



CATÓLICA
LISBON
BUSINESS & ECONOMICS

DO SOCIAL MEDIA INFLUENCERS
AFFECT GEN-Z AND MILLENNIALS'
PURCHASE INTENTIONS
DIFFERENTLY?

Giulia Liguori

Dissertation written under the supervision of Prof. Paulo Romeiro.

Dissertation submitted in partial fulfillment of requirements for the MSc in
Management with major in Marketing, at the Universidade Católica Portuguesa,
10th September 2022.

ABSTRACT

Title: Do Social Media Influencers affect Gen-Z and Millennials' purchase intentions differently?

Author: Giulia Liguori

Key Words: Social Media, Influencers, Instagram, Trust, Generation Z, Millennials, young adults, purchase intentions.

The goal of this study is to determine how perceptions of Social Media Influencers (SMIs) affect Gen Z and Millennials' purchase intention. It also seeks to pinpoint elements influencing consumer perceptions of SMIs. To accomplish this, it is provided a conceptual framework that blends the theory of planned behavior (TPB) and theorized findings from earlier influencer marketing literature. The conceptual model is empirically evaluated using two distinct regression models estimation on data collected from 164 European respondents. This study demonstrates how Gen Z and Millennials' purchasing intentions are positively impacted by perceived expertise, likeability, and trustworthiness toward SMIs. It also shows that, despite Gen Z's greater congruence in terms of trust with influencers, there are no significant differences between the two generations in terms of how they are influenced and how they view SMIs. The study's findings aid fashion industry marketers and advertisers in their understanding of how influencer marketing influences consumer purchase intent. Additionally, they help marketers choose influencers more effectively capable of inspiring purchase intentions among current and potential customers by helping them comprehend the aspects that underlie attitudes toward SMIs in the two most digitalized generations.

SUMARIO

Titulo: Do Social Media Influencers affect Gen-Z and Millennials' purchase intentions differently?

Autor: Giulia Liguori

Palavras-chave: Social Media, Influenciadores, Instagram, Trust, Generation Z, Millennials, jovens adultos, intenções de compra.

O objectivo deste estudo é determinar como as percepções dos Social Media Influencers (SMIs) afectam a intenção de compra dos Gen Z e Millennials. Procura também identificar elementos que influenciam as percepções dos consumidores sobre os SMI. Para o conseguir, é fornecido um quadro conceptual que mistura a teoria do comportamento planeado (TPB) e resultados teorizados da literatura de marketing de influenciadores anteriores. O modelo conceptual é avaliado empiricamente utilizando dois modelos de regressão distintos que estimam os dados recolhidos de 164 inquiridos europeus. Este estudo demonstra como as intenções de compra dos Gen Z e Millennials são positivamente impactadas pela percepção da perícia, simpatia e confiança em relação às SMIs. Mostra também que, apesar da maior congruência do Gen Z em termos de confiança com os influenciadores, não existem diferenças significativas entre as duas gerações em termos de como são influenciadas e como vêem as PMIs. As conclusões do estudo ajudam os marketeers da indústria da moda e os publicitários na sua compreensão de como o marketing influente influencia a intenção de compra do consumidor. Além disso, ajudam os marqueteiros a escolher influenciadores mais eficazmente capazes de inspirar intenções de compra entre os clientes actuais e potenciais, ajudando-os a compreender os aspectos subjacentes às atitudes em relação às SMI nas duas gerações mais digitalizadas.

ACKNOWLEDGEMENTS

To begin with, I want to express my gratitude to my supervisor, Professor Paulo Romeiro, for having guided me in reaching this last milestone of my academic career with great professionalism and commitment.

I would also like to thank my parents and sisters for their unwavering support in this academic journey and for allowing me to live an experience that has grown me professionally and personally, making me the woman I am today, more aware of my abilities.

Special thanks also to my friends, those with whom I have shared these two incredible years, and those who have always been close to me, even from afar. Thank you for your everyday support and encouragement. Together, everything is better.

Last but not least, I would like to express my gratitude to Católica Lisbon School of Business and Economics for giving me the opportunity to become part of an international community, opening my mind, and increasing my cultural and professional background.

TABLE OF CONTENTS

ABSTRACT	2
SUMARIO	3
ACKNOWLEDGEMENTS	4
TABLE OF CONTENTS	5
TABLE OF FIGURES	6
GLOSSARY	7
CHAPTER 1: INTRODUCTION	1
1.1 BACKGROUND AND PROBLEM STATEMENT	1
1.2 PROBLEM STATEMENT	2
1.3 RELEVANCE	3
1.4 RESEARCH METHODS	3
1.5 DISSERTATION OUTLINE	4
CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK	5
2.1 LITERATURE REVIEW	5
2.2 INFLUENCER AND SOCIAL MEDIA MARKETING	5
2.3 SOCIAL MEDIA INFLUENCERS	5
2.4 SOURCE CREDIBILITY AND SOURCE ATTRACTIVENESS MODELS	6
2.5 CONCEPTUAL MODEL AND HYPOTHESIS	7
2.6 FACTORS INFLUENCING SOCIAL MEDIA USERS' PURCHASE INTENTIONS	10
2.7 GEN Z AND MILLENNIALS PURCHASE INTENTIONS	12
2.8 DIFFERENCES BETWEEN THE TWO GENERATIONS	14
CHAPTER 3: METHODOLOGY	15
3.1 RESEARCH APPROACH	15
3.2 PRIMARY DATA	15
3.3 DATA COLLECTION	17
3.4 MEASUREMENT / INDICATORS	17
3.5 DATA ANALYSIS	18
CHAPTER 4: RESULTS AND DISCUSSION	19
4.1 RESULTS	19
4.1.1 CLEANING THE DATA	19
4.1.2 DESCRIPTIVE STATISTICS	19
4.1.3 RELIABILITY SCALE	21
4.1.4 THE MEDIATOR EFFECT OF TRUSTWORTHINESS ON PURCHASE INTENTIONS	21
4.1.5 THE MODERATOR EFFECT OF GEN Z AND MILLENNIALS ON PURCHASE INTENTIONS	23
4.1.6 PERCEIVED EXPERTISE	24
4.1.7 LIKEABILITY	24
4.2 DISCUSSION	24
4.2.1 THEORETICAL IMPLICATIONS	24

4.2.2 PRACTICAL IMPLICATIONS	25
CHAPTER 5: CONCLUSIONS AND LIMITATIONS	27
5.1 MAIN FINDINGS & CONCLUSIONS	27
5.2 MANAGERIAL / ACADEMIC IMPLICATIONS	27
5.3 LIMITATIONS AND FURTHER RESEARCH	28
REFERENCE LIST	1
APPENDICES	3
APPENDIX I – PRE – SURVEY GUIDE	3
APPENDIX II - FINAL SURVEY GUIDE	13
APPENDIX III - SPSS RESULTS	20
TABLE OF FIGURES	
Figure 1. Conceptual Model	7
Figure 2. Operational Model	20

GLOSSARY

SIMs = Social Media Influencers

PE = Perceived Expertise

PI = Purchase intentions

CHAPTER 1: INTRODUCTION

1.1 Background and problem statement

Social media became a part of its users' daily lives as a resource that provided unrestricted access to a vast amount of information from across the globe (Pentina et al., 2018). Social media platforms were seen by marketers as important avenues for communicating and interacting with customers as a result of the increasing numbers of social media users, which influenced marketing trends and strategies (Bianchi et al., 2017). A few years ago, businesses would leverage celebrities' notoriety and social standing to promote their brands, but as social media platforms advanced, influencers began to get more and more respect (Xu (Rinka) and Pratt, 2018). Social media influencers—sometimes referred to as opinion leaders—regularly share their daily activities, talents, opinions, and suggestions based on their prior experience or area of expertise (Freberg et al., 2011). Influencer marketing has emerged as a fast-expanding marketing strategy in various industries as a result of the unheard-of increase in the number of social media influencers' followers. Influencer marketing has been heavily discussed in the fashion industry in recent years. Customers are becoming more fashion sensitive as a result of the fashion industry's steadily increasing demands, and fashion trends have a significant impact on consumers' buying decisions (Lang and Armstrong, 2018). Such trends are typically driven by leaders or Social Media Influencers (SMIs) (Park and Kim, 2016).

SMIs are social media personalities with a sizable following which create fashion content and have the ability to sway their audience's opinions and purchasing habits. They are regarded as new actors in the fashion sector since they draw customers who have a great desire for fashionable things (Park and Kim 2016). Although there hasn't been much writing about the connections between fashion leadership and consumers' intention to buy yet (Lang and Armstrong, 2018).

This study intends to fill this vacuum in the literature by investigating variables influencing Gen Z and Millennials' attitudes about SMIs and their effects on purchase intentions.

More specifically, we'll examine three factors that allow social media influencers to successfully affect Gen Z and Millennials' purchasing intentions, as well as how these two generations are influenced differently.

By gathering both primary and secondary data, we intend to investigate and assess how these three qualities determine how well these two generations are influenced by social media influencers. Whether the perception of expertise and likeability toward social media influencers influence consumers' propensity to purchase a particular good or service, and how these two factors affect trustworthiness, which in turn influences the increase of purchasing intentions.

Moreover, we know that social media influencers play an important role; by using their image and endorsement, SMI can generate new trends, such as social media-launched fads (such as TikTok or Instagram), and affect young people. When a particular type of attire becomes popular or is worn by celebrities and models, college students adopt it without question (Pathak, 2013).

According to De Veirman et al. (2017), finding influencers that would work best for their advertising campaign is a major challenge for marketers. These influencers must have strong, convincing abilities in order to persuade followers. The number of followers, likes, comments, credibility, competence, and congruence to the brand or to potential customers are only a few of the assessment factors that have been used to rate influencers in earlier research (Choi and Rifon, 2012; Freberg et al., 2011; Jabr and Zheng, 2017; Lee and Koo, 2012).

1.2 Problem Statement

This study has two goals in mind. We first want to pinpoint the key elements influencing consumers' perceptions of influencers. Next, we look at how purchase intentions are impacted by attitudes regarding SMIs. To do this, we created a model that incorporates other theoretical findings from earlier research with Ajzen's (1991) theory of planned behavior (TPB). The following research questions (RQs) are what we came up with:

- RQ1. How do Social Media Influencers affect Gen-Z and Millennials purchasing intentions?
- RQ2. Are Perceived Expertise, Likeability, and Trustworthiness key factors that influence Gen Z and Millennials' purchase intentions?
- RQ3. Do perceived expertise and likeability impact Gen Z and Millennials' trustworthiness?
- RQ4. Do trustworthiness impact Gen Z and Millennials' purchase intentions?
- RQ5. Do perceived expertise and likeability impact Gen Z and Millennials' purchase intentions?

1.3 Relevance

There are two main applications of this research. First of all, it will serve as a reference for fashion industry marketers and advertisers to comprehend the criteria to be taken into consideration when choosing appropriate influencers. In order to provide organizations with deeper insights into their upcoming marketing plans, we will thoroughly comprehend this association. In fact, by examining the factors influencing consumers' buying intentions as well as the distinctions between Gen Z and Millennials, we will assist firms in implementing more effective product strategies. Second, it offers insightful information on how influencer marketing affects consumer purchase intent, particularly in the fashion sector, where empirical research is generally lacking.

