



UNIVERSIDADE CATÓLICA PORTUGUESA

The impact of Influencer Marketing and Brand Gender on Purchase Intention

por

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Católica Porto Business School
2020



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Trabalho Final na modalidade de Dissertação
apresentado à Universidade Católica Portuguesa
para obtenção do grau de mestre em Marketing

por

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sob orientação de
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Março 2020

Acknowledgements

I would like to thank my parents for all the love and support that they have been giving to me during my life. Thank you for encouraging me to pursue my dreams and for always helping me to accomplish my goals. This would not be possible without them.

To all my family and friends, thank you for believing in me and supporting me in several moments of my life.

Last, but not least, I would to express my gratitude to Dra. Joana César Machado and Dra. Carla Martins, for all the support, dedication and commitment during the elaboration of this dissertation. Thank you for inspiring me and for sharing with me your experience and knowledge.

Resumo

O marketing de influenciadores tem sido sugerido como uma fonte importante de atitude perante a marca, relacionamento entre o consumidor e a marca e intenção de compra. Este artigo tem como objetivo aprofundar a compreensão do impacto do sexo e do gênero na colaboração entre influenciador e marca e o seu efeito na intenção de compra, analisando o papel mediador da atitude perante a marca nesse relacionamento. Esta pesquisa foi realizada através de redes sociais. Considerando apenas os perfis de gênero masculino e feminino, este estudo incluiu quatro perfis de influenciadores artificiais e duas marcas bem conhecidas (uma masculina e outra feminina). A análise geral do estudo demonstra que a congruência de gênero entre os consumidores e os influenciadores e a congruência de gênero entre os influenciadores e as marcas relacionam-se positivamente com a atitude dos consumidores em relação à colaboração entre a marca e o influenciador e à intenção de compra do produto promovido pelo influenciador. Além disso, os resultados indicam uma preferência pelas consumidoras do uso de influenciadores do sexo feminino. O estudo aprofundado de cada marca demonstra os mesmos resultados, destacando a importância de considerar o gênero do influenciador quando as marcas estão a decidir qual o influenciador que devem escolher. Portanto, este estudo contribui para pesquisas em marketing de influenciadores e também para o fluxo emergente de pesquisas sobre gênero de marca, sublinhando a relevância da congruência entre o influenciador e a marca na atitude dos consumidores face à colaboração.

Palavras-chave: marketing de influenciadores, gênero, gênero de marca, sexo, congruência, atitude perante a marca, intenção de compra

Abstract

Influencer marketing has been suggested as an important source of brand attitude, consumer-brand relationships and consumer purchase intention. This paper aims to deepen the understanding of the impact of sex and gender on a influencer-brand collaboration and its effect on purchase intention, by analysing the mediating role of brand attitude on this relationship. This research was conducted through social media networks. Considering only the masculine and the feminine gender profiles, this study included four artificial influencers profiles and two well-known brands (one masculine and one feminine). The overall study analysis demonstrates that consumer-influencer gender congruence and influencer-brand gender congruence relate positively to consumers' attitude towards the collaboration between the brand and the influencer and purchase intention of the product promoted by the influencer. Moreover, findings indicate a preference by female consumers of the use of female influencers. The in-deep study of each brand showcases the same results, highlighting the importance of considering the influencer gender when brands are deciding which influencer to choose. Therefore, this research contributes to research on influencer marketing and also to the emergent stream of research on brand gender, by underlining the relevance of influencer-brand congruence on consumers' attitude towards the collaboration.

Keywords: influencer marketing, brand gender, gender, sex, congruence, brand attitude, purchase intention

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Introduction

In the competitive world that we live, only the companies that exceed consumers' expectations survive (Banerjee & Sasha, 2012). Thus, companies need to take advantage of new communication channels such as social media since, according to Hutchinson (2015), half of the consumers follow brands on these platforms. Therefore, according to Kim & Kov (2012) and Laroche, Habibi & Richard (2013), social media have a major role in consumer-brand interactions and engagement.

The expansion of social media has changed our relationships with others (Colliander & Dahlén, 2011). Social media, compared to traditional marketing communication, are more effective in influencing consumers behaviours and attitudes (Thackeray et al., 2008). According to Mangold & Faulds (2009), social media allow brands to interact with customers and also create opportunities for customers to connect with each other. In addition, instead of using traditional techniques, brands use social media as a tool to build brand loyalty (Jackson, 2011; Kaplan & Haenlein, 2010).

Having in consideration that traditional marketing strategies are not as effective as before and consumers spend more and more time on social media networks, influencer marketing has gained an increasing relevance. Hence, in this study we are going to focus on influencer marketing. According to Liu, Jiang, Lin, Ding, Duan & Xu (2015), through the sharing of information, influencers have the ability to help/influence consumers during the purchase-decision

process. Moreover, compared to information shared directly by brands, information on social media is seen as more reliable (Constantinides et al., 2010). Furthermore, Nielsen (2015) highlights that 92% of consumers trust more on recommendations from other people, over other methods of advertising.

In this way, influencer marketing has become more relevant and a very effective marketing tool for companies. However, several aspects linked to this topic remain unexplored and the aim of this study is to find answers to these relevant gaps and add novelty to this recent field. In this case, it is relevant, for us, to explore how the relationships between influencer sex and gender and brand gender can affect consumers' attitude towards the collaboration between the brand and the influencer and, consequently, their purchase intention.

This paper is structured as follows: in the first part, we present the literature on influencer marketing, brand gender, brand attitude and purchase intention; then, we describe the research methodology; following, we present and discuss the results; finally, we conclude by presenting the theoretical and managerial implications of this study and future research recommendations.

Theoretical Background

1. Influencer Marketing & Social Influencers

Influencer marketing can be described as a form of marketing in which the focal point is using key leaders as a way to deliver a brand message to the bigger market (Byrne, Kearney & MacEvill, 2017). According to Forbes, instead of targeting the whole market, influencer marketing is a type of marketing in which the effort is located on specific key individuals (Forbes.data, 2018). This concept can also be seen as an extension of the concept of word-of-mouth (WOM), as it is based on the use of individuals (named influencers) that have a direct and significant influence over a brands' target audience and who, consequently, will contribute to brand building (Sudha & Sheena, 2017). As a result, influencer marketing is adopted when companies use influencers that are lined up with the brand values and work with the brand to reach and attract potential customers (More & Lingam, 2017).

1.1 Celebrities vs Social Influencers

Companies are using celebrity's endorsement in social media in order to find existing and potential customers (Khamis, Ang & Welling, 2016), based on celebrities' ability to influence a lot of followers through their own social media accounts (McCormick, 2016). According to Srinivasan, Srinivasa & Thulasidasan (2013), celebrities can be influencers but the opposite does not always happen,

since influencers do not necessarily have to be celebrities. In this sense, it is important to explain some differences between a celebrity and an influencer.

While social media influencers are well-known and famous for their social media presence, traditional celebrities are individuals that became famous and are recognized for their presence in other fields such as film, music and TV shows (Khamis et al. 2016). Usually, celebrity endorsement includes celebrities that, before being part of advertising campaigns, are already valuable for brands through their sports, music or movies activities (Kamins et al, 1989). So, as opposed to mainstream celebrities (as actors, singers, athletes and so on), social influencers careers start on social media platforms, such as Instagram (Hitz, 2016; Srinivasan, Srinivasa & Thulasidasan, 2014) and, nowadays, many of them are followed by hundreds of thousands of people and are approached by brands to promote their products (Abidin, 2016; Uzunoğlu, & Kip, 2014).

In terms of the promotion of brand's products, when brands use celebrities the congruence between the brand and the celebrity is more important (Rafique & Zafar, 2012), while when it opts to use social influencers to endorse its products it is important for them to do it in a natural way (Saul, 2017). In this way, the option to use influencers, compared to the celebrity endorsement promotion strategy, is viewed as more credible, trustworthy and familiar due to influencers' capacity to establish relationships with consumers (Berger et al. 2016).

1.2. Social Media Networks

Consumer opinions and behaviours are affected by sources of social influence and online social networks become an increasing relevant channel for brands and companies to build relationships with their consumers. Hence, marketing and advertising professionals have been forced to rethink the standards of traditional marketing (Benedetti, 2015) by changing consumers' selection, sharing and evaluation of information (Sheldon & Bryant, 2016). Indeed, the dynamic and

complex nature of the relationships between consumers on social media networks is increasing due to the possibility of social media members to create contacts without space and time limitations (Chua & Banerjee, 2013; Flanagin & Bator, 2011).

Nowadays, according to Cooper (2018), the number of social media users worldwide is more than 3,196 million, a number that is increasing at 13% per year. In fact, social media have demonstrated that they are channels with a lot of opportunities for highlighting products and services, raising users' control of their experiences and presenting digital advertising in a more attractive way than traditional advertising (Li & Lo ,2015; Pashkevich et al., 2012). Previous researchers conclude that different social media networks have different effects on brands. While ads on Facebook increase brand image and brand equity by leveraging electronic WOM (eWOM) (Dehghami & Turner, 2015), more recent social media networks, like Instagram and Snapchat, have the ability to reach younger targets and increase brand reputation (Sashittal et al., 2016; Barry et al., 2016). For this reason, in the purchase decision-making process, social media platforms are considered the principal source of information (Hamilton et al, 2016; Erkan & Evans, 2016), leading to bigger effects of eWOM in comparison to traditional marketing, (Goldsmith & Clark, 8 2018). According to a study conducted by Lee & Yuon (2009), WOM is more effective because consumers see it as more credible and trustworthy than brand advertising. According to Booth & Matic (2011), social media facilitates the direct engagement between brands and consumers, stimulate consumer-brand relationships and encourage brand loyalty.

Social media influencers make use of social media platforms, such as Facebook and Instagram, to engage with their followers by frequently sharing with them recent information (Liu et al. 2012), information about advertised products and latest promotions (Markethub, 2016). Therefore, in social media, the advertising

campaigns allow consumers to click on the content to have instant access to information about the brand and/or its products and, consequently, enable consumers to collect more information in the purchase decision process (Flavián et al., 2009). Other important aspect of using social media as marketing channels is that a message can turn viral and be replicated and spread rapidly and without control (Berger & Milkman, 2012). As a result, consumers are becoming more knowledgeable, smarter and more aware about the different products that exist on the market (Weinberger et al., 2000).

1.3. The importance of Influencers for brands

According to Tran & Strutton (2014), compared to traditional celebrities, influencers are able to create stronger bonds with consumers, since they consider them as more reliable (Stefanone et al., 2010). Consequently, these connections are beneficial for brands as they increase consumers' purchase intention, because consumers identify themselves with influencers and see in them a role model to follow and imitate (Tran & Strutton, 2014).

