	○	○

Q50 Já comprei roupa da Bershka.

○ Sim (1)

○ Não (2)

Q51 Classifique o seu grau de satisfação com a roupa da Bershka.

○ 1- Totalmente insatisfeito/a (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem insatisfeito/a, nem satisfeito/a (4)

○ 5 (5)

○ 6 (6)

○ 7- Totalmente satisfeito/a (7)

Q52 Imagine que está a ver a página do blogger/influencer que mencionou e observe atentamente a seguinte publicação feita pelo mesmo.

Q62 Avalia este post como:

○ 1- Muito negativo (1)

○ 2 (2)

○ 3 (3)

○ 4- Nem negativo, nem positivo (4)

○ 5 (5)

○ 6 (6)

○ 7- Muito positivo (7)

Q53 **Por favor classifique o seu grau de concordância com as seguintes afirmações:**

	1- Discordo totalmente (1)	2 (2)	3 (3)	4- Nem concordo nem discordo (4)	5 (5)	6 (6)	7- Concordo totalmente (7)
É muito provável que eu vá comprar (ou voltar a comprar) roupa da Bershka. (1)	○	○	○	○	○	○	○
Vou definitivamente experimentar roupa da Bershka. (2)	○	○	○	○	○	○	○
Vou recomendar roupa da Bershka a outras pessoas. (3)	○	○	○	○	○	○	○
Vou falar da roupa da Bershka aos meus amigos/familiares. (4)	○	○	○	○	○	○	○

Q55 Qual a sua idade?

_____

_____

_____

_____

_____

Q56 Género:

○ Feminino (1)

○ Masculino (2)

Q57 Habilitações académicas:

○ Ensino básico (1)

○ Ensino secundário (2)

○ Licenciatura (3)

○ Mestrado (4)

○ Doutoramento (5)

Q58 Situação atual:

○ Desempregado/a (1)

○ Estudante (2)

○ Trabalhador/a (3)

○ Trabalhador-estudante (4)

○ Estagiário/a (5)

○ Reformado/a (6)

Page Break

Content Analysis material:

- https://www.youtube.com/watch?v=rulMazfpSQw
- https://www.youtube.com/watch?v=JQrZuF5fKkk&t=245s
- https://www.youtube.com/watch?v=_7uxDPipBEE
- https://www.youtube.com/watch?v=piOhxpMCXu4
- https://www.youtube.com/watch?v=R4_OSbrKgo0
- https://www.youtube.com/watch?v=2rsXULPbAR0
- https://www.youtube.com/watch?v=ASW4zMOPNCI
- https://www.youtube.com/watch?v=xrtiFTq_zVo
- https://www.youtube.com/watch?v=qMalCrfVa2c
- https://www.instagram.com/gypsea_lust/
- https://www.instagram.com/girlborntotravel/
- https://www.instagram.com/helenacoelhooo/
- https://www.instagram.com/mafalda.sampaio/
- https://www.instagram.com/samanthamariaofficial/
- https://www.instagram.com/chloeplumstead/
- https://www.instagram.com/inesrochinha/

Statistics tables

1.1 Frequency Tables

Gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Feminino	150	100,0	100,0	100,0

Academic levels:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary school	2	1,3	1,3	1,3
	High school	24	16,0	16,0	17,3
	Bachelor	89	59,3	59,3	76,7
	Master	35	23,3	23,3	100,0
	Total	150	100,0	100,0	

Employment situation:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	14	9,3	9,7	9,7
	Student	36	24,0	25,0	34,7
	Worker	62	41,3	43,1	77,8
	Student worker	21	14,0	14,6	92,4
	Trainee	10	6,7	6,9	99,3
	Retired	1	,7	,7	100,0
	Total	144	96,0	100,0	
Missing	System	6	4,0		
Total		150	100,0		

1.2 Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	150	18	35	27,45	8,401
Valid N (listwise)	150				

1.3 T-Test

Group Statistics

	Description	N	Mean	Std. Deviation	Std. Error Mean
Age	Positive	80	27,34	8,280	,926
	Negative	70	27,57	8,597	1,027

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Age	Equal variances assumed	,054	,816	-,170	148	,866
	Equal variances not assumed			-,169	143,753	,866

Independent Samples Test

		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Age	Equal variances assumed	-,234	1,380	-2,960	2,492
	Equal variances not assumed	-,234	1,383	-2,968	2,500

1.4 Academic levels: Description

Crosstab

			Description	Total
			Positive	Negative	
Academic levels:	Primary school	Count	2	0	2
		% within Academic levels	100,0%	0,0%	100,0%
		% within Description	2,5%	0,0%	1,3%
		% of Total	1,3%	0,0%	1,3%
	High school	Count	12	12	24
		% within Academic levels	50,0%	50,0%	100,0%
		% within Description	15,0%	17,1%	16,0%
		% of Total	8,0%	8,0%	16,0%