1.4 Research methods

A conclusion to the research questions was developed using a qualitative research methodology. Specifically, to obtain a representative sample of the entire Gen Z and Millennial population, primary data will be gathered for this project by administering a pre-questionnaire, and a final questionnaire to a sample group made up of all youth and adults between the ages of 18 and 35.

In terms of the pre-questionnaire, it will be split into two sections: a demographic one with questions about the respondents' age, nationality, and level of education, and a second section with 20 Likert-scale questions about likeability and perceived expertise. The goal of this pre-questionnaire is to enable the identification of potential stimuli for the final questionnaire.

The final questionnaire will have a block devoted to demographic questions and a block devoted to respondents' perceptions of the perceived expertise, likeability, trustworthiness, and purchase intentions of the five SMIs chosen as stimuli. Both of these blocks will be organized similarly to how they were in the pre-survey. The questions will always be asked in the form of a Likert scale with values from 1 to 5.

The research design used in this study is a qualitative analysis. We used a non-probability sampling technique for the convenience of this investigation, with self-selection sampling. The reason is that there are compelling theoretical and practical justifications for using non-probability sampling approaches, even if some researchers may think they are inferior to probability sampling techniques. Non-probability sampling strategies can give researchers solid

theoretical justifications for their selection of units (or instances) to be included in their sample when using a qualitative research methodology. Researchers that utilize non-probability sampling must rely on their own subjective judgments as well as theory (i.e., academic literature) and practical experience. Contrary to probability sampling, there is no attempt made to generalize the results of the sample under study to the entire population of interest or to pick samples objectively. Instead, researchers who use a qualitative research approach are frequently drawn to the complexity of the sample they are studying. While extrapolating the sample's characteristics to the population under investigation may be desired, this is more frequently a secondary concern. For practical reasons, non-probability sampling is frequently employed because, in comparison to probability sampling, the methods used to choose the units for inclusion in a sample are much simpler, faster, and less expensive.

Finally, in order to assess our data, we will first do a reliability study to make sure the Likert scales are valid and that no items need to be removed. Regression analyses will next be performed utilizing two PROCESS models, a feature of SPSS statistics, in order to confirm the researcher's hypothesis.

1.5 Dissertation outline

A review of the literature, a conceptual framework, and the creation of the research's guiding hypotheses are presented in the next chapter. The historical theories that this study is founded on are summarized in the literature review, along with an explanation of how the variables we used are pertinent to our research topic. The third chapter outlines the methods used for the analytical examination of the proposed hypotheses. Clarification is provided regarding the methods of analysis used to arrive at the results as well as the methods by which the data were collected and, consequently, the format of the questionnaires.

On the other hand, the results are specifically stated, explained, and examined in the fourth chapter, along with a discussion that contrasts the findings of this research with the aforementioned background theory.

The conclusions and limitations of this study are described in the fifth and final chapter so that they can be used as a foundation for subsequent research on this area of study.

CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1 Literature Review

The goal of this chapter is to lay the foundation for this research by offering a theoretical framework for the research's purpose and related research issues. We were able to explain and support the foundations of this material utilizing previous research. The world of social media and influencer marketing is explored in the first part of the research, which explores the theories that affect customers; the benefits and risks of a society are based more on the image that is communicated than the real quality of items. We looked at the causes behind customers' buying intentions, as well as the parallels and contrasts between Gen Z and Millennial behavior.

2.2 Influencer and Social Media Marketing

As the number of people using social media grew, so did marketing trends and techniques, and marketers began to see social media platforms as important channels for communicating and interacting with customers (Bianchi et al., 2017). Influencer marketing emphasizes the use of influencers to spread a brand's message to a certain demographic (Smart Insights 2017). Social media influencers are effectively utilized to publicize product information and the latest promotions to online followers using a variety of social media platforms such as Facebook, Instagram, TikTok, and YouTube (Markethub 2016).

2.3 Social Media Influencers

An influencer is someone who has:

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

It is important to note that these individuals are not merely marketing tools but rather social relationship assets with which brands can collaborate to achieve their marketing objectives.

Social media influencers, also known as opinion leaders, regularly share their daily activities, skills, opinions, and suggestions based on previous experience or knowledge on social media (Freberg et al., 2011). These new opinion leaders have a large network potential and consumer influence, and they actively create and disseminate eWOM in the form of textual and visual content depicting SMIs personal lives, lifestyles, and purchasing choices, which is consumed by large audiences (Gräve, 2017). In comparison to other marketing tactics (such as celebrity

endorsement), social media influencers have positioned themselves as possible endorsers by developing a variety of keywords in recent years and are regarded as the most cost-effective and -effective marketing trends (Harrison 2017; Patel 2016; Talaverna 2015). Due to their amiability in creating relationships with consumers, social media influencers are seen as more reliable, trustworthy, and informed than celebrity endorsement advertising techniques (Berger et al. 2016), especially for firms targeting millennials and Gen Z.

Makgosa (2010) reported that cultural learning theory might explain the influence of celebrities on consumer behavior convincingly. Social learning theory is proposed as a contextual foundation for understanding social media influencers, as they represent a novel type of unbiased third endorser who can shape audience attitudes and decision-making via the use of social media, which is in line with Makgosa's assertion. According to social learning theory, respondents' attitudes and the effectiveness of social media influencers have a significant impact on an individual's intention to purchase products. Furthermore, according to Sudha and Sheena (2017), the usage of influencer marketing aids in the brand-building process has a big impact because SMIs are always viewed as role models and have the ability to influence their audiences. However, there is still a paucity of research on the relationship between fashion leadership and customer purchase intent (Lang and Armstrong, 2018).

This study intends to fill a gap in the literature by looking at the elements that influence Millennials and Gen Z's opinions regarding fashion influencers and how they affect their purchase intent.

2.4 Source Credibility and Source Attractiveness Models

A social media influencer's persuasiveness in a social media platform is determined by the source credibility model and the source attractiveness model (Weis Mueller et al., 2020). This research demonstrated how both models use an influencer as the key to success on Social Media platforms. The message provided by an endorser will have a greater beneficial impact on consumers than advertising developed by businesses. Pornpitakpan (2004) discovered that an endorser's trustworthiness and attractiveness applied to three dimensions have a favorable relationship with purchasing intent. Ohanian created the Ohanian Model of source credibility (1991). This model was useful in conveying the persuasiveness of communication in the transmission of information with a target segment, which is dependent on the source's qualities (Corina, 2006). Credibility is defined as a combination of social media influencer skill,

attractiveness, and trustworthiness, particularly in the advertising process (Sertoglu et al., 2014). The current study uses and adapts both models to assess consumer perceptions of buy intent, with social media influencers serving as a platform for marketers to promote their products, particularly in the fashion industry.

2.5 Conceptual Model and Hypothesis

2.5.1 Conceptual Model

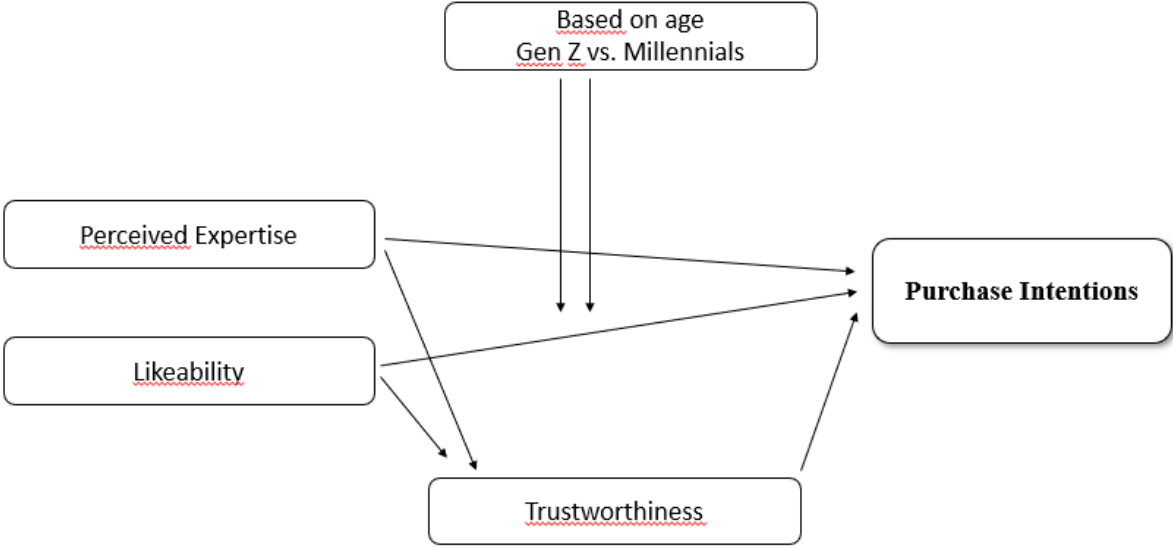


Figure 1. Conceptual Model

The TPB (Ajzen, 1991) serves as the foundation for the proposed conceptual model, which is depicted in Figure 1. Additional pertinent constructs came from earlier research by Choi and Rifon (2012), Goldsmith et al. (2000), Jabr and Zheng (2017), Lee and Koo (2012), and Martins et al. (2017). The purpose of this study is to identify the elements influencing customers’ purchase intentions toward Social Media Influencers’ trustworthiness. The impact of those factors on consumer sentiments about purchase intent is then explored.

Perceived behavioral control, subjective standards, and attitude have all been proposed as alternatives to Ajzen's (2011) TPB. We included the perceived expertise, likeability, and trust of influencers as proposed by Martins et al. (2017), Goldsmith et al. (2000), and Choi and Rifon (2012).

2.5.2 Hypothesis

An important factor that influences consumers' perceptions toward influencers and their propensity to make purchases is perceived expertise. Consumers are more likely to follow the advice given by influencers who are seen as subject-matter experts (Yadav et al., 2013). An expert is typically thought of as being highly competent, making accurate and reliable judgments more likely. Numerous studies show that knowledgeable influencers can have a big impact on how consumers feel about a certain brand (Hayes and Carr, 2015; Bergkvist et al., 2016). Customers' perception of an influencer's knowledge raises their degree of trust, which affects their attitudes toward the influencer and their desire to make a purchase (Smith et al., 2005).

Therefore:

H1. Perceived Expertise towards Social Media Influencers is positively associated with Gen Z and Millennials' purchase intentions.

H2. Social Media Influencers' perceived expertise is positively associated with Social Media Influencers' trustworthiness.

Likeability, according to Garretson and Niedrich (2004), is the degree to which motivations are like one another. Affiliative motivations can help in impression creation and have an emotional impact on consumers' reactions (Hosany and Martin, 2012). Similar outcomes might be expected in influencer marketing. Higher purchase intentions and improved sentiments about the influencer could result from increasing the linkage of influencers to prospective customers. Consumers frequently follow influencers because they share comparable personality features, a common lifestyle, or shared interests, according to Xu (Rinka) and Pratt (2018). Positive attitudes toward influencers are reflected in higher levels of likeability towards influencers which increases buy intentions (Choi and Rifon, 2012). Thus:

H3. Likeability toward Social Media Influencers is positively associated with Gen Z and Millennials' purchase intentions.

H4. Social Media Influencers' likeability is positively associated with Social Media Influencers' trustworthiness.

