



The Power of Social Media: Persuasion of Greenfluencers regarding sustainable Home Décor in Portugal

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of professor Ana Isabel de Almeida Costa

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Abstract

Title: The Power of Social Media: Persuasion of Greenfluencers regarding Sustainable Home Décor in Portugal.

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Keywords: Influencers; Greenfluencers; Content; Home Décor; Environmental Sustainability

Social Media Influencers are believed to be one effective marketing strategy for brands, because they practice their influence on their audience by sharing creative content about their lives while showing products and how to use them, seeming to be regular consumers as well. These Influencers can specify their content in any topic, such as Environmental Sustainability, being called greenfluencers. This dissertation considers greenfluencers in the domain of Home Décor, being a field of recent exponential growth and trending on Social Media. These Influencers' knowledge can be used to combat the sustainable consumption gap by influencing consumers to adopt more sustainable habits, by means of upcycle and buying environmental friendly products. Based on literature about Social Media Influencers and Sustainability, three characteristics were chosen to evaluate Influencers' persuasion power: Positioning, Expertise and Popularity. It was expected that from the four created Influencers, the ones with a sustainable position, with sustainable knowledge and lower number of followers would be more persuasive towards Sustainable Home Décor. However, after analyzing the responses of the online survey answered by Portuguese consumers, the results demonstrated that there were no significant main effects on Commercial Impact, besides when adding the covariables Instagram Interactions and Sustainable Shopping, refuting all four Hypothesis. Other findings were valuable to determine the persuasion capacity of greenfluencers in the Home Décor field, and recommendations for future research on this matter were also made.

Resumo

Título: The Power of Social Media: Persuasion of Greenfluencers regarding Sustainable Home Décor in Portugal.

Autor: Catarina Maria Malanho Semedo Cardoso Rodrigues

Palavras-chave: Influenciadores; Greenfluencers; Conteúdo; Decoração de Interiores; Sustentabilidade Ambiental

Acredita-se que os Influenciadores das redes sociais são uma estratégia de marketing eficaz para as marcas, porque exercem a sua influência sobre o seu público, partilhando conteúdos criativos sobre as suas vidas, mostrando produtos e como utilizá-los, parecendo também eles consumidores regulares. Estes Influenciadores podem especificar os seus conteúdos em qualquer tema, como a Sustentabilidade Ambiental, sendo chamados de greenfluencers. Esta dissertação considera os greenfluencers no âmbito da Decoração de Interiores, sofrendo de um crescimento exponencial recente tornando-se tendência nas redes sociais. O seu conhecimento pode ser utilizado para combater a lacuna do consumo sustentável, influenciando os consumidores a adotar hábitos mais sustentáveis, através de upcycling e compra de produtos amigos do ambiente. Com base na literatura sobre Influenciadores de redes sociais e Sustentabilidade, foram escolhidas três características para avaliar o poder de persuasão dos Influenciadores: Posicionamento, Expertise e Popularidade. Esperava-se que, dos quatro Influenciadores criados, aqueles com uma posição sustentável, com conhecimento sustentável e com menor número de seguidores fossem mais persuasivos em relação a Decoração de Interiores Sustentável. No entanto, após uma análise das respostas ao inquérito online respondido pelos consumidores portugueses, os resultados demonstraram que não houve efeitos principais significativos na Persuasão dos Consumidores e no Impacto Comercial, apenas quando se adicionaram as covariáveis Interações com o Instagram e Compras Sustentáveis, refutando as quatro Hipóteses. Outras descobertas foram valiosas para determinar a capacidade de persuasão dos greenfluencers no sector da Decoração de Interiores, e recomendações para futuras investigações sobre esta matéria também foram feitas.