Bachelor	Count	48	41	89
	% within Academic levels	53,9%	46,1%	100,0%
	% within Descriprion	60,0%	58,6%	59,3%
	% of Total	32,0%	27,3%	59,3%
Master	Count	18	17	35
	% within Academic levels	51,4%	48,6%	100,0%
	% within Description	22,5%	24,3%	23,3%
	% of Total	12,0%	11,3%	23,3%
Total	Count	80	70	150
	% within Academic levels	53,3%	46,7%	100,0%
	% within Description	100,0%	100,0%	100,0%
	% of Total	53,3%	46,7%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		
				Significance	99% Confidence Interval	
					Lower Bound	Upper Bound
Pearson Chi-Square	1,921[a]	3	,589	,677[b]	,665	,689
Likelihood Ratio	2,685	3	,443	,602[b]	,589	,614
Fisher's Exact Test	1,589			,735[b]	,724	,746
Linear-by-Linear Association	,180[c]	1	,672	,715[b]	,703	,726
N of Valid Cases	150					

Chi-Square Tests

	Monte Carlo Sig. (1-sided)		
	Significance	99% Confidence Interval	
		Lower Bound	Upper Bound
Pearson Chi-Square			
Likelihood Ratio			
Fisher's Exact Test			
Linear-by-Linear Association	,379[b]	,366	,391
N of Valid Cases			

a. 2 cells (25,0%) have expected count less than 5. The minimum expected count is ,93.
b. Based on 10000 sampled tables with starting seed 2000000.
c. The standardized statistic is ,424.

1.5 Employment situation: description

Crosstab

		Description		Total
		Positive	Negative	

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Employment situation:	Unemployed	Count	8	6	14
		% within Employment situation:	57,1%	42,9%	100,0%
		% within Description	10,5%	8,8%	9,7%
		% of Total	5,6%	4,2%	9,7%
	Student	Count	19	17	36
		% within Employment situation:	52,8%	47,2%	100,0%
		% within Description	25,0%	25,0%	25,0%
		% of Total	13,2%	11,8%	25,0%
	Worker	Count	33	29	62
		% within Employment situation:	53,2%	46,8%	100,0%
		% within Description	43,4%	42,6%	43,1%
		% of Total	22,9%	20,1%	43,1%
	Student-worker	Count	9	12	21
		% within Employment situation:	42,9%	57,1%	100,0%
		% within Description	11,8%	17,6%	14,6%
		% of Total	6,3%	8,3%	14,6%
	Trainee	Count	6	4	10
		% within Employment situation:	60,0%	40,0%	100,0%
		% within Description	7,9%	5,9%	6,9%
		% of Total	4,2%	2,8%	6,9%
	Retired	Count	1	0	1
		% within Employment situation:	100,0%	0,0%	100,0%
		% within Description	1,3%	0,0%	0,7%
		% of Total	0,7%	0,0%	0,7%
Total		Count	76	68	144
		% within Employment situation:	52,8%	47,2%	100,0%
		% within Description	100,0%	100,0%	100,0%
		% of Total	52,8%	47,2%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		
				Significance	99% Confidence Interval	
					Lower Bound	Upper Bound
Pearson Chi-Square	2,045[a]	5	,843	,907[b]	,899	,914
Likelihood Ratio	2,430	5	,787	,907[b]	,899	,914
Fisher's Exact Test	2,040			,912[b]	,904	,919
Linear-by-Linear Association	,005[c]	1	,944	1,000[b]	1,000	1,000
N of Valid Cases	144					

Chi-Square Tests

	Significance	Monte Carlo Sig. (1-sided) 99% Confidence Interval	
		Lower Bound	Upper Bound
Pearson Chi-Square			
Likelihood Ratio			
Fisher's Exact Test			
Linear-by-Linear Association	,504[b]	,491	,517
N of Valid Cases			

a. 3 cells (25,0%) have expected count less than 5. The minimum expected count is ,47.
b. Based on 10000 sampled tables with starting seed 2000000.
c. The standardized statistic is ,070.

1.6 Frequencies – Social media

Statistics

Do you follow bloggers/influencers on social media?