According to previous research (Nam and Dan, 2018), one of the most crucial factors in influencer selection/following is perceived credibility. Although attractiveness may have an immediate impact on efficacy, Lagner and Eisend (2011) affirm that a Social Media Influencers' perceived credibility would have a far longer impact on a consumer's behavior toward a product.

Credibility and trustworthiness are the foundations for recommendations and E-WOM, and influencers must be viewed as credible to persuade their followers (Kim et al., 2018).

As a result, a credible Social Media Influencer has a higher chance of influencing the follower's intention to buy.

A claim's perceived credibility indicates whether or not a person believes it to be accurate, honest, and objective (Hass, 1981). To achieve an unclear goal, trust depends on how a person acts (Giffin, 1967). The degree to which consumers trust influencers—both in what they say and do—is characterized by trust in our study environment. In the contemporary digital age, building client trust is essential for effective marketing (Jabr and Zheng, 2017). There is a favorable correlation between attitude and trust, according to a prior study (Macintosh and Lockshin, 1997; Ohanian, 1990; Suh and Han, 2002). A consumer who trusts an influencer in a digital marketing setting is more inclined to believe the influencer's recommendations, and as a result, both his attitude about the product and purchasing behavior may alter (Hsuet al., 2013). As a result, a social media influencer who is regarded as a highly reliable individual has a greater possibility of influencing the attitudes, decisions and purchasing intentions of their followers.

Therefore:

H5. Trustworthiness towards Social Media Influencers is more positively associated with Gen Z's purchase intentions than with Millennials' purchase intentions.

H6. Gen Z's purchase intentions are strongly influenced by Social Media Influencers' trustworthiness.

H7. Millennials' purchase intentions are slightly influenced by Social Media Influencers' trustworthiness.

2.6 Factors influencing Social Media users' purchase intentions

2.6.1 Trustworthiness

The endorser's trustworthiness is determined by his or her credibility, honesty, and integrity. Additionally, the recipients' perception of the source's impartiality determines its dependability (Van der Waldt et al., 2009). Furthermore, according to Erdogan (1999, p. 298), trustworthiness can be translated into credibility, sincerity, honesty, and knowledge, and it denotes an endorser's expertise, skill, or talent. One of the elements of source credibility is trustworthiness, and influencers must be trustworthy in order to influence their followers (Kim et al., 2018).

According to Brown and Hayes (2008), 54 percent of customers would recommend the things they bought to others if the company gained their trust. Customers are more inclined to accept SMI's recommended products if they trust the company (Liu et al., 2015).

The trustworthy influencer, according to Rebelo (2017), was more convincing. When Instagram followers perceive an influencer as trustworthy, genuine, fair, truthful, and reliable, they are deemed reputable. Most of the material reviewed, according to Chao et al. (2005), supports the favorable influence of reliability on effectiveness.

2.6.2 Perceived Expertise

A high level of understanding or competence is described as expertise. This variable can alternatively be defined as the extent to which the endorser is regarded as having sufficient knowledge, expertise, or abilities to promote the products. The term "expertise" was employed by social media influencers to successfully complete product-related activities (Alba & Hutchinson, 2007). SMI has the capacity to produce a trustworthy and innovative message for a business or product that will capture the attention of people. Silvera and Austad (2004) underline that when influencers have better competence, trustworthiness, and attractiveness, target groups' purchase intentions are higher. Influencers utilize their knowledge to post on social media about brands and items that their followers are likely to see. According to Kassoway (2015), influence is a long-term relationship between social media influencers and customers that is the key to market success in this technological era. SMI can strengthen consumer bonds by presenting credible information on social media and interacting with them, which is referred to as expertise (Chun et al., 2018).

2.6.3 Likeability

The information receiver's attachment to the physical appearance and personal features of the information source is known as likability (McGuire, 1985; Kiecker & Cowles, 2001; Teng et al., 2014). One of the most powerful things influencing a consumer's attitude toward a SMI is their perceptions of it (Li et al., 2014). Furthermore, according to Brickman et al. (1975), the longer people are exposed to someone's ideas, the more they like them. According to Cheung et al. (2014), when customers believe they have similar characteristics to SMIs, they are more likely to buy the same things that SMIs use in their daily lives and have posted on social media. As a result, a well-known SMI is regarded as a more likable individual with a stronger influence over consumer product decisions (Uzunolu & Kip, 2014; Abidin, 2016; Forbes, 2016). This is because SMIs are frequently viewed as positive examples by consumers (Forbes, 2016).

2.6.4 Perceived Behavioral Control and Subjective Norms

"People's sense of the degree to which they are capable of, or have control over, completing a specific behavior" is defined by perceived behavioral control (Fishbein and Ajzen, 2010). Prior research defined perceived behavioral control as "an assessment of one's capacity to arrange and execute given types of performances," which is "an evaluation of one's ability to successfully perform given types of accomplishments" (Bandura, 1997). Customers are more likely to engage in each behavior if they have influence over it, according to Al-Debei et al. (2013). Perceived behavioral control does indeed have a strong positive effect on both attitude and intention, according to the TPB.

Subjective norms are the social expectations that people face when they act in specific ways (Rhodes and Courneya, 2003). That is, when individuals are under pressure from their environment or other people they know, they are more likely to act in a certain way. Subjective norms are defined by Hegner, Fenko, and Teravest (2017) as the intention to behave in a manner that impresses others and is then inwardly regulated. It mostly concerns a person's impression of other people's opinions, particularly those of friends and relatives, on whether he or she should indulge in the action. The intent is a result of attitudes toward the action, subjective norms, and perceived behavioral control, according to the TPB (Ajzen, 2011). Subjective norms are likely to have a favorable relationship with SMI attitudes.

2.6.5 Similarity

Similarity refers to individuals who share characteristics such as demographics, experience, passions, opinions, social standing, and habits that social media users can detect (Fanoberova

& Kuczkowska, 2016). Changes in culture and societal influences, as well as commonalities within each generation, have been discovered as disparities between generations (Bakewell & Mitchell, 2003). Celebrities, bloggers, and brand ambassadors, sometimes known as "the most influential force in the fashion sector," can make a lot of money conducting brand endorsements in this era (Wiedman et al., 2012). They can persuade their followers to buy the brand or products depending on their opinion and expertise. Considering social media influencers have the potential to make something become a vogue and a "to have" fashion because consumers copy their style, consumers believe they will have the same lifestyles as social media influencers if they utilize the same things.

To conclude, while these two last variables fall under the category of factors that influence purchase decisions, they will not be thoroughly examined in this study and are not included in the conceptual model described above.

2.7 Gen Z and Millennials purchase intentions

Purchase intention is described as a person's intentional decision to buy a specific brand (Spears & Singh, 2004) as well as a plan to buy specific products or services (Goyal, 2014). The impact of market advertising characteristics on a person's purchase decisions is significant (Hausman & Siekpe, 2009). Consumers will review the material by compiling their prior experience, preferences, and recommendations from others. They will next go through the process of evaluating alternatives before deciding on a purchase (Chi et al., 2011). Previous research has shown that social media influencers and purchase intent have a beneficial link (McCormick, 2016; Lisichkova & Othman, 2017). When tested, however, Johansen & Guldvik (2017) were unable to find a beneficial effect of influencer marketing on purchase intention. This is the reason why this article will investigate the relationship between influencer marketing and purchase intentions, focusing on the views of Gen Z and Millennials.

Fashionable clothing and accessories are examples of goods that assist people in expressing themselves and what they are. Do all people have a strong desire to follow fashion trends? The answer is no, except for one segment of the population: teenagers.

The fundamental reason why teenagers aspire to greater fashion concerns than any other age group is **peer influence** and **hero worship**, which form part of adolescent identity creation.

When a certain type of clothing becomes popular or is worn by celebrities and models, college students adopt it without question (Pathak, 2013). The comfort and practicality of today's fashion do not take precedence. Young people are sometimes attracted to clothing that goes beyond simplicity and humility and makes it difficult to sit or move properly.

Hairstyles that are untidy and ragged in appearance are popular with Millennials. It instead represents postmodern consumerist society's deconstructive style preferences.

For many young people, jeans, cool sneakers, messy hair for men and jeans, cool sneakers, and neat hair for women are the most popular styles. However, Generation Z, also known as "digital natives", since they can produce, edit, and publish photos on Instagram while also talking on the phone, want to exhibit their personal style in an incognito manner.

The consequences of growing up in an "always on" digital realm are only now becoming clear. A recent study has revealed significant – both positive and worrying – changes in teenage behaviors, attitudes, and lifestyles for those who grew up during this period. What we don't know is if these are generational imprints or adolescent features that will fade as they get older. It will be critical to start tracking this new generation throughout time.

The anticipating culture and changing behavior of Gen-Z are discussed in the interesting whitepaper published by IMA on how Generation Z is currently reinventing and altering society culture. According to a Harvard Business Review article titled Branding in the Age of social media, "individuals do not want to engage with firms as much as they want to engage with individuals." This is a very crucial point to remember. This demonstrates the critical relevance of engaging with influential influencers who have a dedicated and active following or community. Brands must recognize that to keep up with the times, they must modify their techniques to target the Gen-Z crowd and successfully capture their attention. Given the fact that no generations of people are identical, Forbes claims that Gen-Z is reinventing who is and is not popular in today's industry (Forbes, 2019).

As previously stated, this age has a higher regard for persons than for companies. As a result, it appears that Gen-Z and influencer marketing is a good fit. The generation is on board with influencers, according to Morning Consult. Two-thirds of those polled say they follow them, and half say they trust their advice (Morning Consult, 2020). Furthermore, according to Forbes, Gen-Z values personable content creators over recognized superstars. According to the Influencer Marketing Hub, influencer marketing appears to be the most effective technique to reach out to the digital community.

2.8 Differences between the two generations

Although these two generations are strongly connected to the latest technological developments and the numerous things the internet provides, it is possible to mistake them for the same. (Hubspot,2019)

The disparities between the two generations, as well as the need for marketers to understand how to act on them, are extremely important in this research. Furthermore, businesses see both generations as a younger target group that is more knowledgeable about digital evolution than previous generations. However, viewing them as a single generation and so becoming more cost-effective is not the way to proceed. Although it may have worked in the past, a recent Morning Consult analysis says otherwise.

It is critical to address age disparities to develop understanding. To begin with, Millennials were born between 1981 and 1995, which means the oldest millennial is now 41 years old. In contrast, Gen-Z refers to those born between 1996 and 2010.

According to Morning Consult's research, an influencer report on engaging Gen-Z and Millennials, there are six key differences between the two groups.

We'll focus on two of the six major distinctions: Advertisements hold millennials' attention longer, and they utilize social media sites differently.

The attention span of Gen-Z is about 8 seconds, while Millennials can focus for up to 12 seconds (HubSpot, 2019). In addition, Gen-Zers will be drawn to short video material.

Snapchat or Instagram Stories are perfect for displaying short, snappy material. On the contrary, Millennials prefer more in-depth information, such as extensive movies or podcasts. There are significant variances between generations when it comes to branded material. According to HubSpot, Generation Z values and prefers to learn more about products and services via social media videos and influencer marketing (HubSpot, 2019).