Table of Contents

Acknowledgements ii

Abstract iii

Resumo iv

List of Tables vi

List of Figures
vii

1. Introduction 1

2. Literature Review 5

 2.1 The social media influencer phenomenon 5

 2.2 The sustainable consumption gap 6

 2.3 Persuasiveness of social media influencers 9

 2.3.1 How Influencers position themselves: profiles and content consistency 10

 2.3.2 How do Influencers build credibility: expertise and authenticity 12

 2.3.3 How do Influencers build audiences: popularity and reputation 13

 2.3.4 Congruency between positioning, credibility and popularity 14

3. Methodology 16

 3.1 Research approach 16

 3.2 Population and sample 16

 3.3 Manipulation and Stimuli 16

 3.3.1 Positioning 17

 3.3.2 Expertise 17

 3.3.3 Popularity 17

 3.5 Questionnaire design 22

 3.5.1 Behavior and demographics 23

 3.6 Data Analyses 24

 3.6.1 Dependent variables 24

4. Results and Discussion 26

4.1 Sample profile and behavior	26
4.2 Manipulation results	28
4.2.1. Manipulation Checks	29
4.2.2. Correlations	30
4.3 Hypothesis testing	33
4.3.1 Additional findings	36
5. Conclusion	48
References	50
Appendices - Survey Flow	61

List of Tables

Table 1 – Summery of Hypothesis. Source: the author	15
Table 2 – Summery of created Influencers. Source: The author	17
Table 3 – Summery of the DIY Influencer profile and posts. Source: The author	18
Table 4 – Summery of the Vintage Influencer profile and posts. Source: The author	19
Table 5 – Summery of the Ikea Influencer profile and posts. Source: The author	20
Table 6 – Summery of the Luxurious Influencer profile and posts. Source: The author	21
Table 7 – Categories for the survey statements. Source: The author	22
Table 8 – Categories for the survey behavioral questions. Source: The author	23
Table 9 – Principal Components Analysis aggregation Survey statements. Source: The author	24
Table 10 – Demographics Sample Characterization ($N = 506$; 18-75 years old). Source: The author	26
Table 12 – Number for each Influencer Positioning x Popularity x Expertise. Source: The author	28
Table 13 – Perceptions of respondents. Source: The author	29
Table 14 – Pearson Correlation of Popularity. Source: The author	30
Table 15 – Pearson Correlation of Perceived Influencers' Personality. Source: The author ..	31
Table 16 – Pearson Correlation of Perceived Influencers' Sustainability. Source: The author	32

Table 17 – Pearson Correlation of Commercial Impact. Source: The author	32
Table 18 – ANOVA test of between-subjects of three main effects. Source: The author.....	34
Table 19 – ANOVA test of between-subjects of three main effects and three covariables. Source: The author	35
Table 20 – ANOVA test of between-subjects of three main effects and three covariables. Source: The author	37
Table 21 – Descriptive means of Influencers’ Personality. Source: The author	38
Table 22 – ANOVA test of between-subjects of three main effects. Source: The author.....	39
Table 23 – Descriptive statistics. Source: The author	39
Table 24 – ANOVA test of between-subjects of three main effects. Source: The author.....	41
Table 25 – ANOVA test of between-subjects of three main effects. Source: The author.....	45
Table 26 – ANOVA test of between-subjects of three main effects. Source: The author.....	47

List of Figures

Figure 1 – Sustainability of Influencer Regular Expertise. Source: The author	42
Figure 2 – Sustainability of Influencer Sustainable Expertise. Source: The author.....	42
Figure 3 – Sustainability of Influencer Luxurious Positioning. Source: The author	42
Figure 4 – Sustainability of Influencer Ikea Positioning. Source: The author	43
Figure 5 – Sustainability of Influencer Vintage Positioning. Source: The author	43
Figure 6 – Sustainability of Influencer DIY Positioning. Source: The author.....	44
Figure 7 – Popularity of Influencer Regular Expertise. Source: The author.....	45
Figure 8 – Popularity of Influencer Sustainable Expertise. Source: The author.....	46

1. Introduction

Social Media is the place where people can share all types of content (Audrezet et al., 2020). This is one of the reasons that brands and marketers trust product placement to be an opportunity to show the product while creating entertaining content for followers to watch and relate to (Russell & Stern, 2006), envisioning how the products work and how to use them (Audrezet et al., 2020).