Thus, it is important that brands are aware about the guidelines they should follow when choosing an influencer. Several authors show that the effectiveness of the marketing message delivered by an influencer relies on the perceived level of credibility, attractiveness, trustworthiness and expertise of the influencer (Hovland et al., 1953; Hovland & Weiss, 1951; Ohanian, 1990; Schlecht, 2003). According to Hass (1981), influencers' perceived credibility is related with consumers perceptions regarding the trustworthiness and unbiasedness of the content promoted. Then, attractiveness is defined as the "stereotype of positive associations to a person and not only entails physical attractiveness but also other characteristics such as personality and athletic ability" (Erdogan 1999: 299) and, for this reason, the authors conclude that the more attractive the influencer, the greater his/her influence on the consumer (Kahle & Homer, 1985; Joseph, 1982).

Lastly, citing van der Walddt et al., (2009: 104), trustworthiness is related with “the honesty, integrity and believability the endorser possesses”, and expertise with “the degree to which the endorser is perceived to have the adequate knowledge, experience or skills to promote the product”. Thus, regarding the choice of an influencer, previous studies conclude that, to achieve successful campaigns, brands must choose influencers that are well-known and respected by consumers (Amos, Holmes & Strutton, 2008).

According to Sudha & Sheena (2017), there are two kinds of influencers: paid and earned. These authors show that while paid influencers receive compensations (i.e. cash) to promote products/services for specific brands, earned influencers spread eWOM by endorsing products/services of brands without receiving/expecting any kind of compensation from these brands in return. In addition, for consumers, paid influencers who are compensated with cash payments are seen as less reliable than other influencers who are compensated through the offering of free samples and/or coupons (Petty & Andrews, 2008). De Veirman et al. (2017) have also stated that, from the consumers’ point of view, the number of influencer’s followers is related with his/her degree of popularity and, for this reason, more followers have a positive effect on the influencer endorsement effectiveness.

Given the increasing importance of influencers on social media brand strategies and their potential impact on the building of consumer-brand relationships (Booth & Matic, 2011), brands need to be aware about consumers’ attitudes towards influencer marketing (Kilian, Hennigs & Langner, 2012). Indeed, brands can take advantage of social media influencers to strengthen their online brand strategy by using influencers abilities as a mean to reduces consumers’ perceived risk by giving them information and encouraging consumers to engage with the brands. This is especially important once social media influencers are perceived as credible sources of information and,

consequently, their actions can influence consumers' beliefs, opinions, attitudes and behaviours towards the brand (Wang et al. 2017).

In recent years, social media influencers, through their ability to create a lot of buzz by promoting products/services, have stated themselves as possible endorsers for brands and they are estimated to be a more cost-efficient and -effective strategy when compared to traditional marketing strategies (Harrison 2017; Patel 2016; Talaverna 2015). Nowadays, social media influencers are considered a type of third-party endorser that influence consumers attitudes towards brands (Freberg, Freberg, Graham & McGaughey, 2010), help brands to more effectively communicate with their consumers and, hence, foster the creation of stronger consumer-brand relationships and allow brands to reach better results in terms of media coverage and consumer persuasion (Booth & Matic, 2011).

The focus of this research, besides the study of the impact that influencer marketing has on brands and consumers, is the relevance of influencer and brand gender on consumer response to influencer marketing. The aim is to understand if gender congruence is an important factor to have in consideration when brands choose a specific influencer to promote their offering. Therefore, through hypothetical situations of collaborations between brands and influencers, we are going to study how relevant is the congruency between the perceived gender of the brand and of the influencer and the congruency between the perceived gender of the influencer and the consumer. In order to accomplish this, we will analyse how perceived congruency affects consumers attitude towards the collaboration between the brand and the influencer and, consequently, their purchase intention of the brand.

2. Brand Gender

Brand personality is “the set of human characteristics associated with a brand” (Aaker, 1997: p.347). According to Aaker (1996), brand personality is used as a tool for companies to differentiate their products from their competitors, accomplish competitive advantage and is a significant element of brand image (Angelina et al., 2012,2014), resulting in the creation of a strong brand (Keller & Lehmann, 2003). Studies also show that consumers tend to associate human characteristics to brands (Aaker, 1997; Fournier, 1998; Freling & Forbes, 2005; Malhotra, 1981; Plummer, 1985) and usually prefer brands that they perceived as compatible with their personalities (Heath & Scott, 1998). According to Belk (1988), as consumers use brands as reflections of their personalities, they attribute human traits to them.

Previous researchers (Chow et al., 2004; Govers & Schoormans, 2005; Khandai et al., 2015) state there is a significant correlation between brand personality and consumer personality. According to Aaker (1997), brand personality and consumer personality are different concepts, since brand personality is created based on the traits that marketers choose to associate with that specific brand. Therefore, brand personality is not an objective construction but a hypothetical concept created in consumers’ minds (Sung & Tinkham, 2005).

Grohmann (2009, p. 106) defines brand gender as “the set of human personality traits associated with masculinity and femininity applicable and relevant to brands”. In the last years, a new concept defined as androgyny emerged in the gender field with studies showing that women and men can have identical characteristics (Lieven & Hildebrand, 2016) and, consequently, impacting the traditional gender paradigm of masculinity and femininity (Bem, 1974). According to Lieven and Hildebrand (2016), the term androgyny results from the joining of the two Greek words “andro” and “gyny” meaning man and

woman, respectively. Hence, previous studies (Azar, 2015; Grohmann, 2009; Lieven et al., 2014) on brand gender state that gender should be measured according to two independent dimensions: masculine brand personality (MBP) and feminine brand personality (FBP). The same studies also emphasize the autonomy of brands with masculine and feminine personalities, resulting in four brand gender profiles: highly masculine brands (high in MBP and low in FBP), highly feminine brands (low in MBP and high in FBP), undifferentiated brands (neither highly feminine or masculine and low in both MBP and FBP) and androgynous brands (high in both MBP and FBP).

Several studies show that a strong brand gender positioning favourably influences consumers attitude and, therefore, increases brand equity (Grohmann, 2009; Lieven, 2014; Lieven et al., 2014). In this study, we are going to focus only on the masculine and feminine brand gender profiles. Therefore, based on the literature and on a preliminary study, we will create four fictional influencers profiles and choose two brands (one masculine and one feminine). Then, we will measure consumers' attitude towards the collaboration between the brand and the influencer and their purchase intention of the endorsed brand.

3. Brand Attitude

Attitude is an important concept in the human behaviour field (Peter & Olson, 2010). According to Engel et al. (2006), attitude is a constant evaluation over people, things or goods. Initially, attitude was related with individual's degree of affection toward an object (Thurstone, 1931) and later the concept expanded and became perceived as individual evaluations of an object (Fishbein, 1975). Moreover, attitude is a continuous learning process (Hawkins et al., 2007;

Schiffman & Kanuk, 2006) based on consumers' emotions, behaviours and evaluations (Kotler & Keller, 2008).

Brand attitude, also known as consumers' attitude toward the brand, is described as consumers positive or negative response, after being expose to a specific brand (Phelps & Hoy, 1996). In other words, brand attitude can be defined as consumers global evaluation of a brand (Mitchell & Olson, 1981) or, according to Spears & Singh (2004, p.55), as "a relatively enduring, unidimensional summary evaluation of the brand that presumably energizes behaviour". Therefore, brand attitude is seen as a credible predictor of consumers' behaviour towards the brand (Olson & Mitchell, 2000), since it is, mostly, formed based on consumer's brand perceptions (Shimp, 2010) which will determine consumers' willingness to evaluate a purchase of a brand in terms of good-bad, favourable-unfavourable and wise-foolish (Lutz, MacKenzie, & Belch, 1983). Consumers forms their own perception through the potential benefits and/or image of a brand (Wilkie, 1986) which generates a comprehensive evaluation resulting on the creation of their attitude towards the brand (MacKenzie & Spreng, 1992). For these reasons, brand attitude is considered, by many authors, as the main component of customer-based brand equity (Lane & Jacobson, 1995; Morgan & Hunt, 1994).

Researchers stated that understanding consumers' attitude is fundamental for the development of successful marketing strategies (Solomon et al, 2010) Therefore, through brand communication, brands influence consumer beliefs (MacKenzie, Lutz, & Belch, 1986) and feelings towards the brand (Olney, Holbrook, & Batra, 1991; Park, Jaworslu, & MacInnis, 1986), which, according to Mackenzie et al. (1986), have a direct impact on brand attitude and, consequently, on purchase intention.

4. Brand Attitude & Purchase Intention

Advertising campaigns that use attractive sources could favourably influence consumers' attitude and affect their purchase intention (Kahle & Homer (1985). Several authors highlight the significant positive effect that brand attitude has on purchase intention (Aaker & Keller, 1990; Chan et al, 2013; Fleck et al., 2012; Goldsmith et al., 2000; Tantisenepong et al., 2012; Thwaites et al., 2012) through studies that showcase the strong relations between brand attitude and purchase intention (Mitchell & Olson, 1981; Shimp & Gresham, 1985; Batra & Ray, 1986; Phelps & Hoy, 1996; Shimp's, 1986) even in cases where unfamiliar brands are being tested (Shimp & Gresham, 1985; Batra & Ray, 1986; Homer, 1990; Karen et al., 1990; Yi, 1990; Brown & Stayman, 1992; Homer & Yoon, 1992; Phelps & Hoy, 1996). A favourable brand attitude combined with positive feelings towards a specific brand predicts future consumers' purchase intention (Compeau, Grewal & Monroe, 1998; Gobe, 2011; Gountas & Gountas, 2007; Jang & Namkung, 2009; Sweeney & Soutar, 2001). If a brand is capable of delivering products/services that matches with consumers' wants, the probability of increasing brand loyalty and purchase intention is higher (Fournier, 1998). In this way, greater congruence between the product/service and consumer needs results in a more favourable consumers brand attitude and purchase intention (Kamins & Marks, 1991).

Purchase intention can be perceived as consumers personal predispositions regarding a specific brand (Bagozzi et al. 1979; Ostrom 1969). Therefore, the concepts of intention and attitude are different. While attitudes are evaluations of a specific object (in this case, a brand), intention is "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behaviour" (Eagly & Chaiken 1993, p.168). Actually, purchase intention can have several interpretations, depending of the context. Tariq et al.(2013), Dodds et al. (1991) and Shao et al. (2004) define purchase intention as consumers personal

commitment to buy a product/service again or visit a store. Other authors mention purchase intention as a future behaviour depending on consumer judgement (Engel et al., 2001) or, in other words, as an exchange behaviour resulting of consumers overall evaluation of a product/service (Hsu,1987)

Beneke et al., (2016, p.176) stated that “purchase intention represents the likelihood that an individual will purchase a particular product based on the interaction between customer needs, attitude and perception towards the product or brand”. Moreover, purchase intention emerges when consumers construct a mental decision and a sincere disposition towards a product/service (Wells et al., 2011; Dodds et al., 1991). Studying and understanding this phenomenon is crucial for marketing in several aspects such as testing new products (Silk and Urban, 1978), forecasting (Infosino, 1986), advertising research (MacKenzie et al., 1986) and market segmentation (Sewall, 1978).