Furthermore, there is a large variance in platform usage. Instagram, Facebook, Twitter, and LinkedIn appear to be popular among millennials. For the oldest half of Gen-Z, however, video-based networks such as Instagram, YouTube, and Snapchat are preferred, and TikTok is on its way to becoming more popular. TikTok is an effective platform to follow; the one-year-old app is one of the fastest-growing social media platforms. This is because the software is extremely popular among Gen-Z around the world (HubSpot, 2019).

CHAPTER 3: METHODOLOGY

The following chapter is aimed at explaining the research methods used during this study. The aim is to develop a method that can explain the hypotheses formulated and described in the previous chapter. In order to be able to analyze the differences between Generation Z and Millennials in their purchasing decisions with respect to the influence generated by the SMI.

3.1 Research Approach

A qualitative research method was used to generate a conclusion to the study question, "How do Social Media Influencers affect Gen-Z and Millennials purchasing intentions." Specifically, through a pre-survey and a final survey to formulate a comprehensive response and guidance to the research issue and its sub-questions. The data gathering allows researchers to gain a better understanding of the consumer purchasing decisions made by Generation-Z and Millennials, the segment of the population capable of making such decisions.

The research design used in this study is a qualitative analysis. To confirm the hypotheses formulated, two surveys were generated. The first one is fundamental for the final one since it enabled the creation of the stimuli and a more reliable sample of answers.

3.2 Primary Data

The first approach used in the development of this study is represented by an initial selection of the concerned segment of the research. In fact, since the subject matter concerns two generations such as Gen Z and Millennials, the data collected concerns this category.

As an initial phase, a qualitative research methodology was used. A total of 92 responses were received from the pre-survey, which was circulated via WhatsApp and social media sites like Instagram. 63.33% of the sample, or 57 respondents, were between the ages of 23 and 27; a net 20% were between the ages of 18 and 22, representing the youngest of Gen Z. Furthermore, Millennials were represented by 13 out of 92 respondents who were between the ages of 28 and 35. Only 3% of them self-identify as non-binary, even though women made up most respondents (77.28%), while men also participated in the study with 19% of respondents. The participants were European students or workers, mainly Italians but also Germans, Portuguese, Dutch, and French, since the purpose of the study was to examine the difference in the influence

that trustworthiness has on purchasing intentions between these two generations in the European market.

The pre-survey is divided into two blocks of questions, a block relating to questions on demographics and another consisting of twenty questions in Likert scale form, each aimed at analyzing the levels of likeability and perceived expertise of 20 different Social Media Influencers. This survey serves the purpose of assisting in the creation of the stimuli that will be utilized in the final survey to determine the responses to our research.

The pre-survey guide, which includes an overview and all the sample questions, can be found in Appendix I under the title: Pre-survey Guide.

The demographic section consists of background questions, such as "What's your nationality?" "How old are you?" etc. The age of the participants will be one of the most crucial factors in this study to help us understand how Gen Z and Millennials differ, which is one of the main goals of this research paper. From this block of questions, it is possible to have a general idea of the participants. Moreover, the main block of questions consisted of a Likert scale of 5 points from totally disagree to totally agree for each one of the 20 Social Media Influencers taken into consideration. Their names were taken from a list of 150 influencers published by the top New York digital marketing agency "amra & elma". Five social media influencers were chosen to represent the majority opinion of customers regarding the best and worst Social Media Influencers in terms of perceived expertise and likeability after the presurvey was analyzed and key data was collected. Using the same format as the pre-questionnaire, the final questionnaire was constructed. A 5-point Likert scale was once more adopted, but this time questions about perceived expertise, likeability, trustworthiness, and purchase intentions were included as well. On the other hand, demographic inquiries were made in the second section with the goal of later identifying the biggest perception gaps between the two generations, Gen Z and Millennials. To go more specifically, the Likert scale matrix block of questions is the most important for the study since it will reveal how Social Media Influencers are perceived in terms of Trustworthiness, Perceived Expertise, and Likeability. An example of questions of the survey could be about the section where the respondents are questioned about how Social Media Influencers influence their purchasing intentions, with questions like "I most frequently have intentions to purchase products advertised by *name of the influencer they follow*". The final survey guide, which includes an overview and all the sample questions, can be found in Appendix II under the title: Final Survey Guide.

Generations Z and Millennials, who are known as digital natives, make up the study's target. Hence it was thought fitting to administer the questionnaire online (Magno, 2017). Indeed, both

the pre-survey and final survey were spread through WhatsApp, Instagram, and LinkedIn using English as the survey language.

3.3 Data Collection

The following approach was used to analyze the final survey; we used a non-probability sampling technique for the convenience of this investigation, with self-selection sampling. After then, analyzing all the answers by comparing them to one another provided a comprehensive overview. The next step was to look for parallels and differences in the responses. Finding patterns and attempting to understand why particular patterns exist, considering the diverse characteristics and generation of the participants. Question by question, the same procedure is followed till the end of a section. Since our goal was to have in our sample people that were already familiar with SMIs, a screening question asking, "Do you follow any Social Media Influencers?" was added to the questionnaire's opening to weed out those who weren't. A total of 164 respondents successfully finished the survey over the course of one month (July through August 2022). While 24 responses were eliminated due to age restrictions (only Millennials and Gen Z were targeted) or missing answers, about 137 valid responses were kept (85.64%). The valid responses were examined for reliability and validity for testing hypotheses. The final sample comprised 36 (26,28%) male respondents and 97 (70,80%) females, and 4 identified as NB. About 102 (74,45%) respondents are aged under 27 years old, and 35 (25,54%) respondents are aged between 28 and 35 years old.

Additionally, 12,08% of the valid responses — 58,9% of which were provided by men — did not follow any social media influencers of any kind. Another relevant piece of information for our study is that 75% of respondents are Italian, 10,7% are German, and the remaining 14,3% are from other countries, including the Netherlands, France, and Portugal. This information will be crucial later when we discuss the study's limitations.

3.4 Measurement / Indicators

The goal of the surveys was to gain a deeper knowledge of the reasoning, motivations, and behaviors of Millennials and Gen-Z to identify the similarities and differences in their purchasing intentions when it comes to the influence of Social Media Influencers' trustworthiness related to perceived expertise and likeability.

With some adjustments, all constructions were adapted from earlier literature.

Since English is a language that most of the population speaks and understands, all of the questionnaire scales and items were given in English.

Respondents were asked to rate each proposed statement on a five-point Likert-scale ranging from 1 (strongly disagree) to 5 (strongly agree) in order to evaluate the various research factors. The Appendix contains all structures and associated materials. The questionnaire's final section asked demographic questions on age, gender, education, income, and employment.

Framework	Measure	Items	Scale	Reference	Conbach α
Mediator	Trustworthiness	7	5-point Likert-scale	Liu et al. (2012); Martins et al. (2017); Yang et al. (2013) Lu et al. (2014); Ohanian (1990)	0.863
Moderator	Age	1	Multiple choice	basic demographic survey questions	n/a
IV	Perceived Expertise	3	5-point Likert-scale	Bergkvist et al. (2016); Ohanian (1990)	0.834
IV	Likeability	6	5-point Likert-scale	Ajzen (2011); Casaló et al. (2018)	0.863
DV	Purchase Intentions	2	5-point Likert-scale	Ajzen (2011); Hsu and Lin (2015); Kumar et al. (2009); Martins et al. (2017)	0.851

Figure 2 - Operational Model

3.5 Data Analysis

For the data analysis, a reliability analysis was conducted after a descriptive analysis of the average scores obtained in each of the subscales considered. This was done to assess the reliability of the scales. The regressions were done in order to confirm the mediation and moderation effects using the SPSS statistical software, along with an extension of the program called PROCESS.

CHAPTER 4: RESULTS AND DISCUSSION

4.1 Results

The outcomes of the analysis are presented in this section. Two surveys were conducted, one of which served as the ground for the last questionnaire, as was foreseen in the preceding chapter. The gathered information will be clarified and examined to reject or accept the research's hypotheses.

4.1.1 Cleaning the data

First and foremost, we must go back in time to begin the analysis of our data. In fact, there is a crucial step that must be taken after the survey is finished in order to ensure that the results are not altered. First off, because there are missing values in the dataset imported into SPSS, it was required to fill in these numerical gaps before performing the reliability study. The data was therefore re-coded to obtain the variable of each individual influencer. In this instance, all the boxes with a blank value were replaced with .00. In fact, depending on the choices made by the respondent, the survey's design allowed for the inclusion or exclusion of specific Likert-scales, which is the reason why there are blank boxes in the dataset. We then proceeded to the second phase after following this process for each of the five Likert-scales corresponding to each SMI's. Following this stage, the means of the values of each influencer-related variable were combined to generate four distinct macro variables, which were then labeled as follows: "perceived expertise," "likeability," "trustworthiness," and "purchase intentions" so as to include them in the Process function of the SPSS statistic in order to collect the results regarding the effects of the mediation of trustworthiness. Afterwards, a dummy variable with values corresponding to the respondents' ages—0 for respondents older than 27 and 1 for respondents younger than 27—was created. These values were then inserted into the Process function of the SPSS statistic in order to gather data on the impact of the moderation effect of Gen Z and Millennials. Lastly, there were no manipulation checks in the surveys and the dataset did not contain any abnormal observations, hence outlier analysis was not required.

4.1.2 Descriptive Statistics

Sample characterization

Regarding the characterization of the target sample of this research, 100 respondents from the pre-questionnaire and 164 from the final questionnaire were examined. Most respondents in both surveys are women, of Italian nationality, in the 18–35 age range, which perfectly

represents the population under study. Data Collection 3.3 of the preceding chapter provides more detailed information on the make-up of the reference sample.

Key Variables

Regarding the descriptive analysis of the variables object of this research we can deduce the following:

Regarding Perceived Expertise

- Min for all SMIs .00
- Max 5.00 for @rockandfiocc and @chiaraferragni and Max 4.00 for @lenaperminova and @imjennim.
- The highest Mean is @chiaraferragni with 1.77 while the lowest is @lenaperminova with 0.044.
- Std. Deviation is between 0.4 and 2, where 0.4 is the value of @lenaperminova while 2 is the value of @chiaraferragni.

Regarding Likeability

- Min for all SMIs .00
- Max 5.00 for @rockandfiocc and @chiaraferragni and Max 3.00 as lowest value for @lenaperminova.
- The highest Mean is @chiaraferragni with 1.46 while the lowest is @lenaperminova with 0.035.
- Std. Deviation is between 0.31 and 1.69, where 0.31 is the value for @lenaperminova while 1.69 is the value of @chiaraferragni.

Regarding Trustworthiness

- Min for all SMIs .00
- Max 5.00 for @chiaraferragni and Max 3.57 as lowest value for @lenaperminova.
- The highest Mean is @chiaraferragni with 1.53 while the lowest is @lenaperminova with 0.04.
- Std. Deviation is between 0.36 and 1.75, where 0.36 is the value for @lenaperminova while 1.75 is the value of @chiaraferragni.

Regarding Purchase Intentions

- Min for all SMIs .00
- Max 5.00 for @rockandfiocc, @chiaraferragni and @riannemeijer and Max 4 for @lenaperminova and @imjennim.
- The highest Mean is @chiaraferragni with 1.20 while the lowest is @lenaperminova with 0.04.
- Std. Deviation is between 0.38 and 1.50, where 0.38 is the value for @lenaperminova while 1.50 is the value of @chiaraferragni.