This is called Influencer Marketing, and it plays an important role in connecting brands to their customers in social media, through key Influencers that can advertise their products (Audrezet et al., 2020). These Influencers are professionals who seek to exert influence over audiences by creating artistic, entertaining and/or expert content (Evans et al., 2017). They build their authenticity and practice their influence on followers by means of shared content creation (De Veirman et al., 2017). Choosing to specify their topics, being niche Influencers, who focus their expertise on a specific topic, or not specifying their scope and be “general” or “regular” Influencers, who focus on lifestyle and day-to-day topics (De Veirman et al., 2017). Sharing pictures or videos expressing opinions and product reviews, or even showing the best or novel ways to use products (Bernritter et al., 2016) are a part of their role.

Brands, marketers, and academics are increasingly paying attention to social media marketing (Freberg et al., 2011), seeing its importance as channel for direct or mediated (via Influencers) interaction with prospects (Ki & Kim, 2019). For instance, consumers are likely to interact more with brands if they see them in real life usage situations (Audrezet et al., 2020). They may also relate more to Influencers that are not necessarily celebrities or established opinion leaders, as they view them as their peers, hence more persuasive (De Veirman et al., 2017). Moreover, Influencers are still largely seen as not having an agenda to push products, as opposed to brand communications, feeling that they are less influenced if they just come across as another person sharing an authentic user experience (Schindler, 2001). In a nutshell, Influencers are yet to be considered advertising by consumers. In this scenario, the main challenge for brands is to identify the right influencer for the intended offer and audience, that is, the influencer who might be fitting with the brand’s commercial message in order to leverage the electronic word-of-mouth potential (Araujo et al., 2017; De Veirman et al., 2017).

Concerning traditional marketing, it can still encourage consumers to engage in consumerism habits and it views resources as “abundant” (Csikszentmihalyi, 2000; Swim et al., 2011), as products are not built to last for a long time, and it’s easy and cheap to buy them to meet their end purpose and be thrown out, putting profitability above environmental issues (Stern, 2000; Teli et al., 2014).

To combat this and other environmental issues, in 2015, the United Nations put forward the 2030 Global Agenda for Sustainable Development, which included the formulation of 17 Sustainable Development Goals. These goals are seen as a “universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere” (United Nations, 2015). This dissertation is aligned with the 12th Goal of “Responsible Consumption and Production”, which states:

“Achieving economic growth and sustainable development requires that we urgently reduce our ecological footprint by changing the way we produce and consume goods and resources. (...) The efficient management of our shared natural resources, and the way we dispose of toxic waste and pollutants, are important targets to achieve this goal. Encouraging industries, businesses and consumers to recycle and reduce waste is equally important, (...)” (United Nations, 2015)

With a strategy focused on sustainability, Influencers can help accomplish these Goals, by aligning with the Circular Economy concept, respecting the limitation of resources (McDonough et al., 2002; White et al., 2019) adopting pro-environmental behaviors that consist of purchasing goods that required the minimum utilization of natural resources, energy and water; purchasing environmental friendly products (Schmitt et al., 2018). One of the best ways to do this is to Upcycle the already existing products that could go to waste (Teli et al., 2014).

" Upcycling is a process in which products and materials that are no longer in use, or are about to be disposed, are instead repurposed, re- paired, upgraded and remanufactured in a way that increases their value” (Singh et al., 2019).

This effect of upcycling started to have greater growth during the pandemic, especially in Home Décor and renovations niche, when people had to be confined to their homes (Koo & Youn, 2021). This trend also gained its attention with Portuguese Influencers who had to reinvent their approach also during this time. With the right resources and time people started reusing and recycling materials in the forms of Do It Yourself (DIY) decorations and giving a second

life to old furniture while decorating their homes, because they wanted an affordable and greener possibility to do their Home Renovations and Decorations (Durrani, 2022).

In Portugal, the way Social Media Influencers profit from this trend is by partnering with brands that provide supplies for renovations and the DIY decorations, such as Lidl, Leroy Merlin, Ikea, Facebook Marketplace and Max Mat.