4.1. Online Purchase Intention

In the last decade, new technologies emerged driving companies to take advantage of influencers to endorse their brands and, consequently, increase their sales and performance (Yap et al., 2013). Online purchase intention is related with consumer’s willingness to purchase the brands products online (Salisbury et al., 2001) and, therefore, it represents a buying behaviour that happens online (Salisbury, Pearson, Pearson & Miller, 2001). In this study, the aim is to understand how brands can use influencers as diffusers to shape consumers’ attitude towards the brand and, consequently, consumers’ overall purchase intention.

Pavlou (2003) stated that online purchase intention occurs when consumers are aware and want to be involved in online transactions. However, consumers only buy online when they consider the purchase trustworthy (McCole & Palmer, 2001). So, in the online purchase decision-making process, trust and risk are two

important factors (Pavlou, 2003) since online trust relies on consumers perceptions of the risks or benefits regarding a specific transaction (Teo & Liu, 2007). Meanwhile, according to Fang et al. (2016), for many consumers, online reviews provide more reliable information than other traditional sources, as these reviews are powerful sources of information and recommendation with a substantial impact on purchase intention (Parker et al., 2007). In this way, when the perception of reviews' credibility is more positive, the purchase intent increases (Lee et al.,2011).

Conceptual Model & Hypotheses

Before presenting our conceptual model and research hypotheses, it is important to clearly distinguish gender and sex, as these two concepts are often used interchangeably (Carr, 2005). Indeed, several authors with studies on gender (Deaux, 1985; Pryzgoda & Chrisler, 2000; Borna & White, 2003) realized that, in the literature, there is often an overlapping between sex and gender. However, sex is a demographic characteristic derived from biological sex, defining an individual as male or female, while gender is a social or psychological concept that shows individuals' level of masculinity and femininity (Bem, 1985; Oakley, 1972; Pryzgoda & Chrisler, 2000; Spence & Helmreich, 1978). Indeed, society's perceptions of gender are based on the male and female stereotypes created by society (Bourdieu, 1998), while the psychological view focuses on the evolution of gender through individuals own experiences (Azar, 2015). In this research, we will study the influence of gender and biological sex on consumer response to influencer marketing.

1. Consumers' sex and gender

Researchers suggest that consumers recognize products as being highly masculine, highly feminine, moderately masculine and feminine or androgynous (Allison et al., 1980; Fugate & Philips, 2010). According to Whipple & Courtney (1985), the approval of brands that are masculine or feminine changes according to consumers' sex, with women accepting both feminine and masculine brands and males usually refusing feminine brands. Lieven et al. (2014) state that men have lower levels of purchase intention and loyalty towards feminine brands when compared to woman attitude towards masculine brands. Indeed, women generally have a positive attitude towards strong masculine brands (Alreck, 1994) but the opposite does not happen, and if a brand decides to position itself as feminine this can lead to a total loss of the male market (Morris & Cundiff, 1971).

In the influencer marketing field, empirical evidences highlight the different impact that consumers' sex and gender have on their attitude towards influencers. According to Influencer Marketing Global Survey conducted by Rakuten's (2019), 61% of the consumers interact with influencers at least once a day while 35% of the consumers interact with them more times a day. Statistics shows that female consumers pay more attention to social media influencers recommendations than male consumers (40% female, 29% male) (Statista, 2020). Furthermore, the top three influencer categories for female are beauty (56%), entertainers (48%) and fashion/celebrities (47%), while for men the top three categories are gaming influencers (54%), influencers related with technology (46%) and entertainers (44%) (Rakuten's 2019, Influencer Marketing Global Survey). Another study conducted by Nielson's (2013) shows the differences between the sex's usage of social media network. According to the results of this study, men use social media mainly for business reasons and

dating while women use social media for staying in touch with friends and family, blogging and uploading/sharing. In addition, PMYB (2017), state that many well-known influencers have a higher ratio of female followers and this is particularly evident for fashion influencers.

Therefore, based on previous findings, and having in consideration that in our study we are going to study consumers' attitude towards influencer-brand collaboration within the fashion apparel, we assume the following hypotheses:

H1: Consumers' sex has an impact on consumers' attitude towards influencer-brand collaboration, in such way that, female have a more positive attitude towards influencer-brand collaboration.

H2: Consumers' gender has an impact on consumers' attitude towards influencer-brand collaboration, in such way that, the higher the consumer's femininity (i.e. and the lower the consumer's masculinity), the more positive the attitude towards influencer-brand collaboration

2. Influencers' sex and gender

Regarding advertising endorsement, the study of Laroche et al. (1996), concluded that an endorser (i.e. social media influencer) affects consumer preferences and that consumers attitude towards the endorser can be improved based on his/her attractiveness (Bardia et al., 2011). In addition, Choi & Rifon (2012), show that an indirect positive effect on consumers' attitude towards the ad can be formed based on congruence between the endorser and the product/service.

Statistics shows that, in 2019, 84% of the influencers worldwide were female (Statista 2020) and that fashion was the most active sector on Instagram with 25%

of sponsored posts around it (InfluencerDB, 2019). According to HopperHQ (2017), female influencers got five times the number of likes than male influencers, a third more comments, on average, than posts by men and men were 10 times more probable to like and/or comment posts from women than posts from men. In addition, from all the likes and comments on posts by male influencers, only 13% were from men.

Moreover, in the fashion apparel, according to InfluencerDB (2019), the top ten fashion influencers are composed by nine women and only one man, demonstrating the significant influence of women in this product category. However, to our best knowledge, there are no studies on influencer marketing literature focusing on influencer gender (Vaiciukynaite, 2019).

Based on the statistical data previously presented and also on the findings of the studies regarding advertising endorsement, we assume that female influencers and influencers with higher perceived level of femininity will be perceived as a better endorser for fashion brands. Hence, we propose:

H3: Influencer sex has an impact on consumers' attitude towards influencer-brand collaboration, in such way that, consumers will have a more positive attitude towards an influencer-brand collaboration involving a female influencer.

H4: Influencer gender has an impact on consumers' attitude towards influencer-brand collaboration, in such way that, the higher the perceived influencer femininity, the more positive consumers' attitude towards the influencer-brand collaboration.

3. Consumer-influencer sex congruence

Consumers tend to perceive endorsers who are similar to them as more persuasive and effective (Kamins & Gupta, 1994). Moreover, these similarities stimulate consumers to identify themselves more strongly with the endorser, which increases the likelihood that the endorser will effectively change their attitude and behaviour (Kelman, 1961). These perceived similarities may be linked with consumers' demographic traits and, particularly, with their biological sex. At this respect, Rajput, Kesharwani & Khanna (2012), highlight that it is relevant to explain the differences in consumer behaviour based on their biological sex, since biological sex can significantly affect consumer brand (or endorser) perceptions.

Therefore, applying the findings of previous studies to the context of our research, we intend to understand how the congruence between consumer and influencer's sex affects consumer attitude. Therefore, we formulate the following hypothesis:

H5: The congruence between consumer and influencer sex has a positive impact on consumers' attitude towards influencer-brand collaboration.

4. Consumer-influencer gender congruence

Consumers rely on gender to understand themselves and others (Deaux & LaFrance, 1998) and convey their gender through symbolic social interactions (West & Zimmerman, 1987). Therefore, gender is viewed as one of the most relevant personality traits (Dion, Berscheid, & Walster, 1972) and, for this reason, individuals usually tend to describe each other's through masculine and

feminine characteristics (Lippa, 2005). In an endorsement context, Choi & Rifon (2012) suggest that the fit between consumers' self-image and the influencer's image can affect consumers' responses. Therefore, according to Thomson (2006), consumers can use endorsers (as influencers), based on their personality traits, to enhance their own personality. Also, the study of Albert et al. (2017) highlights that a consumer-endorser personality congruence can lead to a positive impact on brand attitude. In this way, applying the findings of previous researches to the gender context, we propose the following hypothesis:

H6: The congruence between consumers' perceived gender and influencers' perceived gender favourably influences attitude towards the influencer-brand collaboration.

5. Influencer-brand gender congruence

According to Dolich (1969), brand choice is a mean for consumers to show off their masculinity and femininity or their perceived gender, as this is a relevant component of their self-concept (Freimuth & Hornstein 1982). Thus, when brands choose an influencer to promote their products, they need to be careful to not negatively affect their image (Gerardo, 2017) and guarantee they will choose an endorser with an appropriate congruence with the desired brand gender positioning (Till & Busler 1998). When the image of the endorser is compatible with the brand image it facilitates the creation of associations between both (Seno & Lukas, 2007). In this way, according to Kamins & Gupta (1994); Choi & Rifon (2012); Albert et al. (2017), a high degree of congruency between a brand and an endorser, leads to greater advertising effectiveness and more favourable evaluations. Hence, we propose that:

H7: The congruence between influencers' perceived gender and brand's perceived gender favourably influences attitude towards the influencer-brand collaboration.

6. Brand Attitude and Purchase Intention

Social media are gradually being used by consumers as a source of information about unfamiliar brands (Baird & Parasnis 2011; Goodrich & de Mooij 2014; Naylor, Lamberton, & West 2012; Schivinski & Dabrowski 2016). Along with that, according to Canhoto & Clark 2013; Erkan & Evans 2014; Knoll & Proksch 2015; Toder-Alon, Brunel, & Fournier 2014, social media are a good platform for eWOM. In addition, other authors (Iyengar, Han, and Gupta 2009; See-To and Ho 2014; Wallace et al. 2009; Wang, Yu, and Wei 2012) prove that eWOM on social media has a positive impact on consumers' purchase intention.