N	Valid	150
	Missing	0

Do you follow bloggers/influencers on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim	150	100,0	100,0	100,0

Custom Tables

		Count
In which social media do you follow bloggers/influencers? - Selected Choice Facebook	Facebook	78
In which social media do you follow bloggers/influencers? - Selected Choice Instagram	Instagram	129
In which social media do you follow bloggers/influencers? - Selected Choice YouTube	YouTube	65
In which social media do you follow bloggers/influencers? - Selected Choice Twitter	Twitter	10
In which social media do you	Outra - qual?	3

1.7 Frequencies – Has the blogger talked about...

Statistics

		Algum dos bloggers/influencers segue já falou de produtos ou marcas?	Algum dos bloggers/influencers que segue já falou bem de produtos ou marcas?	Algum dos bloggers/influencers que segue já falou mal de produtos ou marcas?	Considera relevante a opinião dos bloggers/influencers que segue em relação a produtos ou marcas?	Segue algum blogger/influencer de moda, beleza ou lifestyle no Instagram? - Selected Choice
N	Valid	150	150	150	150	111
	Missing	0	0	0	0	39

**Algum dos bloggers/influencers segue já falou
de produtos ou marcas?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim	147	98,0	98,0	98,0
	Não	3	2,0	2,0	100,0
	Total	150	100,0	100,0	

**Algum dos bloggers/influencers
que segue já falou bem de produtos
ou marcas?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim	148	98,7	98,7	98,7
	Não	2	1,3	1,3	100,0
	Total	150	100,0	100,0	

**Algum dos bloggers/influencers
que segue já falou mal de produtos
ou marcas?**

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim	98	65,3	65,3	65,3
	Não	52	34,7	34,7	100,0
	Total	150	100,0	100,0	

**Considera
relevante a opinião dos bloggers/influencers que segue em relação a produtos
ou
marcas?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim	116	77,3	77,3	77,3
	Não	34	22,7	22,7	100,0
	Total	150	100,0	100,0	

Segue algum blogger/influencer de moda, beleza ou lifestyle no Instagram? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sim - mencione um/a que siga	111	74,0	100,0	100,0
Missing	System	39	26,0		
Total		150	100,0		

1.8 Reliability: Chronbach Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
,808	2

Reliability Statistics

Cronbach's Alpha	N of Items
,922	2

Reliability Statistics

Cronbach's Alpha	N of Items
,902	2

1.9 T-Test: credibility, self-brand connection, pre-WOM PP, PI and RI

Group Statistics

	Description	N	Mean	Std. Deviation	Std. Error Mean
Credibility	Positive	320	5,0750	1,18798	,06641
	Negative	280	5,3357	1,10949	,06630
Self-brand connection	Positive	320	3,7750	1,53925	,08605
	Negative	280	3,7107	1,55608	,09299
Pre-WOM PP	Positive	320	4,4063	1,73222	,09683
	Negative	280	4,5929	1,76950	,10575
Purchase_intention	Positive	320	3,9469	1,68907	,09442
	Negative	280	3,6857	1,86300	,11134
Recommendation_intention	Positive	320	3,5688	1,60376	,08965
	Negative	280	3,3464	1,64980	,09859

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Credibility	Equal variances assumed	,232	,630	-2,766	598	,006
	Equal variances not assumed			-2,778	595,449	,006
Self-brand connection	Equal variances assumed	,007	,932	,508	598	,612
	Equal variances not assumed			,507	585,736	,612
Pre-WOM PP	Equal variances assumed	,048	,826	-1,303	598	,193
	Equal variances not assumed			-1,301	583,958	,194
Purchase_intention	Equal variances assumed	9,289	,002	1,801	598	,072
	Equal variances not assumed			1,789	567,780	,074
Recommendation	Equal variances assumed	,718	,397	1,671	598	,095
	Equal variances not assumed			1,668	582,701	,096

Independent Samples Test

		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Credibility	Equal variances assumed	-,26071	,09427	-,44586	-,07557
	Equal variances not assumed	-,26071	,09384	-,44502	-,07641
Self-brand connection	Equal variances assumed	,06429	,12660	-,18436	,31293
	Equal variances not assumed	,06429	,12670	-,18455	,31312
Pre-WOM PP	Equal variances assumed	-,18661	,14318	-,46781	,09459
	Equal variances not assumed	-,18661	,14339	-,46822	,09501
Purchase_intention	Equal variances assumed	,26116	,14503	-,02368	,54600
	Equal variances not assumed	,26116	,14598	-,02557	,54789
Recommendation	Equal variances assumed	,22232	,13301	-,03890	,48354
	Equal variances not assumed	,22232	,13326	-,03941	,48405

	Description			
	Positive		Negative	
	Mean	Standard Deviation	Mean	Standard Deviation
Credibility	5,08	1,19	5,34	1,11
Self-brand connection	3,77	1,54	3,71	1,56
Pre-WOM PP	4,41	1,73	4,59	1,77
Purchase_intention	3,95	1,69	3,69	1,86
Recommendation	3,57	1,60	3,35	1,65