The goal of this dissertation is to help address this challenge by looking at how Influencers' position and content influence consumer response to them and the offers they showcase. Namely, it will investigate dimensions related to environmental sustainability in an area where these are highly relevant, but scarcely explored: the Home Décor market. The social media platform chosen as context for this study is Instagram.

The following research questions are here addressed:

RQ1: Who are the most persuasive Influencers: those that explicitly position themselves and their content to come across as focused on environmental sustainability or those who implicitly do so? Does this depend on how much consumers are concerned about sustainability?

RQ2: To what extent must the positioning of the influencer match that of offers for their profile and content to come across as credible and knowledgeable to their followers?

RQ3: To what extent must the positioning, credibility and reputation of Influencers be congruent to be influential to their audiences?

Previous studies have uncovered three factors likely to contribute to the persuasiveness of Influencers as marketing channels to promote brands: the size of their follower audience, taken as an indication of their popularity, the relevance of the content they post to the audience and offer, and their perceived authority when it comes to the products or brands being advertised (De Veirman et al., 2017) (Pittman & Abell, 2021; Seo et al., 2019). These studies were therefore reviewed to help formulate hypotheses about how popularity, content and expertise might affect influencer persuasiveness in the specific domains of environmental sustainability and Home Décor.

Primary data were then collected through an online experiment and questionnaire to test these hypotheses. The social media platform used as setting was Instagram, this being one of the most popular media to support interactions between Influencers and consumers (Evans et al., 2017). Instagram facilitates the sharing of multimedia content embedded in or as narrative snippets (the Stories), resulting in more engaging and persuasive content. The offers and Influencers used as stimuli in the experiment were fictional, to avoid brand familiarity or preference effects, but they were all inspired in real brands and people popular among Portuguese consumers.

Hence, this dissertation contributes to the Marketing practice by acknowledging the importance of the audience's characteristics, such as age, education, Instagram usage, consumption and sustainable habits. These characteristics can influence consumer's perceptions about Influencers and consequently their influence on their audience with the products they promote. This study also sheds light on how Influencers can manage their image. For instance, the perceptions of consumers about what is being advertised is better if it is displayed in the image and on the caption, one complements the other. Also the concern about sustainability, and actively bring this topic to their audience does affect how consumer classify the Influencers better.

2. Literature Review

2.1 The social media influencer phenomenon

Over the last two decades, companies and brands have increasingly transferred their advertising investment from traditional to digital channels, particularly social media. (De Veirman et al., 2017; Ki & Kim, 2019). As a result, social media are currently the leading digital marketing channel (Statista, 2022).

Brands moved away from traditional advertising as consumers began to spend increasingly more time online, as well as to circumvent their reluctance to being openly advertised to by companies in other media (De Veirman et al., 2017). Online, consumers are free to browse information at their own pace and have more power to decide what kind of content they want to watch, including marketing content (De Veirman et al., 2017). As Influencers emerged out of savvy, creative and popular digital and social media users to become a global media phenomenon, brands realized their power as a novel way to communicate to their current and potential consumers.

Successful Influencers are able to capture and retain large audiences of consumers with a lot in common, by generating targeted content, they leverage their popularity to increase word-of-mouth and virality and in turn grow their share of followers (De Veirman et al., 2017; Hennig-Thurau et al., 2004)

Furthermore, successful Influencers carefully craft their positioning (i.e., their image, main message and supporting contents and interactions) to support their authenticity and credibility among their followers, coming across as more trustworthy when it comes to product advice than traditional brand communications (De Veirman et al., 2017; Goldsmith & Clark, 2008; Mudambi & Schuff, n.d.). By enlisting them as part of their marketing tactics, brands retain opinion leaders whose referrals are hence deemed more casual, trustworthy and highly influential by large audiences (De Veirman et al., 2017) .