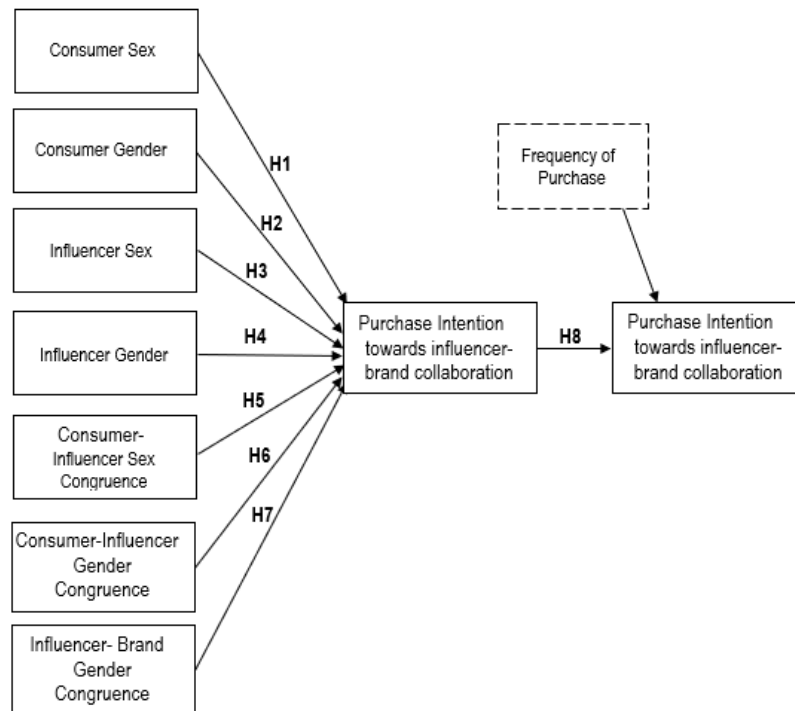
However, consumers purchase decision is shaped by the quantity and the quality of eWOM on social media (Lin et al., 2013). According to Chevalier and Mayzlin (2006), eWOM is the most popular way of consumers knowing more about brands and it is a useful tool in influencing consumers' attitude. Therefore, positive eWOM with a high source of credibility, when compared to others eWOM messages with a low source of credibility, leads to a superior brand attitude (Wu & Wang, 2011). Moreover, several studies demonstrated that a positive brand attitude significantly impacts consumers' purchase intention (Keller and Lehmann, 2006). Indeed, according to Abzari et al. (2014), brand attitude is the most important factor determining purchase intention. Since consumer's purchase intention is remarkably affected by social media interactions, eWOM creates, simultaneously, opportunities and new challenges for companies (Hinz et al., 2011). With that in mind, according to Ko, Kim &

Zhang (2008), the main goal of the use of social media influencers as eWOM diffusers is to influence consumers' attitude and, consequently, their purchase intention towards the brand advertised. Thus, we propose that:

H8: Consumers' attitude towards the influencer-brand collaboration has a positive impact on their purchase intention of the product promoted through this collaboration.

Having in consideration the theoretical background previously discussed and the hypotheses formulated, we propose the research model presented in figure 1. We added the frequency of purchase of the brand to our research model as a control variable to ensure that this variable has no effect on the relationship between the independent variables and the dependent variable and, consequently, to prevent the model from presenting biased results.

Figure 1 - Research Model



Methodology

3.1 Research Approach

This study focuses on understanding that the congruence between brand and influencer gender, and also brand and influencer sex, have on brand attitude and, consequently, on brand purchase intention. The research is going to be developed based on an initial qualitative research and a final quantitative study. First, secondary data derived from existing literature is used to understand the concepts under analysis and support the formulation of the hypotheses, followed by primary data collected from the exploratory phase of the study through pretests and a questionnaire. Although this study has an exploratory nature since the impact of influencer marketing is a relatively new field and there is still a lack of empirical studies on this topic – this is an explanatory study given that, ultimately, its purpose is to explain outcome variables based on a set of explanatory variables.

3.2 Population and Sample

Population, according to Polit and Hungler (1999:37), refer to an aggregate or totality of all the objects, subjects or members that follow to a set of specifications. With the impossibility to study the entire population due to the limitation in terms of time, only a part of the population is going to be studied through a sample. According to Fortin (2009) and Gil (2007), a sample is a set of elements extracted from a target population on which conclusions are drawn. In this study, the population is the Portuguese individuals aged 17 years or old active on social media (according to Statista, 2014). The sample used in this research is as convenience sample of Portuguese individuals with 17 years or older as the questionnaire was sent to friends, family and colleagues. The snowball sampling

method was also used, since these were asked to share the questionnaire with other people that might have the conditions to participate in the study.

3.3 Pretests and Results

Two pretests were made to develop the study stimulus materials - the first, to identify influencers associated with different sex and genders and the second, to identify brands associate to different gender profiles (see Appendix 1 and Appendix 2). The value of a pretest lies in its ability to uncover problems before the questionnaire is used in the field (Gershowitz, 1995) and, for this reason, to avoid mistaken effects, such as consumers' preferences or likability, for the first pretest, six artificial influencer's profiles were created for this research based on gender ethics and aesthetic values (Badinter, 1992; Maffesoli, 1990;1993; Bordieu, 1998; Vigarello,2004) and MBP/FBP scale characteristics, according to Grohman (2009). The second pretest was based on a study conducted by Lieven et al. (2014) to test the gender of known brands.

3.3.1 Pretest 1

This pretest was conducted online to assess different artificial influencers' profiles through the combination between gender (masculine and feminine) and sex (man or woman) divided in two masculine and two feminine profiles (see table 1). For profiles with the same gender, the description is the same and only the names and ages are different. Along with that, the names and the descriptions of the profiles were manipulated through masculine and feminine characteristics (according to the authors mentioned above). Besides that, also jobs were included in each profile to facilitate the gender association based on Golden (2011), Working Futures (2018) and Bureau of Labor Statistics (2018). All the profiles included occupations with the same level of education (in this case, a bachelor's

degree) and each participant was randomly selected to respond only to one out of four profiles to avoid comparisons between profiles.

Table 1 - Artificial Influencer's Profiles

Profile	Sex	Gender	Description
1	Man	Masculine	John has 30 years old and is an electrical engineer. He is a sturdy, brave and adventurous man. John is focus on his work and is competitive. His hobbies include radical sports, watching football and going out with friends.
2	Man	Feminine	Peter has 24 years old and is an executive secretary. He is a sensitive and sweet person. Peter is concern with his appearance and his hobbies include movies and shopping.
3	Woman	Masculine	Rachel has 28years old and is an electrical engineer. She is a sturdy, brave and adventurous woman. Rachel is focus on her work and is competitive. Her hobbies include radical sports, watching football and going out with friends.
4	Woman	Feminine	Jennifer has 25 years old and is an executive secretary. She is a sensitive and sweet person. Jennifer is concern with her appearance and her hobbies include movies and shopping.

Through social media channels, a total of 106 participants (70% female) randomly answered to one of the profiles above. Each questionnaire was composed only by two questions: participant sex and gender classification of the artificial profile. As a result, the aim of this pretest is to verify if the participants' opinion regarding the gender of the profiles created matches the designation given to them based on the literature. In summary, for every profile, the majority of the participants classified them according to the gender denomination described on the table above.

Starting with profile 1, a total of 24 participants answered to this profile (70.8% female). In terms of gender classification, 91.7% of the answers rated this profile as masculine while 8.3% as androgynous. The profile 2 obtained 28 answers (64.3% female), with 60.7% classifying this profile as feminine while 21.4% classified it as masculine and 17.9% as androgynous. The profile 3 received 29 answers (65.5% female) with the following gender classification – 55.2% masculine, 24.1% androgynous and 20.7% feminine. Then, profile 4 obtained 22 answers (68% female), with 92% of them considering the gender of this profile as feminine and 8% as androgynous. A summary of the results is presented is presented in table 2.

Table 2 – Answers to Pretest 1

Profile	Total of answers	Gender (%)		
		Masculine	Feminine	Androgynous
1	24 (7M; 17F)	91.7	-----	8.3
2	28 (10M; 18F)	21.4	60.7	17.9
3	29 (10M; 19F)	55.2	20.7	24.1
4	22 (8M; 17F)	-----	92	8

M = males; F = females

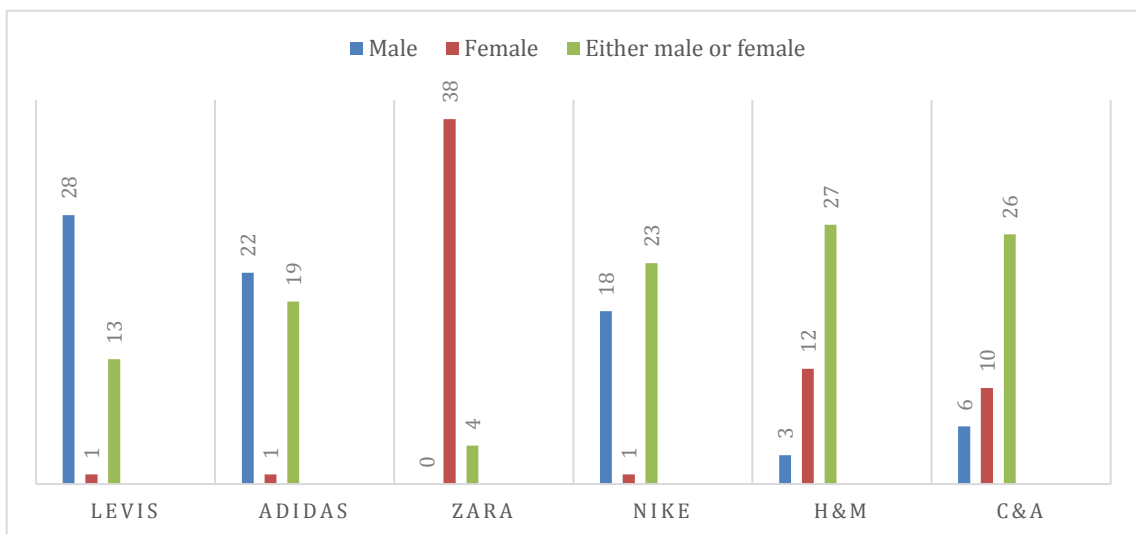
3.3.2 Pretest 2

The second pretest included six brand names that were familiar to consumers and were associated with different genders. Based on a study conducted by Lieven et al. (2014), within the fashion apparel category, six brands were selected: three masculine's - Levis (with MBP-FBP=1.09), Nike (with MBP-FBP=1.08) and Adidas (with MBP-FBP=1.02), one feminine - Zara (with MBP-FBP= -0.33) and

two androgynous– H&M (with MBP-FBP = 0.06) and C&A (with MBP-FBP=0.14). This second pretest aimed to ensure/verify if nowadays the gender of the brands mentioned above remains in accordance with the literature and choose two brands: the most masculine and the most feminine.

Social media channels were used to collected 42 answers (57% female). Participants were invited to classify the brands as a person (man, woman or both man and women). The results showed that Levis was considered the most masculine brand (with 28 out of 42 answers assigning the option “male” to Levis) and Zara, the most feminine brand (with 38 out of 42 answers assigning the option “female” to Zara). Having these conclusions in mind, Levis and Zara were the two brands selected for the main study. The statistics of this pretest are presented in figure 2.

Figure 2 - Gender Classification of brands on Pretest 2



3.4 Questionnaires and Scales

Having in consideration the results obtained in the pretests, eight different versions of the questionnaire were developed, based on influencer’s sex and gender and brand gender (table 3). As it happened in the first pretest, each participant was randomly selected to respond only to one of eight questionnaire

versions to avoid comparisons between profiles. The eight versions of the questionnaire can be found on Appendix 3.