All the data just discussed are present in **Tables 1, 2, 3 and 4** under the heading **SPSS Results in Appendix III**.

Measure Reliability

We calculated Cronbach's alpha for each of the five scales, using reliability analysis. These steps make up the reliability analysis procedure: First, choose "analysis" and then "reliability analysis" on the SPSS application. Next, choose the items of each Likert-scale. So, after choosing the 18 items pertaining to the four variables of interest for each of the five SMIs, it is possible to run the analysis and obtain Cronbach's alpha for each Likert-scale. You can find the tables in **Appendix III under "SPSS Results"**.

4.1.3 Reliability Scale

Despite the pre-validation of the scales used for the research, a Reliability analysis was run to ensure their reliability.

Reliability analysis refers to Cronbach's alpha of the constructs used, which previous literature (Hair et al., 2010) suggest being greater than the reference value of 0.7.

Cronbach's alpha values are:

1st SMI @rockandfiocc: 0.945

2nd SMI @chiaraferragni: 0.860

3rd SMI @riannemeijer: 0.944

4th SMI @lenaperminova: 0.743

5th SMI @imjennim: 0.940

As Cronbach's alpha is greater than 0.7 for all scales, they can be considered highly reliable. For none was it necessary to remove items to increase their reliability.

We can then proceed with the analysis of the data to test the hypothesis previously made.

(All the tables are in Appendix III under Table 5, Table 6, Table 7, Table 8, and Table 9)

4.1.4 The mediator effect of Trustworthiness on Purchase Intentions

An analysis was conducted to verify H1 e H2 of the research, respectively "SMI's perceived expertise is positively associated with Gen Z and Millennials purchase intentions" and "SMI's perceived expertise is positively associated with SMI's trustworthiness" to verify the mediator

effect of Trustworthiness. To test H1 and H2, a regression analysis was conducted using Model 4 of the function PROCESS with one mediator.

Each variable has been given a specific role, as follows:

Dependent Variable (Y): Purchase intentions

Independent Variable (X): Perceived expertise

Mediator (M): Trustworthiness

First, we check the importance of the independent variable's influence on the mediator variable. It is confirmed by looking at the coefficient's interval that the signs are both positive and of the same sign. The importance of the effect can be confirmed if both requirements are established. In this instance, when perceived expertise increases, trustworthiness also does so with a 0.9 coefficient and a p-value of 0.000. The influence of the mediator variable on the dependent variable is then shown; in this instance, the interval of the coefficient is significant, and the correlation between the effect of trustworthiness and purchase intentions is 1.1260 with a p-value of 0.000. The direct impact of X (perceived expertise) on Y (purchase intentions) can be verified at the conclusion and has a significance of 0.0098 and an effect of -0.2447.

This data supports hypothesis H1 and H2, that perceived expertise increases purchase intentions in both Gen Z and Millennials and that a higher perception of expertise equates to a higher level of trustworthiness. **(Check Appendix III to find Table 10)**

A second analysis was conducted to test H3 and H4, respectively: "Likeability towards SMI is positively associated with Gen Z, and Millennials' purchase intentions" and "SMI's Likeability is positively associated with SMI's trustworthiness" to verify the mediator effect of Trustworthiness this time related to the second independent variable of our model "Likeability". As before, to test H3 and H4, a regression analysis was conducted using Model 4 of the function PROCESS with one mediator.

Each variable has been given a specific role, as follows:

Dependent Variable (Y): Purchase intentions

Independent Variable (X): Likeability

Mediator (M): Trustworthiness

As previously, we check the importance of the independent variable's influence on the mediator variable. It is confirmed by looking at the coefficient's interval that the signs are both positive and of the same sign. The importance of the effect can be confirmed if both requirements are established. In this instance, when likeability increases, trustworthiness also does so with a 1.04 coefficient and a p-value of 0.000. The influence of the mediator variable on the dependent variable is then shown; in this instance, the interval of the coefficient is not significant, and the correlation between the effect of trustworthiness and purchase intentions is 0.1598 with a p-value of 0.000. The direct impact of X (likeability) on Y (purchase intentions) can be verified at the conclusion and has a significance of 0.0098 and an effect of 0.7599.

This data supports hypotheses H3 and H4 showing that likeability increases purchase intentions in both Gen Z and Millennials and that a higher perception of likeability equates to a higher level of trustworthiness but with no effects on purchase intentions. This means that there is no mediation effect because when we are talking about likeability, trust is not a relevant element in increasing purchase intentions. **(Check Appendix III to find Table 11)**

4.1.5 The Moderator effect of Gen Z and Millennials on Purchase Intentions

An analysis was conducted to verify the moderator effect of Gen Z and Millennials on Purchase intentions to verify H5, H6, and H7, respectively: “Trustworthiness towards Social Media Influencers is more positively associated with Gen Z’s purchase intentions than with Millennials’ purchase intentions”, “Gen Z purchase intentions are strongly influenced by Social Media Influencers’ trustworthiness” and “Millennials’ purchase intentions are slightly influenced by Social Media Influencers’ trustworthiness.”

To test H5, H6, and H7, a regression analysis was conducted using Model 7 of the function PROCESS with one mediator and one moderator. To assess the differences between the two generations, we identify as Gen Z people aged under and equal 27 years old and as Millennials people aged over 27 years old. This led us to the creation of a dummy variable which is a "substitute" for a qualitative variable.

To save time, generating a dummy variable result in the creation of a new one. Its goal is to enable working with numerical values even though the initial variable is of a qualitative nature. Building a dummy variable specifically entails coding the data already present in a variable so that it can only take on the values of 0 or 1.

This kind of variable, which is nominally qualitative from a statistical perspective, is not thought of as a quantitative one. Dummy variables are a specific kind of dichotomous nominal qualitative variable. They can only rely on the values 0 and 1.

4.1.6 Perceived Expertise

Firstly, we check the importance of the independent variable's influence on the moderator variable. It is confirmed by looking at the coefficient's interval that the signs are both positive and of the same sign. The importance of the effect can be confirmed if both requirements are established. In this instance, the interaction is significant, with a 0.0763 coefficient and a p-value of 0.0461. Then the direct effect of X on Y is significant with a p-value of 0.0168 and an effect of -0.2394. The influence of the moderator variable on the dependent variable is then shown; in this instance, the interval of the coefficient is significant for both under 27 (1) and over 27 (0), showing that there's is a moderation effect in both Generation Z and Millennials for what concerns perceived expertise with a higher effect of 1.0265 for Gen Z and an effect of 0.9408 for Millennials. **(Check Appendix III to find Tables 12 - 13)**

4.1.7 Likeability

As before, we check the importance of the independent variable's influence on the moderator variable. By looking at the coefficient's interval, the signs are not both positive and not of the same sign. The importance of the effect then cannot be confirmed if both requirements are not established. In this instance, the interaction is not significant, with a 0.0579 coefficient and a p-value of 0.1674. Then the direct effect of X on Y is significant with a p-value of 0.0000 and an effect of 0.7718. The influence of the moderator variable on the dependent variable is then shown; in this instance, the interval of the coefficient is non-significant for both those under 27 (1) and over 27 (0), showing that theirs is no moderation effect in neither Generation Z nor Millennials for what concerns likeability with an effect of 0.1619 for Gen Z and an effect of 0.1530 for Millennials. **(Check Appendix III to find Tables 14 - 15)**

4.2 Discussion

4.2.1 Theoretical Implications

This research has three theoretical implications. First, Gen Z and Millennials' trustworthiness are positively influenced by SMI's perceived expertise and SMI's likeability, which is

consistent with previous findings (Ajzen, 2011; Choi and Rifon, 2012; Jabr and Zheng, 2017). Perceived expertise was the strongest factor influencing Gen Z and Millennials' Trustworthiness, followed by Likeability, which has a positive influence on Trustworthiness too. These findings demonstrate that a likable and expert SMI is considered reliable and trustworthy by both generations, even if the results show that Gen Z is more inclined to trust SMI rather than Millennials, who also consider them as trustworthy but less. These results also show that a SMI who's considered trustworthy and reliable is more likely to influence consumers' purchase intentions, as seen in prior literature (Kim et al., 2018). Second, it has been highlighted through this research that there is not only a direct connection between experience and subsequently affecting purchasing decisions, but also that the model presented with trust as a mediator is reliable as regards the "experience." It also shows that as the perceived experience grows, trustworthiness grows, and consequently, purchasing decisions grow. This suggests that consumers are more likely to be influenced in their purchasing decisions when they perceive the SMI as an expert. Last, our results show that, even if it has been demonstrated that there is a direct link between Likeability and Purchase Intentions when we take into consideration trust as a mediator, there is no effect affecting Gen Z and Millennials' purchasing intentions. This means that when we talk about Likeability, it is true that consumers have the inclination to trust a SMI that they perceive as likable, but this does not mean that this would lead to higher purchase intentions. This implies that SMI's trustworthiness is gainable if they are considered experts in their field and if they are likable, but it is not necessarily true that since there is trustworthiness, there are intentions of purchase intentions, especially with regard to the Millennial generation.

4.2.2 Practical Implications

We are able to deduce two key practical consequences from the current research's findings. Customers have been proven to value expertise and trustworthiness as the most crucial elements while adhering to SMIs. To a limited extent, likeability also has an impact on consumers' opinions regarding SMIs. When implementing influencer marketing, fashion marketers and advertisers may take these issues into account. Second, it has been shown that sentiments regarding SMIs significantly affect purchase intention. This prompts us to propose that fashion marketers should fully appreciate influencer marketing as a successful tactic to increase E-WOM connected to their products and subsequently generate buy intentions among consumers. Additionally, it is critical to keep in mind that there are clear distinctions between how the two digital generations view the function of SMIs in society and the real work that actually requires

such. Therefore, it is evident that there is a generational disparity in the perception of these workers' actual abilities, which, while not very wide, nonetheless persists. In fact, when it comes to Millennials, the reliability provided by the real experience of SMIs has less of an impact on confidence than it does on Generation Z. While sympathy appears to be a very individualized trait that cannot be affected by moderation or mediation with regard to both generations.

CHAPTER 5: CONCLUSIONS AND LIMITATIONS

5.1 Main Findings & Conclusions

This work's contribution is to identify perceived expertise and likeability for SMIs as the most incisive factors on consumers from the Z and Millennial generations while also highlighting variations within the latter group. The study also sought to understand how the two independent factors of likeability and expertise affect consumers' trust in SMIs and, in addition, how that trust may affect consumers' purchase decisions. The findings show that experience and sympathy do, in fact, clearly influence consumers' buying decisions. What emerges from the results is that, therefore, experience and sympathy actually clearly influence consumers' purchasing decisions and that while the perception of the experience produces a direct effect on trust, which in turn increases the willingness to purchase in both generations; likeability is a variable that directly affects purchase decisions, but even if it, in turn, influences the perception of trust towards SMIs, however, this does not generate an increase in the willingness to buy on the part of both generations. In order to do this, we created a model based on a TBP extension for influencer marketing. To build our conceptual model, additional variables were taken from earlier works of literature. Our study offers a fresh methodology for pinpointing the critical elements influencing SMI awareness and customer buying intentions. We empirically confirmed, as predicted by earlier studies, that consumers' attitudes about influencers are highly influenced by trust, perceived expertise, and likeability using a sample of 164 European respondents. It was shown that perceived expertise, followed by trust, was the main driver of attitudes toward the influencer, whilst likeability had the least influence on customer sentiments about SMIs. Our findings show that SMIs are more likely to affect Gen Z and Millennials' purchase intention when they are viewed as reliable and trustworthy.