Brands' new main strategic and tactic challenges are therefore to conceptualize the ideal profile of social media Influencers and contents to serve their purposes, and then being able to identify

and enroll them in their marketing efforts (Hepp, 2019; Lyons & Henderson, 2005; Watts & Dodds, 2007). The practice of working with social media influencers to seek their endorsement, i.e., their mediation in the dissemination of the marketing-relevant messages of brands, products or services in return for compensation has been named Influencer Marketing (De Veirman et al., 2017; Hearn & Schoenhoff, 2016; Lu et al., 2014).

In sum, Influencers are internet-savvy individuals who “have leveraged various platforms to cultivated themselves as a “brand” (Pittman & Abell, 2021). They have the power to influence an audience regarding their choices, behaviors and consumption decisions because they are trusted, credible and seen as experts on certain topics (Ki & Kim, 2019) (Wong, 2014) . As it is really simple to follow these people and to interact with them, Influencers are believed to be easy to connect, being more accessible (C. Abidin, 2016; Schau & Gilly, 2003). Following an influencer and interacting with his/her content may even go so far as to generate a “para-social interaction”, which is an impression of having a personal relationship with a professional online content creator (Colliander & Dahlén, 2011; Knoll, 2016).

In theory, anyone can become a social media Influencer, as the only requirements are to set up a presence in a platform or platforms and generate an audience (Esber & Wong, 2020). However, not everyone has the capacity to influence other people by becoming content creators, experts and leaders in a particular area (Pittman & Abell, 2021). Therefore, this dissertation regards social media Influencers as people who work with brands in exchange for monetary compensation (Lu et al., 2014) often being their main source of income. In particular, it studies Influencers who built their positioning around advocating and promoting environmental sustainability, the so called “green living Influencers” or “Greenfluencers” (Pittman & Abell, 2021) in interior design and Home Décor.

2.2 The sustainable consumption gap

Even though consumers state they are willing to adopt more sustainable consumption habits, their actual purchase patterns, for the most part, are not yet aligned with such intent (Chéron et al., 2022). Literature coined this as the “Attitude-Behavior Gap” (Auger & Devinney, 2005). How to best tackle this incongruency and effectively promote the necessary change in consumers is still a matter of research and debate. However, the SHIFT framework is one way to address this gap (White et al., 2019). As the “acronym SHIFT, (...) reflects the importance

of considering how Social influence, Habit Formation, Individual self, Feelings and cognition, and Tangibility can be harnessed to encourage more sustainable consumer behaviors” (White et al., 2019).

Starting by addressing this gap with “Social Influence” composed by social norms which are cues of what is socially accepted in certain situations (Cialdini et al., 2006; Peattie, 2010) anticipating behaviors such as not littering and recycling (Cialdini et al., 1990; White et al., 2013). Social identities are crucial for implementing sustainable behaviors because if one identifies with, looks up to, or belongs to a group that praises sustainable behaviors it is almost certain this person will implement more of these behaviors (Mannetti et al., 2004; Tajfel & Turner, 1986). Social desirability also plays an important role because consumers might be willing to choose more sustainable options if that causes a positive impact on others (Green & Peloza, 2014).

When addressing “Social Influence” through Influencers and marketers perspective, they could share their consumption habits empathizing social norms and encourage people to do the same within their audience creating social identities, and from there, increase social desirability among their audience.

“Habit Formation” considers the importance of having a routine of sustainable behaviors through “repetition and positive habit formation techniques” (White et al., 2019) such as, making each task easier to accomplish (Houten et al., 1981) but first it is mandatory to change the unsustainable habits (Verplanken, 2010).

Again, Influencers who share their routines and tips on how to keep a sustainable lifestyle can inspire others to do the same.