Table 3 – Different Questionnaires Versions

Questionnaire	Influencer Sex	Influencer Gender	Brand Gender
1	Female	Masculine	Feminine
2	Female	Feminine	Feminine
3	Male	Masculine	Feminine
4	Male	Feminine	Feminine
5	Male	Masculine	Masculine
6	Male	Feminine	Masculine
7	Female	Masculine	Masculine
8	Female	Feminine	Masculine

In order to increase the amount of answers, these questionnaires were conducted online. Moreover, the answers are anonymous and computer administrated.

The questionnaires are composed mainly by closed-ended questions, but also by some open-ended ones to allow respondents to provide more specific information. Therefore, to avoid misunderstandings and confusion, the questions are formulated in a simple way, easy for consumers to understand.

In terms of structure, the questionnaires are divided in four sections. In the first section, consumers evaluate the gender of one of the brands used in the study and their attitude towards that brand. In the second section, consumers classify the gender of one of the four artificial influencer profiles and evaluate a potential collaboration between the influencer and the brand presented in the previous section. The third section is related with consumers' purchase intention of the brand endorsed by the influencer and, the last section consists in social-demographic data and gender self-classification.

The data collected in the questionnaire are measured based on appropriate and valid scales adapted from previous studies. Brand gender and influencer gender is measured using the 12-item scale by Grohman (2009), composed by 6 items of MBP and 6 items of FMP to measure the level of masculinity and femininity of each brand/influencer. Consumers attitude towards the brand and towards the collaboration brand-influencer is measured using the items proposed by Grossman & Till (1998) and Simonin & Ruth (1998) scales. Purchase intention is measured based on Doods, Monroe & Grewall' (1991) scale.

In the questionnaire, questions regarding gender are answered through 7-point Likert-type scales, with 1 and 7 meaning "strongly disagree" and "strongly agree" respectively. Meanwhile, questions about brand attitude and attitude towards the brand-influencer collaboration are measured through a semantic differential scale, also from 1 to 7, with opposite adjectives at each extreme. Then, social-demographic questions are answered through multiple choice and short answers. For a detailed description of the scale items used in the questionnaire see Appendix 4.

The data analysis will be fundamental for the interpretation of relationships between the variables and to accomplish the objectives of this study and, in order to test the truthfulness of the hypotheses. The data treatment was performed through SPSS Software together with its add-in AMOS SPSS.

Results

4.1 Preliminary Analysis

4.1.1 Data Collection

The data collection of this study was conducted between 19th December 2019 and 31st January 2020. A combined total of 329 answers were collected from the eight mains questionnaires divided in 37 answers to questionnaire 1, 45 to

questionnaire 2, 39 to questionnaire 3 and 4, 38 to questionnaire 5, 41 to questionnaire 6, 47 to questionnaire 7 and 43 to questionnaire 8. At the end, after removing the answers that did not fulfil the requirements (participants with missing answers and under 17), the final sample is composed by 322 answers.

4.1.2 Demographic characterization

Regarding the gender of the sample, 56.5% are female and 43.5% male. In terms of age distribution, the majority of answers (about 72.7%) came from individuals with ages between 17 and 24 years, followed by 21.4% between 25 and 34 years old, 2.5% between 35 and 44 years old and 3.4% over 44 years old. These results are presented in figures 3 and 4. As expected, figure 4 shows a very unbalanced distribution in terms of age, however logical once 90.4% of Millennials and 77.5% of Generation X are active on social media against 48.2% of Baby Boomers (Emarketer, 2019).

Figure 3 - Total Sex Distribution

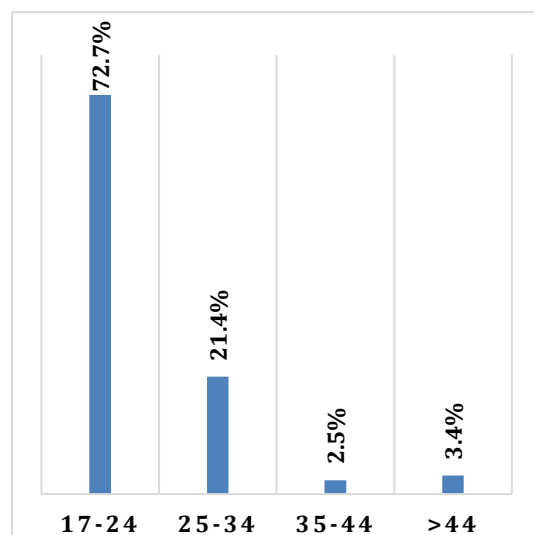
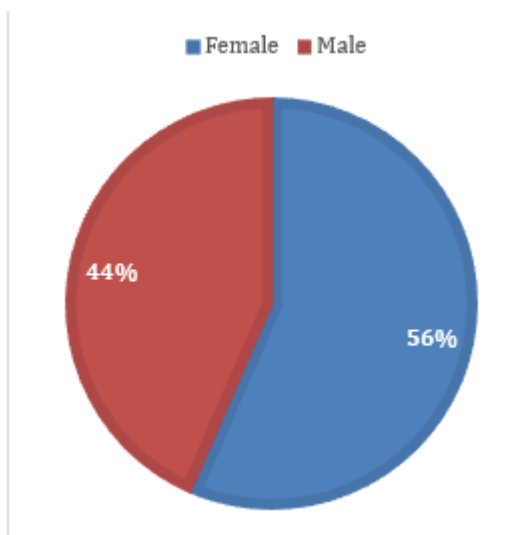
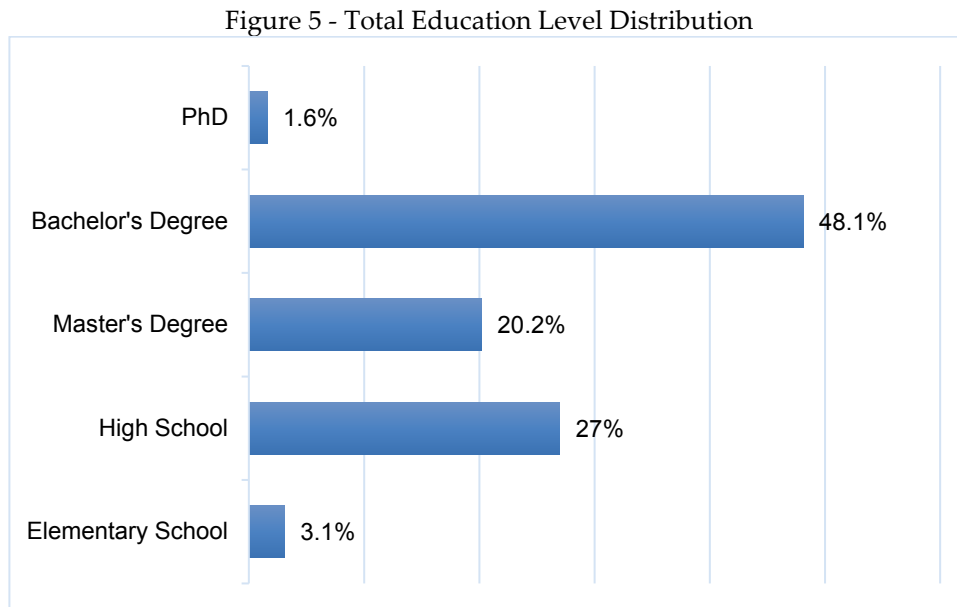


Figure 4- Total Age Distribution

The analysis of the education level shows that 48.1% of the participants have a bachelor's degree while 20.2% have a master's degree and 1.6% a PhD. In

addition, 27% of them are high school graduated and 3.1% are elementary school graduated. Results are presented in figure 5.



Moreover, a detailed demographic analysis of which questionnaire can be found in tables 4 and 5.

Table 4- Questionnaires Sex and Age Distribution

Questionnaire	Total of Answers	Age				Sex	
		17-24	25-34	35-44	>44	Male	Female
1	37	75%	22.2%	2.8%	0%	44.4%	55.6%
2	45	80%	11.1%	2.2%	6.7%	35.6%	64.4%
3	39	68.4%	29%	0%	2.6%	46.7%	55.3%
4	39	76.3%	21.1%	2.6%	0%	36.8%	63.2%
5	38	81.1%	16.2%	2.7%	0%	43.2%	56.8%
6	41	47.5%	27.5%	7.5%	17.5%	55%	45%
7	47	71.7%	26.1%	2.2%	0%	43.5%	56.5%
8	43	81%	19%	0%	0%	45.2%	54.8%

Table 5 – Questionnaires Education Level Distribution

Questionnaire	Total of Answers	Bachelor's Degree	Master Degree	PhD	High School	Elementary School
1	37	44.4%	19.4%	0%	36.2%	0%
2	45	55.6%	15.6%	4.4%	17.8%	6.6%
3	39	39.5%	23.7%	2.6%	28.9%	5.3%
4	39	29%	26.3%	0%	42.1%	2.6%
5	38	62.2%	13.5%	0%	24.4%	0%
6	41	55%	17.5%	5%	20%	2.5%
7	47	54.4%	19.6%	0%	21.7%	4.3%
8	43	42.8%	26.2%	0%	28.6%	2.4%

4.1.3 Outliers

To obtain a better data quality, we executed an outlier univariate analysis. This analysis aims to examine the distribution of cases of only one variable at a time and, consequently, identify possible extreme values. To perform this analysis, all values of each variable had to be transformed in standardized Z-scores. We considered outliers the Z-scores out of the interval $[-3, 3]$. Therefore, all standard values were between -3 and 3 which leads us to conclude that no univariate outliers were found.

4.1.4 Data Reliability

To measure the reliability (or internal consistency) of the scales used, we calculate the Cronbach Alpha developed by Lee Cronbach (1951). For each item, we analysed Cronbach's alpha's change if that item was deleted from its corresponding scale. This analysis indicated that no particular item could be excluded to make the scale more reliable. The reliability of the scales used in our study is presented in table 6.

Table 6 - Scales' Reliability Test

Scales	Dimensions	Number of Items	Cronbach's α
Gender	Brand Masculinity	6	0.921
	Brand Femininity	6	0.966
	Consumer Masculinity	6	0.927
	Consumer Femininity	6	0.946
	Influencer Masculinity	6	0.947
	Influencer Femininity	6	0.971
Attitude	Brand Attitude	5	0.933
	Brand-Influencer Attitude	5	0.973
Purchase Intention		3	0.965

According to Hill & Hill (2016), the higher the value of Cronbach Alpha, the greater the internal consistency. Therefore, to test the reliability, the same authors developed one scale presented in table 7.

Table 7 - Cronbach's Alpha Classification

Cronbach's Alpha	Below 0.6	Between 0.6 – 0.7	Between 0.7 – 0.8	Between 0.8 – 0.9	Above 0.9
Classification	Unacceptable	Bad	Acceptable	Good	Excellent

Having in consideration the Hill & Hill (2016) classification, all the dimensions of the scales presented in table 7 are above 0.9 which demonstrate an excellent level of internal consistency of the scales.