Finally, our findings imply that consumers' purchase intention is significantly influenced by expertise and likeability for SMIs. Understanding how Gen Z and Millennials perceive SMIs and how they affect buying intentions and behaviors contributes to the body of literature. The findings have a lot to do with the ongoing discussion about influencer marketing and how influencers affect how people perceive brands by endorsing them.

5.2 Managerial / Academic Implications

It is essential for all firms to comprehend how consumers view the communication techniques utilized in marketing campaigns. Particularly for businesses that want to dominate the e-commerce market or that solely operate online stores, whose customers are primarily members

of digital generations like Gen Z and Millennials, who are accustomed to making purchases online. Understanding how the business's choice of macro or micro SMIs affects consumers' purchase decisions is crucial. It is accurate to say that selecting a SMI with a large number of followers result in a higher engagement rate and unquestionably reaches more consumers, but it is also accurate to say that what businesses should aim for is to have influencers with a high retention rate, who are usually micro-influencers since they have a more direct relationship with their followers.

The idea behind this is that what matters is that customers use the platform repeatedly, become attached to the products, and stick with the same brand. Therefore, consumers' perceptions of SMIs' expertise in the industry of the product they are sponsoring and the trust that consumers place in their SMI are essential factors that companies must take into account when deciding whether to work with one SMI over another. The results obtained from the research shows how a high perception of experience leads to a high level of trust and therefore influences the purchase decisions of Gen Z and Millennials. They also demonstrate that mere likeability is not a significant event variable for assessing purchase decisions. Therefore, what businesses have to take into account, depending on their growth or sales objectives, is that in both generations the perceived expertise of SMIs is a crucial factor in influencing consumers' purchase intentions. Whether the business is trying to reach a high number of customers or a specific target, it's fundamental to check both levels of trust and perceived expertise of the SMI taken into account.

5.3 Limitations and Further Research

This research does offer interesting stimuli for future research but, at the same time, includes some limitations. Firstly, by analyzing the socio-demographic distribution of the sample under analysis made up of 164 respondents, of which only 6.12% represent consumers under 23 and only 23.81% represent the millennial generation, it would be useful to expand the sample to a greater number of students aged between 17 and 23 and at the same time also to a larger sample of Millennials, in order to have a larger sample of this population and therefore to obtain more reliable results.

Furthermore, even if both questionnaires were submitted to respondents of different nationalities, the majority is represented by 75% Italian respondents. Since even the most well-known SMIs are of Italian descent, the results are reputable for the Italian market. It would

therefore be interesting to be able to reach a larger and more diverse sample of the European population in order to have a more comprehensive understanding of the European market.

Additionally, an inquiry must be conducted in order to produce more conclusive findings because people from the most recent 1990s find it challenging to categorize themselves into one generation or the other, even though it is known that, for ease of identification, Millennials are defined as those born between 1980 and 1995, while Gen Z is defined as those born between 1996 and 2010.

REFERENCE LIST

- Abdullah, T., Nurul Shuhada Deraman, S., Afiqah Zainuddin, S., Farahiah Azmi, N., Salwani Abdullah, S., Izzati Mohamad Anuar, N., Rohana Mohamad, S., Farha Wan Zulkiffli, W., Alif Amri Nik Hashim, N., Ridhuwan Abdullah, A., Liyani Mohd Rasdi, A., Hasan, H., & Malaysia Kelantan, U. (n.d.). *Impact of Social Media Influencer on Instagram User Purchase Intention towards the Fashion Products: The Perspectives of UMK Pengkalan Chepa Campus Students*.
- Afshan, G., Khan, S. B., Aslam, I., & Ewaz, L. (2018). *The Effect of Celebrity Endorsement on Customer Purchase Intention: A Comparative Study*. <https://www.researchgate.net/publication/322987493>
- Ajzen, I. (1991), "The theory of planned behavior", *Organizational Behavior and Human Decision Processes*, Academic Press, Vol. 50 No. 2, pp. 179-211.
- Ajzen, I. (2011), "The theory of planned behaviour: reactions and reflections", *Psychology and Health*, Routledge, Vol. 26 No.9, pp.1113-1127.
- Ajzen, I. and Fishbein, M. (1980), *Understanding Attitudes and Predicting Social Behavior*, Prentice-Hall, ©1980, Englewood Cliffs, NJ.
- Al-Debei, M.M., Al-Lozi, E. and Papazafeiropoulou, A. (2013), "Why people keep coming back to Facebook: explaining and predicting continuance participation from an extended theory of planned behaviour perspective", *Decision Support Systems*, Elsevier B.V., Vol. 55 No. 1, pp. 43-54.
- Amos, C., Holmes, G. and Stratton, D. (2008), "Exploring the relationship between celebrity endorser effects and advertising effectiveness: a quantitative synthesis of effect size", *International*
- Armitage, C.J. and Conner, M. (2001), "Efficacy of the theory of planned behaviour: a meta-analytic review", *British Journal of Social Psychology*, John Wiley & Sons (10.1111), Vol. 40 No. 4, pp. 471-499.
- Bergkvist, L., Hjalmarson, H. and M€agi, A.W. (2016), "A new model of how celebrity endorsements work: attitude toward the endorsement as a mediator of celebrity source and endorsement effects", *International Journal of Advertising*, Taylor & Francis, Vol. 35 No. 2, pp. 171-184.
- Choi, S.M. and Rifon, N.J. (2012), "It is a match: the impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness", *Psychology and Marketing*, Vol. 29, September 2012, pp. 639-650.
- Cooke, R. and Sheeran, P. (2004), "Moderation of cognition-intention and cognition-behaviour relations: a meta-analysis of properties of variables from the theory of planned behaviour", *British Journal of Social Psychology*, Vol. 43 No. 2, pp. 159-186.
- Erkan, I. and Evans, C. (2018), "Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions", *Journal of Marketing Communications*, Routledge, Vol. 24 No. 6, pp. 617-632.
- Fishbein, M. and Ajzen, I. (2010), *Predicting and Changing Behavior: The Reasoned Action Approach*, Psychology Press, New York.

- Hanjani, G. A., & Widodo, A. (2019). Consumer Purchase Intention. *Journal of Secretary and Business Administration*, 3(1), 39. <https://doi.org/10.31104/jsab.v3i1.90>
- Journal of Advertising, Routledge, Vol. 27 No. 2, pp. 209-234.
- Krishnamoorthy, S., Pandey, M., Mohan, M., & Subha, K. (2021). *Customer Perception towards purchase intention A STUDY ON CUSTOMER PERCEPTION TOWARDS PURCHASE INTENTION OF ELECTRIC CARS IN INDIA* (Vol. 8). <https://www.researchgate.net/publication/354271313>
- Langner, T. and Eisend, M. (2011), "Effects of celebrity endorsers' attractiveness and expertise on brand recall of transformational and informational products", *Advances in Advertising Research*, Gabler, Wiesbaden, Vol. 2, pp. 451-460.
- Lee, J., Park, D.H. and Han, I. (2011), "The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: an advertising perspective", *Internet Research*, Emerald Group Publishing, Vol. 21 No. 2, pp. 187-206.
- Lee, K.T. and Koo, D.M. (2012), "Effects of attribute and valence of e-WOM on message adoption: moderating roles of subjective knowledge and regulatory focus", *Computers in Human Behavior*, Pergamon, Vol. 28 No. 5, pp. 1974-1984.
- Lim, X. J., Mohd Radzol, A. R. bt, Cheah, J.-H. (Jacky), & Wong, M. W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2). <https://doi.org/10.14707/ajbr.170035>
- Ruswanti, E., Herlambang, B., & Januarko, M. U. (2016). The effect of brand, design, and price on intention to purchase mediated by quality perception at sport shoes X. *Journal of Economics, Business & Accountancy Ventura*, 19(2), 249. <https://doi.org/10.14414/jebav.v19i2.458>
- Saravanan, D. (2015). *Fashion trends and their impact on the society FASHION TRENDS AND ITS IMPACT ON SOCIETY*. <https://www.researchgate.net/publication/282571020>
- Suprpto, W., Hartono, K., & Bendjeroua, H. (2020). Social Media Advertising and Consumer Perception on Purchase Intention. *SHS Web of Conferences*, 76, 01055.

WEBSITES

<https://www.amraandelma.com/100-top-fashion-influencers-in-2020/>

APPENDICES

APPENDIX I – PRE – SURVEY GUIDE

Q1

Dear participant, thank you for taking the time to participate in my research for my master thesis at Catolica Lisbon School of Business and Economics.

This is one of the two surveys you will be asked to complete.

Do not worry, the survey should not take longer than 5 minutes.

Your participation in this study is voluntary, your responses are anonymous and data will only be collected for this research purposes. If you have any suggestion or question feel free to reach out, I'm open to wider explanations.

Q2

Social Media Influencers are people who have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views. Brands love social media influencers because they can create trends and encourage their followers to buy products they promote.

Q3

*

Salta a

Fine blocco se No è selezionato

Do you follow any Social Media Influencers?

- No
- 1 to 5
- 6 to 10
- 11 to 20
- more than 20

Q4

*

On which Social Media Platform do you follow them?

- Instagram
- Facebook
- Twitter
- TikTok
- Pinterest
- Youtube

Q5



Salta a

Fine blocco se None of them è selezionato

Please select the Fashion Influencers you follow from this list. More than one answer is allowed.