The “Individual-Self” has several concepts that can influence consumption behaviors (White et al., 2019), such as the “self-concept” which is the need to keep a positive image of the self through consumption habits (Dunning, 2007). Also “self-consistency” meaning that the consumer wants to be seen also as consistent (White et al., 2019), and because of that one sustainable behavior can lead to more sustainable behaviors in the future (Van der Werff et al., 2014). Appealing to “Self-interest” can be done by empathizing the self-benefits originated by a sustainable behavior or purchase (Nolan et al., 2008). Regarding “Self-efficacy” it is more

likely that a consumer opts for a sustainable behavior if it is more accommodating and that this behavior is going to make impact (Bandura, 1978; Peattie, 1999, 2001). Finally, “individual differences” can be beliefs, that each one has, regarding sustainable behaviors either related to recycling (Guagnano et al., 1995), how much money to spend on sustainable options (Guagnano et al., 1994; Stern et al., 1993) and demographics, younger people who tend to be more openminded and educated will more likely engage in more sustainable behaviors (Gilg et al., 2005a; Granzin & Olsen, 1991a; Roberts, 1993; Semenza et al., 2008).

Influencers need to have transparency and consistency on what they share and their daily lives for the self-concept and the self-consistency. Also, by empathizing the benefits for the self of a sustainable product and how to use it as a review, can increase others’ self-interest and self-efficacy with their own habits. Also having an original and creative approach to keep their individual differences when addressing a specific audience.

When facing with sustainable issues people are more likely to react with “Feelings”, either positive, feeling joy and pride, when acknowledging that they are doing the right thing, or negative emotions, feeling guilt or sadness, when knowing that they could do more for the environment, serving as a motives to engage in sustainable behavior (Epstein, 2003; Marx et al., 2007; Peter & Honea, 2012; Rees et al., 2015; Sevillano et al., 2007; White et al., 2019). People can also be persuaded to engage in sustainable actions using information, knowledge and education about the consequences of their actions, forming these appeals to sustainability using “Cognition” (Epstein, 2003; Gifford & Nilsson, 2014; Marx et al., 2007; Mckenzie-Mohr, 2000; White et al., 2019). Using knowledge to explain why certain behaviors and their consequences are important (Peattie & Peattie, 2009; Sussman & O’Brien, 2015). With eco-labels to inform consumers about the sustainable characteristics of the product (Parguel et al., 2011).

Being truthful about ones emotions and information that is transmitted can affect others feelings and cognition inspiring others to engage in more sustainable behavior.

“Tangibility” is required because the perks and benefits arising from sustainable consumption are unclear and ambiguous and focused on the future, and consumers that understand this, are better equipped to engage in sustainable consumption (Reczek et al., 2018). Elevating the importance of communicating the impacts more locally (city, neighborhood or company)

teaching how to make a difference, helping the consumer realize the immediate impact of the sustainable efforts (Argo et al., 2011; Leiserowitz, 2006; Paswan et al., 2017; Scannell & Gifford, 2013). Another important aspect is encouraging the consumer to detach from tangible material goods advocating for dematerialization (Csikszentmihalyi, 2000; White et al., 2019).

Marketers can choose how to expose the message to consumers inspiring them to pursue sustainable options (Ungemach et al., 2018). The way the benefits of sustainable consumption are being communicated primarily with a focus on future, rather than the current generations (Chéron et al., 2022; Sukma Wijaya, 2013). Focusing on future losses and costs rather than on future gains and savings (Bull, 2012; Hardisty & Weber, 2009; Min et al., 2014).

2.3 Persuasiveness of social media influencers

The goal of marketers when choosing to advertise products or services with Influencers is to increase the spreading of information, to reach more viewers (Keller et al., 2004) that can turn into potential buyers (Brown et al. 2007) or just become aware of the brand. Social media and influencers together have the potential to reach a lot of people, as the viewers can share the content with their followers, which leads to conversation among them and so on, via “cascade” effects (Audrezet et al., 2020; Lane, 2011). This way, brands can reach a considerable and important network (De Veirman et al., 2017), and go viral (Audrezet et al., 2020). This happens because Influencers test products, share tips on products usage, inform and advise about product performance, often doing so with passion and expertise (Audrezet et al., 2020). This makes them trustworthy sources of electronic word-of-mouth (C. Abidin, 2016).