After confirming the reliability of all the scales, we have computed total scores for all the constructs included in the conceptual model which were measures through multiple-item scales. This was attained by averaging the results of the items composing. This option, instead of the integration of the measurement model in the structural equation model, is mainly due the moderate size of the sample, considering the number of observed variables. Total scores were used on

all the following analysis. Moreover, some new variables, present in the conceptual model, had to be computed, bases on existing ones. For gender, we used a perceived gender measure for brands, influencers and consumers obtained through the difference in the sum of the respective masculinity and femininity items of the scales used in the study (Grossman & Till (1998) and Simonin & Ruth (1998); Monroe & Grewall' (1991). Therefore, positive values correspond to genders perceived as masculine and negative values correspond to genders perceived as feminine. On the other hand, to obtain a measure of gender congruence, similarly to the study conducted by Lieven et al. (2015), we actually use a Euclidian distance as a measure of distance/incongruence, where higher values correspond to less congruence. For this reason, in the results, the coefficients of the gender congruence variables will show values contrary to the hypotheses (H6 and H7). Regarding sex congruence, we created a dummy variable where we have assigned a value of 0 when the sex of the influencer and the sex of the consumer are different (sex incongruence) and a value of 1 when both have the same sex (sex congruence).

4.1.5 Correlation Analysis

Pearson correlation is a statistical technique used to measure the relationship between two variables with values range between -1 (strong negative relationship) and 1 (strong positive relationship).

In this study, we conducted a Pearson correlation test to measure the correlation between the independent variables (consumer sex, consumer gender, influencer sex, influencer gender, consumer-influencer gender congruence, influencer-brand gender congruence, consumer-influencer sex congruence and attitude towards influencer-brand collaboration) and the dependent variable (purchase intention towards influencer-brand collaboration).

The analysis shows that the correlations of purchase intention with attitude towards influencer-brand collaboration and with consumer-influencer sex congruence are positive while the correlations of purchase intention with the remain independent variables are negative.

Therefore, the strongest positive relationship with purchase intention occurs with attitude towards influencer-brand collaboration (0.517) followed by consumer-influencer sex congruence (0.167). By contrast, the negative relationship with purchase intention happens with consumer-influencer gender congruence (-0.179), influencer-brand gender congruence (-0.178), consumer gender (-0.161), consumer sex (-0.127), influencer sex (-0.105) and influencer gender (-0.027). Results are presented on Appendix 5.

4.1.6 Descriptive Statistics

Analyzing the results on table 10, the mean of the purchase intention towards influencer-brand collaboration is 3 in a scale from 1 to 7 with a standard deviation of 1.75. Regarding the variables related with sex, they all have mean values between 0 and 1 since these are dummy variables assuming only the value 1 (for male) and the value 0 (for female). The attitude towards influencer-brand collaboration has a mean of 4.655 (in a scale from 1 to 7) and a standard deviation of 1.514. Moreover, a detailed descriptive statistics analysis is presented in table 8.

Table 8 - Descriptive Statistics

	Mean	Std. Deviation
Purchase Intention	3.000	1.749
Consumer Sex	0.430	0.497
Consumer Gender	-1.571	11.296
Influencer Sex	0,480	0,500
Influencer Gender	-2.593	16.250
Consumer- influencer sex congruence	0.520	0.501
Consumer-influencer gender congruence	11.596	9.299
Influencer-brand gender congruence	12.731	10.334
Attitude towards influencer-brand collaboration	4.655	1.514

4.1.6.1 Validity Check

A validity check for the gender of brands and influencers used in this research was conducted, comparing the means of perceived “Brand Gender” for Levis and Zara and perceived “Influencer Gender” of masculine and feminine artificial profiles. The tests confirmed that, in both situations, gender was perceived correctly by consumers. Therefore, results are presented in tables 9 and 10.

Table 9 - Brand Gender Validity Check Test

Brand Gender	Mean	Std. Deviation	P-value (t test)
Masculine (Levis)	7.723	9.548	0.000
Feminine (Zara)	-3.724	14.015	

Table 10 - Influencer Gender Validity Check Test

Influencer Gender	Mean	Std. Deviation	P-value (t test)
Masculine Profile	10.083	9.149	0.000
Feminine Profile	-14.655	11.707	

4.2 In-depth Analysis

To analyze the hypothesis proposed previously, structural equation modelling (path analysis), with maximum likelihood method of estimation, was used.

Regarding the links between consumer sex and consumer's attitude towards influencer-brand collaboration ($\gamma = -0.138$ and $p < 0.05$) and between consumer gender and consumers' attitude towards influencer-brand collaboration ($\gamma = -0.021$ and $p > 0.05$), results lead us to accept H1 and reject H2.

With respect to influencers' sex, for H3, results supported the hypothesis by showing that influencer sex reach a statistically significant level ($\gamma = -0.091$ and $p < 0.05$). However, for influencer gender ($\gamma = -0.021$ and $p > 0.05$), results rejected H4. Therefore, results leading us to reject H5 since the variable consumer-influencer sex congruence didn't reach a statistically significant level ($\gamma = 0.069$ and $p > 0.05$).

As illustrated in table 11, for a 5% significance level, the variable consumer-influencer gender congruence demonstrated a negative impact on consumers' attitude towards the influencer-brand collaboration ($\gamma = -0.094$; $p < 0.05$), supporting H6. In accordance with H7, values revealed that congruence negatively influence consumers' attitude towards the influencer-brand collaboration ($\gamma = -0.532$ and $p < 0.05$) and the hypothesis was supported.

Finally, the impact of consumers' attitude towards influencer-brand collaboration on purchase intention towards influencer-brand collaboration (H8) was also supported as the contribution was positive and significant ($\gamma = 0.524$ and $p < 0.05$).

Table 11 – Overall Estimates

Hypothesis	Standardized Estimate	P-value
H1: Consumer sex → attitude towards collaboration	-0.138	0.008
H2: Consumer gender → attitude towards collaboration	-0.011	0.805
H3: Influencer sex → attitude towards collaboration	-0.091	0.047
H4: Influencer gender → attitude towards collaboration	-0.021	0.686
H5: Consumer-influencer sex congruence → attitude towards collaboration	0.069	0.133
H6: Consumer-influencer gender congruence → attitude towards collaboration	-0.094	0.041
H7: Influencer-brand gender congruence → attitude towards collaboration	-0.532	***
H8: Attitude towards collaboration → purchase intention	0.524	***

*** p < 0.001

4.2.1 In-depth Analysis: Brands Comparison

In this section, we make a comparative analysis of the hypotheses between the two brands (Levis and Zara) leading us to conclude that most findings are similar but there are three cases that are exception: H1, H3 and H4. Therefore, the results of Levis and Zara are presented in tables 12 and 13, respectively.

Testing the H1, for Levis, we considered relevant the impact of consumer sex ($\gamma = -0.173$ and $p < 0.05$). However, for Zara, the consumer sex didn't have a significant level ($p > 0.05$) and, for this reason, H1 was rejected.

Regarding the influencer sex (H3) in both scenarios, results showed that neither in Levis nor Zara, the influencer sex has a significant impact on consumers' attitude towards influencer-brand collaboration. These findings are described in tables 12 and 13.

Furthermore, for H4, the influencer gender reached a significant level for Levis ($\gamma = 0.363$ and $p < 0.05$) and Zara ($\gamma = -0.263$ and $p < 0.05$) and, for this reason, the hypothesis was supported.

Table 12 - Levis Estimates

Hypothesis	Standardized Estimate	P-value
H1: Consumer sex → attitude towards collaboration	-0.173	0.022
H2: Consumer gender → attitude towards collaboration	-0.112	0.139
H3: Influencer sex → attitude towards collaboration	-0.112	0.080
H4: Influencer gender → attitude towards collaboration	0.363	***
H5: Consumer-influencer sex congruence → attitude towards collaboration	0.011	0.860
H6: Consumer-influencer gender congruence → attitude towards collaboration	-0.143	0.025
H7: Influencer-brand gender congruence → attitude towards collaboration	-0.315	***
H8: Attitude towards collaboration → purchase intention	0.502	***

*** $p < 0.001$

Table 13 - Zara Estimates

Hypothesis	Standardized Estimate	P-value
H1: Consumer sex → attitude towards collaboration	-0.052	0.472
H2: Consumer gender → attitude towards collaboration	0.011	0.877
H3: Influencer sex → attitude towards collaboration	-0.042	0.513
H4: Influencer gender → attitude towards collaboration	-0.263	***
H5: Consumer-influencer sex congruence → attitude towards collaboration	0.106	0.101
H6: Consumer-influencer gender congruence → attitude towards collaboration	-0.167	0.010
H7: Influencer-brand gender congruence → attitude towards collaboration	-0.488	***
H8: Attitude towards collaboration → purchase intention	0.518	***

*** $p < 0.001$

Discussion

This study examined how gender and sex can affect brand attitude and also purchase intention. Moreover, the study reveals the impact of gender, gender congruence, sex and sex congruence on consumers' attitude towards the influencer-brand collaboration as mediating variable of purchase intention. In the following sections, we presented the theoretical and managerial contributions of our research.

5.1 Theoretical contributions

First, regarding the impact of consumers' biological sex on the effectiveness of an influencer-brand collaboration, through the overall analysis of the results, we conclude that the collaboration is preferred/more accepted by woman. Meanwhile, similarly, results also show that consumers prefer collaborations involving female influencers. However, when we do the analysis for each brand separately, we conclude that the sex of the influencer does not have a significant impact. Yet, we found that, in respect to consumers' sex, in case the case of Levis (a masculine brand), women have a more positive attitude towards the influencer-brand collaborations than men, while for the influencer-brand collaboration of Zara (a feminine brand), results show there is no difference between men and women's attitude. Both findings are in line with the statistics mentioned in the conceptual model chapter where we highlight that around 84% of the influencers are women (Statista, 2020), that women follow more frequently and tend to be more receptive to fashion influencers (Rakuten's 2019, Influencer Marketing Global Survey), and that female influencers have more likes and comments than male influencers from man (HopperHQ, 2017).

Second, the overall analysis conducted on the impact of influencer gender on attitude towards the influencer-brand collaboration did not provide significant results. However, the detailed analysis of each brand, highlights important differences on the impact of influencer gender. Indeed, results show that influencer gender has a significant but opposite impact for both brands studied. The results obtained for Levis show that a masculine brand should collaborate with an influencer with masculine gender profile, as influencer-brand gender congruence positively influences consumer response. In respect to Zara, a brand with a feminine gender profile, the collaboration with a feminine influencer leads to a more favourable response. Once again, these results are in line with previous

studies (e.g., Kamins & Gupta, 1994), indicating that high brand-endorser congruence can be translated into a more positive response to the endorsement.