- @chiaraferragni
- @camilacoelho
- @charliedamelio
- @laurenconrad
- @aimeesong
- @leomieanderson
- @negin_mirsalehi
- @kenzas
- @carodaur
- @rienne.meijer
- @leoniehanne
- @weworewhat
- @lenaperminova

- @lenaperminova
- @imjennim
- @gabriellecaunesil
- @nilufaraddati
- @rockandfiocc
- @nimabenati
- @emmahill
- @heir
- None of them

Now, please answer carefully to these questions related to @chiaraferragni

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @chiaraferragni is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @chiaraferragni has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@chiaraferragni provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @chiaraferragni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @chiaraferragni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @chiaraferragni serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @chiaraferragni presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @chiaraferragni provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @chiaraferragni as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @camilacoelho

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @camilacoelho is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @camilacoelho has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@camilacoelho provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @camilacoelho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @camilacoelho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @camilacoelho serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @camilacoelho presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @camilacoelho provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @camilacoelho as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @charlidamelio.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @charlidamelio is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @charlidamelio has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@charlidamelio provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @charlidamelio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @charlidamelio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @charlidamelio serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @charlidamelio presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @charlidamelio provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @charlidamelio as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @laurenconrad.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @laurenconrad is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @laurenconrad has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@laurenconrad provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @laurenconrad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @laurenconrad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @laurenconrad serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @laurenconrad presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @laurenconrad provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @laurenconrad as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @aimeesong.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @aimeesong is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @aimeesong has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@aimeesong provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @aimeesong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @aimeesong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @aimeesong serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @aimeesong presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @aimeesong provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @aimeesong as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @leomieanderson.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @leomieanderson is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @leomieanderson has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@leomieanderson provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @leomieanderson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @leomieanderson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @leomieanderson serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @leomieanderson presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @leomieanderson provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @leomieanderson as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @negin_mirsalehi.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @negin_mirsalehi is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @negin_mirsalehi has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@negin_mirsalehi provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @negin_mirsalehi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @negin_mirsalehi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @negin_mirsalehi serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @negin_mirsalehi presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @negin_mirsalehi provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @negin_mirsalehi as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @carodaur.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @carodaur is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @carodaur has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@carodaur provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @carodaur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @carodaur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @carodaur serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @carodaur presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @carodaur provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @carodaur as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @kenzas.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @kenzas is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @kenzas has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@kenzas provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @kenzas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @kenzas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @kenzas serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @kenzas presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @kenzas provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @kenzas as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @riannemeijer.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @rianne.meijer is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @rianne.meijer has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@rianne.meijer provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @rianne.meijer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @rianne.meijer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rianne.meijer serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rianne.meijer presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rianne.meijer provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @rianne.meijer as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @leoniehanne.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @leoniehanne is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @leoniehanne has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@leoniehanne provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @leoniehanne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @leoniehanne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @leoniehanne serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @leoniehanne presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @leoniehanne provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @leoniehanne as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @weworewhat.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @weworewhat is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @weworewhat has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@weworewhat provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @weworewhat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @weworewhat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @weworewhat serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @weworewhat presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @weworewhat provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @weworewhat as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @lenaperminova.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @lenaperminova is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @lenaperminova has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@lenaperminova provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @lenaperminova	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @lenaperminova	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @lenaperminova serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @lenaperminova presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @lenaperminova provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @lenaperminova as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @imjennim.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @imjennim is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @imjennim has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@imjennim provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @imjennim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @imjennim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @imjennim serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @imjennim presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @imjennim provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @imjennim as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @gabriellecaunesil.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @gabriellecaunesil is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @gabriellecaunesil has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@gabriellecaunesil provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @gabriellecaunesil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @gabriellecaunesil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @gabriellecaunesil serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @gabriellecaunesil presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @gabriellecaunesil provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @gabriellecaunesil as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @nilufaraddati.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @nilufaraddati is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @nilufaraddati has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@nilufaraddati provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @nilufaraddati	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @nilufaraddati	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @nilufaraddati serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @nilufaraddati presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @nilufaraddati provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @nilufaraddati as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @rockandfiocc.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @rockandfiocc is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @rockandfiocc has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@rockandfiocc provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @rockandfiocc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @rockandfiocc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rockandfiocc serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rockandfiocc presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rockandfiocc provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @rockandfiocc as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @nimabenati.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @nimabenati is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @nimabenati has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@nimabenati provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @nimabenati	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @nimabenati	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @nimabenati serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @nimabenati presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @nimabenati provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @nimabenati as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions related to @emmahill.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @emmahill is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @emmahill has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@emmahill provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @emmahill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @emmahill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @emmahill serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @emmahill presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @emmahill provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @emmahill as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, please answer carefully to these questions @heir.

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do think @heir is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @heir has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@heir provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @heir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @heir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @heir serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @heir presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @heir provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @heir as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics

Q26 ★

What is your nationality?

Q27 ★

How old are you?

Under 18
 18-22
 23-27
 28-35
 35+

Q28 ★

How do you describe yourself?

Male
 Female
 Non-Binary
 Prefer not to say

Q29 ★

What is your level of education?

High School
 Bachelor Degree
 Master's Degree
 PhD
 Other

Q30 ★

Which of these describes your personal monthly income?

< 1000€
 1001€ - 1199€
 1200€ - 1499€
 1500€ - 1799€
 > 1800€

[Aggiungi blocco](#)

Fine sondaggio

Grazie per aver completato il sondaggio.
La risposta è stata registrata.

APPENDIX II - FINAL SURVEY GUIDE

Q1

Dear Participant,

Thank you for taking the time to participate in my research for my master thesis at Catolica Lisbon School of Business and Economics.

The goal of this study is to understand how Fashion Influencers influence consumers' purchase intentions, through trustworthiness, with a focus on the differences between Generation Z and Millennials' decision-making processes.

This survey would not take longer than 4 minutes.

Your participation in this study is voluntary, your responses are anonymous and data will only be collected for this research purposes.

Interruzione di pagina

Q2

Social Media Influencers are people who have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views. Brands love social media influencers because they can create trends and encourage their followers to buy products they promote.

Q3

Salta a

Fine blocco se No è selezionato

Do you follow any Social Media Influencers?

- No
- 1 to 5
- 6 to 10
- 11 to 20
- More than 20

Q4

On which Social Media Platform do you follow them?

- Instagram
- Facebook
- Twitter
- TikTok
- Pinterest
- Youtube

Q5

Salta a

Fine blocco se None of them è selezionato

Please select the Social Media Influencers you follow from this list. More than one answer is allowed.

- @rockandfiocc
- @chiaraferragni
- @riannemeijer
- @lenaperminova
- @imjennim
- None of them

Please, have a look at this picture of @rockandfiocc before answering the following questions.



rockandfiocc



Piace a higiselle e altri 15.408

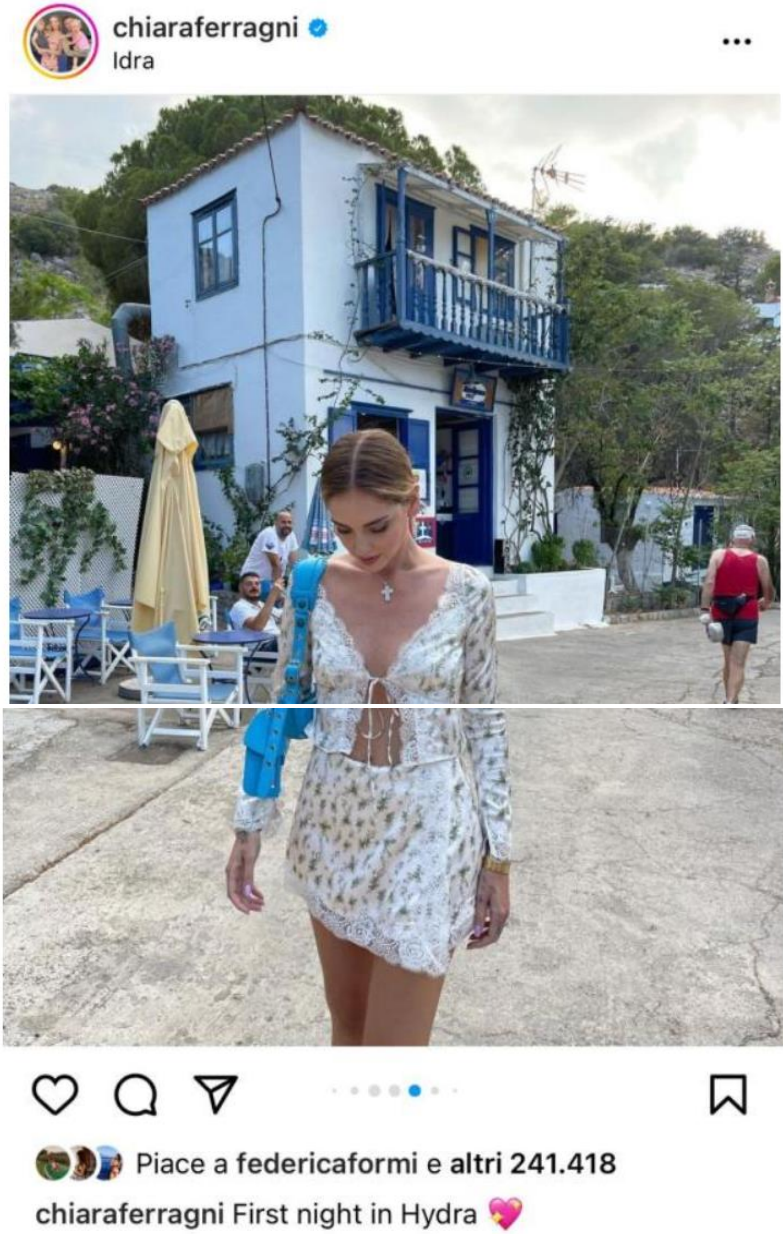
rockandfiocc lo che guardo con ostilità l'arrivo dell'inverno

Now, please answer carefully to these questions related to @rockandfiocc

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do believe that @rockandfiocc is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rockandfiocc is credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rockandfiocc's advertising is a good reference for purchasing products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find purchasing product/service advertised by @rockandfiocc to be worthwhile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that I can depend on @rockandfiocc to make purchasing decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rockandfiocc is sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rockandfiocc uses the same products she advertises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @rockandfiocc is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @rockandfiocc has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@rockandfiocc provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @rockandfiocc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @rockandfiocc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rockandfiocc serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I do believe that @rockandfiocc presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @rockandfiocc provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @rockandfiocc as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I most frequently have intentions to purchase products advertised by @rockandfiocc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally recommend products and/or services advertised by @rockandfiocc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please, have a look at this picture of @chiaraferragni before answering the following questions.



Now, please answer carefully to these questions related to @chiaraferragni

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do believe that @chiaraferragni is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @chiaraferragni is credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @chiaraferragni's advertising is a good reference for purchasing products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find purchasing product/service advertised by @chiaraferragni to be worthwhile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that I can depend on @chiaraferragni to make purchasing decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @chiaraferragni is sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @chiaraferragni uses the same products she advertises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @chiaraferragni is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @chiaraferragni has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@chiaraferragni provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @chiaraferragni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @chiaraferragni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @chiaraferragni serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @chiaraferragni presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @chiaraferragni provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @chiaraferragni as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I most frequently have intentions to purchase products advertised by @chiaraferragni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally recommend products and/or services advertised by @chiaraferragni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please, have a look at this picture of @riannmeijer before answering the following questions.



   Piace a rockandfiocc e altri 73.827

rianne.meijer Last one now I'll stop have a great day

Now, please answer carefully to these questions related to @riannemeijer

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do believe that @riannemeijer is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @riannemeijer is credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @riannemeijer's advertising is a good reference for purchasing products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find purchasing product/service advertised by @riannemeijer to be worthwhile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that I can depend on @riannemeijer to make purchasing decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @riannemeijer is sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @riannemeijer uses the same products she advertises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @riannemeijer is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @riannemeijer has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@riannemeijer provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @riannemeijer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @riannemeijer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @riannemeijer serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @riannemeijer presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @riannemeijer provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @riannemeijer as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I most frequently have intentions to purchase products advertised by @riannemeijer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally recommend products and/or services advertised by @riannemeijer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please, have a look at this picture of @lenaperminova before answering the following questions.