Instagram Influencers craft their marketing clout by creating and sharing narrative multimedia content portraying their daily lives and experiences, the so-called “stories”, in which the use and evaluation of endorsed brands, products or services figure prominently (C. Abidin, 2016). This embeddedness in everyday life situations of an actual person increases the authenticity of the experience and of the final message, increasing in turn the trust and credibility of the product or brand in question (De Vries et al., 2012). These positive effects are nonetheless moderated to some extent by the degree of fit between the perceived positioning of the Influencer – his/her image, track-record of content and prior endorsements, personal and lifestyle characteristics, popularity and own reputation – and that of the products or brands endorsed (Momtaz et al.,

2011). They are furthermore moderated by the degree of overlapping between the characteristics of the audience of an Influencer and those of the consumer segments targeted by brands (Momtaz et al., 2011). And finally, the size of Influencers' audiences are also a relevant factor, as being able to reach a large share of prospects is a necessary requirement for Influencer Marketing tactics to be both efficient and effective in delivering brand messages.

Persuasiveness is therefore linked to the similarities shared between Influencers and endorsed products, and between them, their audiences and target brand segments (De Veirman et al., 2017). This is why it is important to understand what is the added value that different types of Influencers can bring to different brands or products. The challenge is to identify the opinion leader, and therefore, influencer who might leverage the commercial message best (Araujo et al., 2017; De Veirman et al., 2017).

2.3.1 How Influencers position themselves: profiles and content consistency

Ki & Kim (2019) collected an amount of research of the factors that conveyed Social Media Influencers as Taste Leaders regarding their content (Ki & Kim, 2019). He stated that if the Instagram's content is "visually or aesthetically appealing" it's followers will view the Influencer as a Taste Leader (Ki & Kim, 2019). Furthermore, as the Self-determination theory states people should engage with "intrinsic aspirations" for their well-being, satisfying their needs engaging with most enjoyable and motivational subjects (Deci & Ryan, 2000). Therefore, if Influencers work with topics that are intrinsically satisfactory, show creative original content (Duffy & Wissinger, 2017), show emotional connection to the products and brands (Audrezet et al., 2020) and consistency for the presented topics, they will probably be more desired by marketers as they are seen as authentic Influencers (Babin et al., 1994; Beverland, 2006; Moulard et al., 2014, 2015, 2016), and consequently become more effective in attracting consumers towards the advertised brands.

Assessing the influencer content is a way of capturing their authenticity, which is important, as the audience's perception of authentic products and brands makes persuading consumers more effectively (Chronis & Hampton, 2008; Napoli et al., 2014). Part of this authenticity comes from doing what you like.

However, the sole aspect of partnering with a brand can harm the followers perception of authenticity as the influencer may be perceived as being focused on creating content for the brand and not for intrinsic satisfaction (Audrezet et al., 2020) and that they only partner together to increase profits (Moulard et al., 2014, 2016) risking promoting a product without a real connection (Audrezet et al., 2020).

Therefore, when choosing to be consistent with their content (De Veirman et al., 2017), assuming a sustainable position with their content, being a greenfluencer, working with subjects that are intrinsically enjoyable (Audrezet et al., 2020), do it in a visually appealing manner (Ki & Kim, 2019) and are consistent about it, they can be more effective in attracting consumers towards a sustainable brand.

Another important aspect in attracting consumers for sustainable brands, besides Influencers' characteristics, is how environmentally conscious the consumer is. Consumers that are more aware of environmental issues tend to embrace more pro-environmental choices (Pierce et al., 1999) such as opting for more sustainable products (Han et al., 2011). Consequently, having being more influenced by greenfluencers advertisements.

Additionally, since the COVID-19 pandemic, where people were forced to stay at home needing to transform their places into a working, exercising and relaxing spaces, at the same time, the Home Décor and furnishing industry has since grown (Koo & Youn, 2021). Since it is a trending topic (Koo & Youn, 2021) it is popular throughout social media and among Influencers that share versions of decoration that inspire them the most, expressing their identity by means of decoration (Kim, 2021).

Therefore, greenfluencers can also share their own version of Home Décor, by means of upcycling what is no longer used, repairing what is not working, creating viral DIY's, or opting to buy environmentally decorations, appliances and products.