T-Test

One-Sample Statistics

Description		N	Mean	Std. Deviation	Std. Error Mean
Positive	Credibility	320	5,0750	1,18798	,06641
	Self-brand connection	320	3,7750	1,53925	,08605
	Pre-WOM PP	320	4,4063	1,73222	,09683
	Purchase_intention	320	3,9469	1,68907	,09442
	Recommendation	320	3,5688	1,60376	,08965
Negative	Credibility	280	5,3357	1,10949	,06630
	Self-brand connection	280	3,7107	1,55608	,09299
	Pre-WOM PP	280	4,5929	1,76950	,10575
	Purchase_intention	280	3,6857	1,86300	,11134

	Recommendation		280	3,3464	1,64980		,09859

One-Sample Test

Description					Test Value = 4			
		t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		
						Lower	Upper	
Positive	Credibility	16,187	319	,000	1,07500	,9443	1,2057
	Self-brand connection	-2,615	319	,009	-,22500	-,3943	-,0557
	Pre-WOM PP	4,195	319	,000	,40625	,2157	,5968
	Purchase_intention	-,563	319	,574	-,05313	-,2389	,1326
	Recommendation	-4,810	319	,000	-,43125	-,6076	-,2549
Negative	Credibility	20,145	279	,000	1,33571	1,2052	1,4662
	Self-brand connection	-3,111	279	,002	-,28929	-,4723	-,1062
	Pre-WOM PP	5,606	279	,000	,59286	,3847	,8010
	Purchase_intention	-2,823	279	,005	-,31429	-,5334	-,0951
	Recommendation	-6,629	279	,000	-,65357	-,8477	-,4595

1.10 Regression – Purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,073[a]	,005	,004	1,77234

a. Predictors: (Constant), endorsement_negative

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,185	1	10,185	3,242	,072[b]
	Residual	1878,440	598	3,141		
	Total	1888,625	599			

a. Dependent Variable: Purchase_intention
b. Predictors: (Constant), endorsement_negative

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	3,947	,099		39,836	,000
	endorsement_negativo	-,261	,145	-,073	-1,801	,072

a. Dependent Variable: Purchase_intention

1.11 Regression: recommendation intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,068[a]	,005	,003	1,62541

a. Predictors: (Constant), endorsement_negative

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,381	1	7,381	2,794	,095[b]
	Residual	1579,884	598	2,642		
	Total	1587,265	599			

a. Dependent Variable: Recommendation
b. Predictors: (Constant), endorsement_negative

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,569	,091		39,276	,000
	endorsement_negativo	-,222	,133	-,068	-1,671	,095

a. Dependent Variable: Recommendation

1.12 T-Test – Purchase intention & self-brand connection

Group Statistics

	Connection_cat	N	Mean	Std. Deviation	Std. Error Mean
Purchase_intention	Low	103	3,0680	1,79467	,17683
	High	177	4,0452	1,81164	,13617

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Purchase_intention	Equal variances assumed	1,123	,290	-4,368	278	,000
	Equal variances not assumed			-4,379	215,017	,000

Independent Samples Test

		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Purchase_intention	Equal variances assumed	-,97724	,22375	-1,41769	-,53679
	Equal variances not assumed	-,97724	,22319	-1,41715	-,53732

1.13 T-Test – Recommendation intention & self-brand connection

Group Statistics

	Connection_cat	N	Mean	Std. Deviation	Std. Error Mean
Recommendation	Low	103	2,7864	1,53808	,15155
	High	177	3,6723	1,62892	,12244

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Recommendation	Equal variances assumed	,683	,409	-4,478	278	,000
	Equal variances not assumed			-4,547	223,436	,000

Independent Samples Test

		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Recommendation	Equal variances assumed	-,88591	,19781	-1,27531	-,49650
	Equal variances not assumed	-,88591	,19483	-1,26985	-,50197

1.14 T-Test – Purchase intention & Credibility

Group Statistics					
	Credibility	N	Mean	Std. Deviation	Std. Error Mean
Purchase_intention	Low	132	3,6818	1,67750	,14601
	High	148	3,6892	2,01980	,16603

Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Purchase_intention	Equal variances assumed	10,119	,002	-,033	278	,974
	Equal variances not assumed			-,033	276,631	,973

Independent Samples Test		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Purchase_intention	Equal variances assumed	-,00737	,22344	-,44721	,43247
	Equal variances not assumed	-,00737	,22110	-,44261	,42787

1.15 T-Test – Purchase Intention and Pre-WOM Purchase Probability

Group Statistics					
	Pre_WOM_cat	N	Mean	Std. Deviation	Std. Error Mean
Purchase_intention	Low	115	2,7652	1,49461	,13937
	High	165	4,3273	1,82851	,14235

Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)

Purchase_intention	Equal variances assumed	1,808	,180	-7,566	278	,000
	Equal variances not assumed			-7,841	270,945	,000

Independent Samples Test

		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Purchase_intention	Equal variances assumed	-1,56206	,20645	-1,96846	-1,15565
	Equal variances not assumed	-1,56206	,19922	-1,95427	-1,16984