Now, please answer carefully to these questions related to @lenaperminova

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do believe that @lenaperminova is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @lenaperminova is credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @lenaperminova's advertising is a good reference for purchasing products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find purchasing product/service advertised by @lenaperminova to be worthwhile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that I can depend on @lenaperminova to make purchasing decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @lenaperminova is sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @lenaperminova uses the same products she advertises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @lenaperminova is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @lenaperminova has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@lenaperminova provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @lenaperminova	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @lenaperminova	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @lenaperminova serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @lenaperminova presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @lenaperminova provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @lenaperminova as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I most frequently have intentions to purchase products advertised by @lenaperminova	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally recommend products and/or services advertised by @lenaperminova	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please, have a look at this picture of @imejennim before answering the following questions.



Now, please answer carefully to these questions related to @imjennim

	Totally Disagree	Disagree	Neither Agree or Disagree	Agree	Totally Agree
I do believe that @imjennim is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @imjennim is credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @imjennim advertising is a good reference for purchasing products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find purchasing product/service advertised by @imjennim to be worthwhile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that I can depend on @imjennim to make purchasing decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @imjennim is sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @imjennim uses the same products she advertises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @imjennim is an expert in her field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think @imjennim has great knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
@imjennim provides references based on her expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive the compatibility between me and @imjennim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do perceive a level of match between my personality and @imjennim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @imjennim serves as a fashion model for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @imjennim presents interesting contents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do believe that @imjennim provides new deals about different products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do consider @imjennim as a reliable source of information and discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I most frequently have intentions to purchase products advertised by @imjennim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally recommend products and/or services advertised by @imjennim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics

Q15 *

What is your nationality

Interruzione di pagina

Q16 *

How old are you?

Under 18
 18-22
 23-27
 28-35
 35+

Q17 *

How do you describe yourself?

Male
 Female
 Non-Binary
 Prefer not to say

Interruzione di pagina

Q18 *

What is your level of education?

High School Degree
 Bachelor Degree
 Master's Degree
 PhD
 Other

Q19 *

Which of these describes your personal monthly income?

< 1000€
 1001€ - 1199€
 1200€ - 1499€
 1500€ - 1799€
 > 1800€

Interruzione di pagina

[Importa da libreria](#) [+ Aggiungi nuove domande](#)

Aggiungi blocco

Fine sondaggio

Grazie per aver completato il sondaggio.

La risposta è stata registrata.

APPENDIX III - SPSS RESULTS

Table 1 - Perceived Expertise

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
percep_rockandfiocc	166	.00	5.00	.9317	1.71957
percep_chiaraferragni	164	.00	5.00	1.7703	2.00836
percep_riannemeijer	166	.00	4.67	.2189	.88284
percep_lenaperminova	166	.00	4.00	.0442	.40292
percep_imjennim	166	.00	4.00	.1024	.58680
Valid N (listwise)	164				

Table 2 - Likeability

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
likeab_rockandfiocc	166	.00	5.00	.8384	1.55412
likeab_chiaraferragni	166	.00	5.00	1.4618	1.69875
likeab_riannemeijer	166	.00	4.17	.2098	.84126
likeab_lenaperminova	166	.00	3.00	.0351	.31931
likeab_imejennim	166	.00	3.83	.0853	.49941
Valid N (listwise)	166				

Table 3 - Trustworthiness

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
trust_rockandfiocc	166	.00	4.86	.8821	1.63322
trust_chiaraferragni	166	.00	5.00	1.5301	1.75119
trust_riannemeijer	166	.00	4.71	.2160	.86857
trust_lenaperminova	166	.00	3.57	.0404	.36813
trust_imjennim	166	.00	4.29	.1093	.62714
Valid N (listwise)	166				

Table 4 - Purchase Intentions

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
purchint_rockandfiocc	166	.00	5.00	.7681	1.46953
purchint_chiaraferragni	166	.00	5.00	1.2078	1.50872
purchint_riannemeijer	166	.00	5.00	.1988	.83281
purchint_lenaperminova	166	.00	4.00	.0422	.38694
purchint_imjennim	166	.00	4.00	.0934	.54939
Valid N (listwise)	166				

Table 5 @rockandfiocc - Cronbach alpha

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.945	.946	18

Table 6 @chiaraferragni - Cronbach alpha

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.856	18

Table 7 @riannemeijer - Cronbach alpha

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.944	.940	18

Table 8 @lenaperminova - Cronbach alpha

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.743	.752	15

Table 9 @imjennim - Cronbach alpha

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.940	.938	16

Table 10 - Perceived Expertise – Mediator - Trust

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1 *****
                Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
                Documentation available in Hayes (2022). www.guilford.com/p/hayes3

*****
Model   : 4
Y       : purchint
X       : percexp
M       : trust

Sample
Size:   164

*****
OUTCOME VARIABLE:
trust

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,9796  ,9595  ,0156  3840,9474  1,0000  162,0000  ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  ,0062  ,0133  ,4697  ,6392  -,0199  ,0324
percexp   ,9019  ,0146  61,9754  ,0000  ,8731  ,9306

*****
OUTCOME VARIABLE:
purchint

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,9580  ,9177  ,0261  898,0422  2,0000  161,0000  ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  -,0147  ,0172  -,8538  ,3945  -,0486  ,0192
percexp   -,2447  ,0937  -2,6126  ,0098  -,4297  -,0597
trust     1,1260  ,1017  11,0687  ,0000  ,9251  1,3269

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
-,2447  ,0937  -2,6126  ,0098  -,4297  -,0597

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
trust  1,0155  ,1445  ,7475  1,3139

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

```

Table 11– Likeability – Mediator - Trust

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1 *****

                Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
                Documentation available in Hayes (2022). www.guilford.com/p/hayes3

*****

Model   : 4
  Y     : purchint
  X     : likeab
  M     : trust

Sample
Size: 166

*****
OUTCOME VARIABLE:
  trust

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      ,9829      ,9661      ,0130  4679,0345      1,0000      164,0000      ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      ,0081      ,0119      ,6826      ,4958      -,0154      ,0317
likeab      1,0406      ,0152      68,4035      ,0000      1,0105      1,0706

*****
OUTCOME VARIABLE:
  purchint

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      ,9676      ,9363      ,0202  1197,3585      2,0000      163,0000      ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      -,0265      ,0149      -1,7822      ,0766      -,0559      ,0029
likeab      ,7599      ,1029      7,3844      ,0000      ,5567      ,9631
trust      ,1598      ,0972      1,6437      ,1022      -,0322      ,3517

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
      ,7599      ,1029      7,3844      ,0000      ,5567      ,9631

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
trust      ,1663      ,1718      -,1679      ,5127

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

```

Table 12 - Moderator - Age - Perceived Expertise

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1 *****

      Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

*****

Model   : 7
Y       : purchint
X       : percexp
M       : trust
W       : età

Sample
Size:   147

*****
OUTCOME VARIABLE:
trust

Model Summary
      R          R-sq      MSE      F      df1      df2      p
      ,9788      ,9581      ,0166  1090,6814  3,0000  143,0000  ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  ,0072    ,0269    ,2669    ,7899    -,0460    ,0603
percexp   ,8377    ,0333   25,1403    ,0000    ,7718    ,9035
età       ,0053    ,0326    ,1623    ,8713    -,0591    ,0697
Int_1     ,0763    ,0379    2,0123    ,0461    ,0014    ,1513

Product terms key:
Int_1      :      percexp x      età

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
X*W      ,0012      4,0495      1,0000      143,0000      ,0461
-----
      Focal predict: percexp (X)
      Mod var: età (W)

Conditional effects of the focal predictor at values of the moderator(s):

      età      Effect      se      t      p      LLCI      ULCI
      ,0000      ,8377      ,0333   25,1403    ,0000    ,7718    ,9035
      1,0000      ,9140      ,0181   50,4811    ,0000    ,8782    ,9498

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
      percexp      età      trust      .
BEGIN DATA.
      ,0000      ,0000      ,0072
      ,7333      ,0000      ,6215
      1,5333      ,0000      1,2916
      ,0000      1,0000      ,0125
      ,7333      1,0000      ,6827
      1,5333      1,0000      1,4139
END DATA.
GRAPH/SCATTERPLOT=

```

Table 13 - Moderator - Age - Perceived Expertise

```

percexp WITH trust BY età .
*****
OUTCOME VARIABLE:
purchint

Model Summary
      R      R-sq      MSE      F      dfl      df2      p
      ,9547      ,9114      ,0291      740,6445      2,0000      144,0000      ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      -,0171      ,0200      -,8558      ,3936      -,0567      ,0224
percexp      -,2394      ,0990      -2,4183      ,0168      -,4351      -,0437
trust      1,1231      ,1074      10,4545      ,0000      ,9108      1,3354
***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
percexp      -,2394      ,0990      -2,4183      ,0168      -,4351      -,0437

Conditional indirect effects of X on Y:

INDIRECT EFFECT:
percexp -> trust -> purchint
      età      Effect      BootSE      BootLLCI      BootULCI
,0000      ,9408      ,1684      ,6418      1,2919
1,0000      1,0265      ,1429      ,7524      1,3084

Index of moderated mediation (difference between conditional indirect effects):
      Index      BootSE      BootLLCI      BootULCI
età      ,0857      ,0680      -,0522      ,2173
----

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

```

Table 14 - Moderator - Age - Likeability

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1 *****

      Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

*****

Model : 7
  Y : purchint
  X : likeab
  M : trust
  W : età

Sample
Size: 147

*****
OUTCOME VARIABLE:
  trust

Model Summary
      R          R-sq      MSE      F      df1      df2      p
      ,9814      ,9631      ,0146  1245,0153  3,0000  143,0000  ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  ,0232  ,0248  ,9364  ,3506  -,0258  ,0722
likeab    ,9924  ,0369  26,8992  ,0000  ,9194  1,0653
età      -,0167  ,0302  -,5524  ,5815  -,0764  ,0431
Int_1    ,0579  ,0417  1,3875  ,1674  -,0246  ,1403

Product terms key:
Int_1 :      likeab  x      età

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
X*W      ,0005      1,9253      1,0000  143,0000  ,1674
-----
      Focal predict: likeab  (X)
      Mod var: età      (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
  likeab  età      trust  .
BEGIN DATA.
  ,0000  ,0000  ,0232
  ,6000  ,0000  ,6186
  1,2667  ,0000  1,2802
  ,0000  1,0000  ,0065
  ,6000  1,0000  ,6367
  1,2667  1,0000  1,3368
END DATA.
GRAPH/SCATTERPLOT=
  likeab WITH trust BY età  .

*****
OUTCOME VARIABLE:
  purchint

```

Table 15 - Moderator - Age - Likeability

```

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,9652  ,9317  ,0224  982,1106  2,0000  144,0000  ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  -,0318  ,0175  -1,8147  ,0717  -,0665  ,0028
likeab    ,7718  ,1087  7,0974  ,0000  ,5568  ,9867
trust     ,1542  ,1027  1,5014  ,1354  -,0488  ,3571

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
,7718  ,1087  7,0974  ,0000  ,5568  ,9867

Conditional indirect effects of X on Y:

INDIRECT EFFECT:
likeab  ->  trust  ->  purchint

      età      Effect      BootSE      BootLLCI      BootULCI
,0000  ,1530  ,1593  -,1575  ,4675
1,0000  ,1619  ,1693  -,1649  ,4942

Index of moderated mediation (difference between conditional indirect effects):
      Index      BootSE      BootLLCI      BootULCI
età  ,0089  ,0168  -,0141  ,0549
---
```

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----