Third, the gender distance/incongruence between consumer-influencer has a negative impact on consumers' attitude towards the influencer-brand collaboration. Therefore, this led us to conclude that the greater the congruence (or the smaller the distance) between consumer-influencer gender, the more favourable will be consumer' attitude towards the influencer-brand collaboration. Hence, this finding contributes to the gender literature, since it provides a better understanding of the impact that gender congruence has on brand attitude, in the specific context of influencer-brand collaborations. These results complement the findings of previous research (Choi & Rifon, 2012; Thomson, 2006; Albert et al., 2017) underlining the effect that the consumer-influencer gender congruence has on consumers' responses and, in this particular case, on consumers' attitude towards influencer marketing.

Fourth, this study presents additional contributions to the gender congruence literature, by highlighting that the distance/incongruence between influencer-brand gender has a negative impact on consumers' attitude towards the influencer-brand collaboration. Indeed, we conclude that the greater the congruence (or the smaller the distance) between influencer-brand gender, the more positive consumers' attitude towards the influencer-brand collaboration. More importantly, results show that the influencer-brand gender congruence is the variable with highest impact on the mediator variable – consumers' attitude towards influencer-brand collaboration. Again, these findings are consistent with prior literature as they demonstrate the relevance of influencer-brand congruency, and point out that the endorser traits should be consistent with the brand attributes, since a high congruence between an endorser and a brand leads to a more positive towards the collaboration (Thwaites et al., 2012; Kamins & Gupta, 1994; Choi & Rifon, 2012; Albert et al., 2017).

Fifth, previous research (Aaker & Keller, 1990; Chan et al, 2013; Fleck et al., 2012; Goldsmith et al., 2000; Tantisenepong et al., 2012; Thwaites et al., 2012, Mitchell & Olson, 1981; Shimp & Gresham, 1985; Batra & Ray, 1986; Phelps & Hoy, 1996; Shimp's, 1986) has suggested the significant and positive impact that brand attitude has on purchase intention. Notably, results show that, for all the brands studied, despite their gender profile, consumers' attitude towards influencer-brand collaboration is an important and a significant determinant of consumers' purchase intention. This finding is consistent with the existing literature, highlighting the major role of brand attitude on purchase intention.

5.2 Managerial Implications

From a managerial perspective, this study also provides relevant information. Based on these findings, this research suggests that congruence between consumer-influencer and between influencer-brand are two important factors, which favourably influence consumers' attitude towards the influencer-brand collaboration and the purchase intention of the product promoted in that collaboration. Therefore, is important to reinforce that gender overlaps sex once the results do not suggest that a man has a better attitude towards a collaboration with a masculine brand and a woman has a better attitude towards a collaboration with a feminine brand.

Findings show that, in respect to consumers' sex, females perceive collaborations involving masculine brands better than male, while both sexes manifest the same attitude towards collaborations with feminine brands. In this way, influencer-brand collaborations of brands with a highly masculine gender profile, such as Levis, should positively influence consumers' attitude towards the brand and brand equity. (Grohmann 2009; Lieven 2014; Lieven et al. 2014, Lieven et al. in press). Therefore, managers must consider whether the use of

influencers in their marketing campaigns will be really efficient once their consumers are mainly man.

Furthermore, results show that when managers choose an influencer, they should focus, mainly, on the gender congruence that the endorser has with the consumers and, even more important, with the brand. For this reason, managers must look for influencers that consumers' feel related with, in terms of gender, and at the same time, for influencers that match with the personality traits of the advertised brand. Thus, masculine brands should choose to use influencers with a masculine gender profile and feminine brands should select influencers with feminine gender profiles. Indeed, the congruence between influencer-brand gender has a major role on attitude towards the collaboration, which has a significant impact on consumers' purchase intention.

Limitations and future research

Besides the findings obtained, this study has some limitations. The major limitation of this study relies on the sampling procedure since, as described on the methodology, we used a non-probabilistic convenience sample which, according to Malhotra (2006), is not considered a significant part of the population. A more extensive data collection with a larger and more diversified sample would be recommended to more deeply explore the findings obtained in this study. Therefore, the sample profile can also be seen as a limitation since the data was only collected in Portugal and the questionnaires were, mainly, responded by young adults. Additionally, this research model should be applied in other cultural contexts since, as the literature explain, gender drives from individuals' own experiences and sex is based on the male and female stereotypes created by society and, for this reasons, different cultural contexts can lead to different findings.

The use of artificial influencers profiles is another limitation of this investigation. Future studies using well-known influencers can reveal that are

other variables (such as influencer perceived level of credibility, attractiveness, trustworthiness and expertise) that weren't study in this research, may have a significant impact on consumers' attitude towards influencer-brand collaboration and on purchase intention.

This study was conducted within the fashion apparel category, that is perceived as predominantly feminine and whose influencer are mostly female (Lieven et.al, 2015). Therefore, the application of this study in another product category, not strongly associated with an influencer gender profile, can lead to different conclusions. Moreover, based on descriptive statistics results, Levis proved to be perceived with a higher degree of gender when compared to Zara, i.e. Levis is seen as more strongly masculine than Zara is seen as feminine. Finally, this study only focuses on the masculine and feminine gender profile of influencers and brands. Future research should also include the androgynous and undifferentiated profiles for influencers and brands to provide a more complete analysis of the influence of gender on brand attitude and purchase intention.

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Appendices

Appendix 1 – Pretest 1

Profile 1

Pré-teste

O presente inquérito insere-se no Trabalho Final de Mestrado do Mestrado de Marketing da Universidade Católica do Porto e trata-se de um pré-teste.

Este inquérito é anónimo e as suas respostas vão ser tratadas de forma confidencial.

O preenchimento do inquérito demora cerca de 1 minuto.

Agradeço, desde já, a sua disponibilidade.

***Obrigatório**

1. Sexo *

Marcar apenas uma oval.

Homem

Mulher

2. João tem 30 anos e é um engenheiro mecânico. Ele é robusto, corajoso e aventureiro. No seu trabalho, é uma pessoa focada e competitiva. Os seus passatempos são desportos radicais, futebol e sair com os amigos. Com base nas características do perfil, classifique o género : *

Marcar apenas uma oval.

Masculino

Feminino

Andrógeno

Profile 2

Pré-teste

O presente inquérito insere-se no Trabalho Final de Mestrado do Mestrado de Marketing da Universidade Católica do Porto e trata-se de um pré-teste.

Este inquérito é anónimo e as suas respostas vão ser tratadas de forma confidencial.

O preenchimento do inquérito demora cerca de 1 minuto.

Agradeço, desde já, a sua disponibilidade.

***Obrigatório**

1. Sexo *

Marcar apenas uma oval.

Masculino

Feminino

2. Raquel tem 30 anos e é engenheira mecânica. Ela é robusta, corajosa e aventureira. No seu trabalho, é uma pessoa focada e competitiva. Os seus passatempos são desportos radicais, futebol e sair com os amigos. Com base nas características do perfil, classifique o género: *

Marcar apenas uma oval.

Masculino

Feminino

Andrógeno

2. Pedro tem 24 anos e é um assistente legal. É uma pessoa doce e sensível. Além disso, o Pedro tem muito cuidado com a sua aparência. Os seus passatempos incluem ver filmes e ir às compras. Com base nas características do perfil, classifique o género: *

Marcar apenas uma oval.

Masculino

Feminino

Andrógeno

Profile 3

Pré-teste

O presente inquérito insere-se no Trabalho Final de Mestrado do Mestrado de Marketing da Universidade Católica do Porto e trata-se de um pré-teste.

Este inquérito é anónimo e as suas respostas vão ser tratadas de forma confidencial.

O preenchimento do inquérito demora cerca de 1 minuto.

Agradeço, desde já, a sua disponibilidade.

***Obrigatório**

1. Sexo *

Marcar apenas uma oval.

Masculino

Feminino

2. Raquel tem 30 anos e é engenheira mecânica. Ela é robusta, corajosa e aventureira. No seu trabalho, é uma pessoa focada e competitiva. Os seus passatempos são desportos radicais, futebol e sair com os amigos. Com base nas características do perfil, classifique o género: *

Marcar apenas uma oval.

Masculino

Feminino

Andrógono

Profile 4

Pré - teste

O presente inquérito insere-se no Trabalho Final de Mestrado do Mestrado de Marketing da Universidade Católica do Porto e trata-se de um pré-teste.

Este inquérito é anónimo e as suas respostas vão ser tratadas de forma confidencial.

O preenchimento do inquérito demora cerca de 1 minuto.

Agradeço, desde já, a sua disponibilidade

***Obrigatório**

1. Sexo *

Marcar apenas uma oval.

Masculino

Feminino

2. Jennifer tem 24 anos e é uma assistente legal. É uma pessoa doce e sensível. Além disso, a Jennifer tem muito cuidado com a sua aparência. Os seus passatempos incluem ver filmes e ir às compras. Com base nas características do perfil, classifique o género: *

Marcar apenas uma oval.

Masculino

Feminino

Andrógono

Appendix 2 – Pretest 2

Pré-teste Marcas

O presente inquérito insere-se no Trabalho Final de Mestrado do Mestrado de Marketing da Universidade Católica do Porto e trata-se de um pré-teste.

Este inquérito é anónimo e as suas respostas vão ser tratadas de forma confidencial.

O preenchimento do inquérito demora cerca de 2 minutos.

Agradeço, desde já, a sua disponibilidade

***Obrigatório**

1. Sexo *

Marcar apenas uma oval.

Homem

Mulher

2. Se as seguintes marcas fossem pessoas seriam: *

Marcar apenas uma oval por linha.

	Homem	Mulher	Tanto homem como mulher
Levis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adidas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zara	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H&M	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C&A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 3 – Questionnaires Versions

Zara – Questionnaire 1 to Questionnaire 4

Impacto do Influencer Marketing na Intenção de Compra

Este questionário insere-se no trabalho final de Mestrado em Marketing da Universidade Católica do Porto e tem como objetivo perceber o impacto dos influencers nas marcas.

O preenchimento do questionário demora cerca de 5 minutos. Todas as questões são de carácter obrigatório sendo que não existem respostas certas ou erradas. O questionário é anónimo e as respostas vão ser tratadas de forma confidencial.

Em caso de dúvida, pode contactar o responsável Samuel Sá, através do email: samusa0856@gmail.com. Ao submeter este questionário, assume-se que concorda com os termos acima descritos.

Agradeço, desde já, a sua disponibilidade.

1. Com que frequência compra produtos da Zara:

- Nunca
- Raramente
- Com alguma frequência
- Muito frequentemente

Neste grupo de perguntas, irão ser colocadas questões relativamente à marca Zara.

2. Indique a sua concordância com as seguintes afirmações, tendo em conta os sentimentos/ emoções que a marca Zara lhe provoca.

- Considero que a Zara é uma marca:

	1	2	3	4	5	6	7	
Desagradável								Agradável
Desfavorável								Favorável
Desinteressante								Interessante
Má								Boa
Negativa								Positiva

3. Se a Zara fosse uma pessoa, como descreveria esta marca?

(1= “discordo completamente” e 7= “concordo plenamente”)

	1	2	3	4	5	6	7
Aventureira							
Agressiva							
Corajosa							
Ousada							
Dominante							
Robusta							
Expressiva							
Frágil							
Graciosa							
Doce							
Meiga							

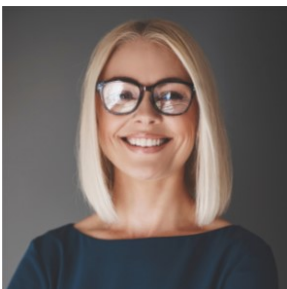
A Zara pretende associar-se a um(a) influencer para várias campanhas. Observe, por favor, o perfil apresentado abaixo e responda às questões que se seguem.

Questionário 1



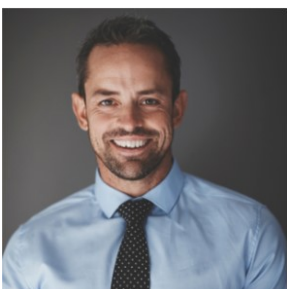
O meu nome é Raquel, tenho 28 anos e sou engenheira eletrotécnica. Sou uma mulher robusta, corajosa e aventureira. Além disso, sou uma pessoa focada no meu trabalho e competitiva. Os meus passatempos incluem desportos radicais, ver futebol e sair com os meus amigos.

Questionário 2



O meu nome é Jennifer, tenho 24 anos e sou secretária de direção. Considero-me uma pessoa sensível, doce e muito preocupada com a minha aparência. Os meus passatempos incluem assistir a filmes e ir às compras.

Questionário 3



O meu nome é João, tenho 30 anos e sou engenheiro eletrotécnico. Sou um homem robusto, corajoso e aventureiro. Além disso, sou uma pessoa focada no meu trabalho e competitiva. Os meus passatempos incluem desportos radicais, ver futebol e sair com os meus amigos.

Questionário 4



O meu nome é Pedro, tenho 24 anos e sou secretário de direção. Sou uma pessoa sensível, doce e muito preocupada com a minha aparência. Os meus passatempos incluem assistir a filmes e ir às compras.

4. Como descreve o(a) influencer enquanto pessoa?

(1= “discordo completamente” e 7= “concordo plenamente”)

	1	2	3	4	5	6	7
Aventureira							
Agressiva							
Corajosa							
Ousada							
Dominante							
Robusta							
Expressiva							
Frágil							
Graciosa							
Doce							
Meiga							

5. Indique em que medida concorda com as seguintes afirmações, tendo em conta os sentimentos/ emoções que uma colaboração entre a Zara e o(a) influencer lhe provocaria.

- Considero que a colaboração entre a Zara e o(a) influencer seria:

	1	2	3	4	5	6	7	
Desagradável								Agradável
Desfavorável								Favorável
Desinteressante								Interessante
Má								Boa
Negativa								Positiva

6. Indique em que medida concorda com as seguintes afirmações tendo em conta uma possível colaboração entre a Zara e o(a) Influencer.

(1= “discordo completamente” e 7= “concordo plenamente”)

	1	2	3	4	5	6	7
Possivelmente, compraria um produto da Zara promovido pelo(a) influencer							
É provável que eu comprasse um produto da Zara promovido pelo(a) influencer							
Estaria disposto a comprar um produto da Zara promovido pelo(a) influencer							

Dados demográficos

7. Idade ____

8. Sexo:

- Homem
- Mulher

9. Escolaridade (especifique, por favor, o último grau obtido):

- Ensino Básico
- Ensino Secundário
- Licenciatura
- Pós-Graduação / Mestrado
- Outro: _____

10. Como é que se descrevia a si próprio?

(1= “discordo completamente” e 7= “concordo plenamente”)

	1	2	3	4	5	6	7
Aventureira							
Agressiva							
Corajosa							
Ousada							
Dominante							
Robusta							
Expressiva							
Frágil							
Graciosa							
Doce							
Meiga							

Impacto do Influencer Marketing na Intenção de Compra

Este questionário insere-se no trabalho final de Mestrado em Marketing da Universidade Católica do Porto e tem como objetivo perceber o impacto dos influencers nas marcas.

O preenchimento do questionário demora cerca de 5 minutos. Todas as questões são de carácter obrigatório sendo que não existem respostas certas ou erradas. O questionário é anónimo e as respostas vão ser tratadas de forma confidencial.

Em caso de dúvida, pode contactar o responsável Samuel Sá, através do email: samusa0856@gmail.com. Ao submeter este questionário, assume-se que concorda com os termos acima descritos.

Agradeço, desde já, a sua disponibilidade.

1. Com que frequência compra produtos da Levis:

- Nunca
- Raramente
- Com alguma frequência
- Muito frequentemente

Neste grupo de perguntas, irão ser colocadas questões relativamente à marca Levis.

2. Indique a sua concordância com as seguintes afirmações, tendo em conta os sentimentos/ emoções que a marca Levis lhe provoca.

- Considero que a Levis é uma marca:

	1	2	3	4	5	6	7	
Desagradável								Agradável
Desfavorável								Favorável
Desinteressante								Interessante
Má								Boa
Negativa								Positiva

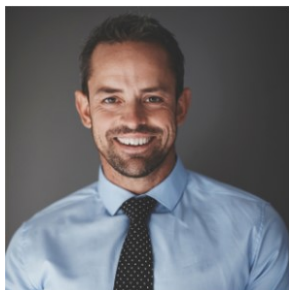
3. Se a Levis fosse uma pessoa, como descreveria esta marca?

(1= "discordo completamente" e 7= "concordo plenamente")

	1	2	3	4	5	6	7
Aventureira							
Agressiva							
Corajosa							
Ousada							
Dominante							
Robusta							
Expressiva							
Frágil							
Graciosa							
Doce							
Meiga							

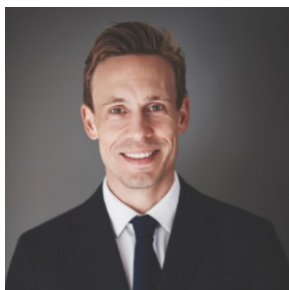
A Levis pretende associar-se a um(a) influencer para várias campanhas. Observe, por favor, o perfil apresentado abaixo e responda às questões que se seguem.

Questionário 5



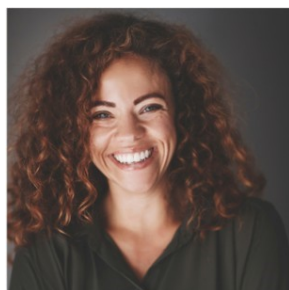
O meu nome é João, tenho 30 anos e sou engenheiro eletrotécnico. Sou um homem robusto, corajoso e aventureiro. Além disso, sou uma pessoa focada no meu trabalho e competitiva. Os meus passatempos incluem desportos radicais, ver futebol e sair com os meus amigos.

Questionário 6



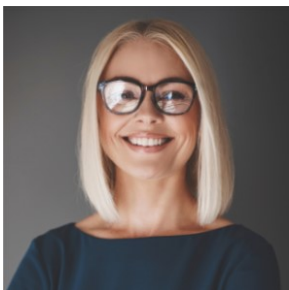
O meu nome é Pedro, tenho 24 anos e sou secretário de direção. Sou uma pessoa sensível, doce e muito preocupada com a minha aparência. Os meus passatempos incluem assistir a filmes e ir às compras.

Questionário 7



O meu nome é Raquel, tenho 28 anos e sou engenheira eletrotécnica. Sou uma mulher robusta, corajosa e aventureira. Além disso, sou uma pessoa focada no meu trabalho e competitiva. Os meus passatempos incluem desportos radicais, ver futebol e sair com os meus amigos.

Questionário 8



O meu nome é Jennifer, tenho 24 anos e sou secretária de direção. Considero-me uma pessoa sensível, doce e muito preocupada com a minha aparência. Os meus passatempos incluem assistir a filmes e ir às compras.

4. Como descreve o(a) influencer enquanto pessoa?

(1= “discordo completamente” e 7= “concordo plenamente”)

	1	2	3	4	5	6	7
Aventureira							
Agressiva							
Corajosa							
Ousada							
Dominante							
Robusta							
Expressiva							
Frágil							
Graciosa							
Doce							
Meiga							

5. Indique em que medida concorda com as seguintes afirmações, tendo em conta os sentimentos/ emoções que uma colaboração entre a Levis e o(a) influencer lhe provocaria.

- Considero que a colaboração entre a Levis e o(a) influencer seria :

	1	2	3	4	5	6	7	
Desagradável								Agradável
Desfavorável								Favorável
Desinteressante								Interessante
Má								Boa
Negativa								Positiva

6. Indique em que medida concorda com as seguintes afirmações tendo em conta uma possível colaboração entre a Levis e o(a) Influencer.

(1= “discordo completamente” e 7= “concordo plenamente”)

	1	2	3	4	5	6	7
Possivelmente, compraria um produto da Levis promovido pelo(a) influencer							
É provável que eu comprasse um produto da Levis promovido pelo(a) influencer							
Estaria disposto a comprar um produto da Levis promovido pelo(a) influencer							

Dados demográficos

7. Idade ____

8. Sexo:

- Homem
- Mulher

9. Escolaridade (especifique por favor o último grau obtido):

- Ensino Básico
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- Licenciatura
- Pós-Graduação / Mestrado
- Outro: _____

10. Como é que se descrevia a si próprio?

(1= “discordo completamente” e 7= “concordo plenamente”)

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Dominante							
Robusta							
Expressiva							
Frágil							
Graciosa							
Doce							
Meiga							

Appendix 4 - Scales

Scale	Items
Gender	<p>Describe, from 1 to 7, the brand/influencer/yourself in terms of:</p> <ul style="list-style-type: none"> - Adventurous - Aggressive - Brave - Daring - Dominant - Sturdy - Express tender felling's - Fragile - Graceful - Sensitive - Sweet - Tender
Attitude	<p>What is your attitude towards brand X/ influencer collaboration with brand X:</p> <ul style="list-style-type: none"> - Good/Bad - Positive/Negative - Favourable/Unfavourable - Pleasant/ Unpleasant - Interesting/Uninteresting
Purchase Intention	<ul style="list-style-type: none"> - I pretend to buy the products of the brand promoted by the influencer - It is likely that I will buy the products of the brand promoted by the influencer - I am willing to buy the products of the brand promoted by the influencer

Appendix 5 – Pearson Correlation

	Purchase Intention	P-value
Purchase Intention	1	-----
Consumer Sex	-0.127	0.011
Consumer Gender	-0.161	0.002
Influencer Sex	-0.105	0.030
Influencer Gender	-0.027	0.314
Attitude towards influencer-brand collaboration	-0.178	0.000
Influencer-brand gender congruence	0.517	0.001
Consumer-influencer gender congruence	-0.179	0.001
Consumer- influencer sex congruence	0.520	0.001