With the purpose of trying to understand if Influencers' sustainable position is efficient in attracting consumers with sustainable values, to environmental friendly brands and products for the home, the following Hypothesis was created:

H1: Influencers who explicitly position themselves and their content to come across as focused on environmental sustainability are more persuasive than those who implicitly do so. Especially if consumers are concerned about sustainability.

2.3.2 How do Influencers build credibility: expertise and authenticity

Another important factor when choosing the right influencer is the field of expertise. Because audiences are more likely to be influenced by a persona that is creating content in their expert field showing knowledge and experience on the subject (Ki & Kim, 2019; McQuarrie & Phillips, 2014)

In addition to Influencers being Taste Leaders it is also possible for them to be Opinion Leaders by influencing their audience through electronic Word Of Mouth (Lyons & Henderson, 2005) sharing the Influencer's expertise in a specific subject (Ki & Kim, 2019) because those who have greater knowledge on the shared topic have greater impact on the audience and are seen as Opinion Leaders (Li & Du, 2011; Xiong et al., 2018).

Apart from expertise, informative content is also a factor on Influencers being Opinion Leaders (Ki & Kim, 2019) and Instagram can be a place where information is exchanged where Influencers also share informative content that is useful and interests the audience and consumers view them as "trusted sources of information" (Bailey, 2005; Chu & Kim, 2011; De Veirman et al., 2017; Ki & Kim, 2019).

However, regarding green marketing strategies, environmentally conscious consumers tend to doubt and question them (Shrum et al., 1995), because not all of sustainable marketing approaches have the same level of accuracy, and some brands are not truthful regarding their environmental achievements and conducts (Szabo & Webster, 2020). When this happens, it is a phenomenon called Greenwashing (Szabo & Webster, 2020) which is "the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service" (Terra Choice, 2010). One way to avoid the skepticism is to encourage brands to be more detailed in their environmental achievements as this will contribute to better informed consumers (Davis, 1994).

Because of this, the greenfluencer who is an expert in Home Décor needs to share their process for their audience, while collaborating with a more ethical use of resources and avoiding environmental waste (A. Brown, 2012). With the purpose of reaching their audience's trust, and raising awareness for sustainable Home Décor (S. Z. Abidin et al., 2013).

Therefore, when trying to evaluate if a greenfluencer that has a high level of environmental sustainable expertise is critical in influencing consumers to engage in eco-friendly consumption approaches, the following Hypothesis was created:

H2: Influencers who match their sustainable positioning and content to their expertise in sustainability come across as more credible and knowledgeable to their followers.

2.3.3 How do Influencers build audiences: popularity and reputation

Influencers can be divided into categories according to number of followers (Pittman & Abell, 2021). There are “Mega-Influencers” with millions of followers; “Macro-Influencers” with hundred thousand followers and “Micro-Influencers” with ten thousand followers (Pittman & Abell, 2021).

This variable may affect how the Influencer is perceived, as the more followers one has, the more people the information can be spread to, also the greater the following and engagement, the more it can be perceived that it has good content and an indicator of success (Arora et al., 2019; Metzger et al., 2010; Shyam Sundar, 2008). In addition, having a higher number of followers can also mean having “opinion leadership”, “influential power” or “popularity” (De Veirman et al., 2017) and increase consumption (Brettel et al., 2015). However, in a study conducted by De Veirman et al., (2017), it was concluded that “high number of followers is not always a guarantee of success”, and that the number of followers may also affect the brand perception and advertising effectiveness (De Veirman et al., 2017).

On one hand, Micro-Influencers are often seen as more authentic (Appel et al., 2020; De Veirman et al., 2017). On the other, Influencers with more followers have higher reach and are conveyed as likable opinion leaders, appealing for more potential consumers (Appel et al., 2020; De Veirman et al., 2017).

Matthew Pittman & Annika Abell suggested that in the Sustainability domain Influencers with less engagement rates (such as followers) may generate more trust (Pittman & Abell, 2021). This could mean that the more followers one greenfluencer has, the least trust consumers have and may believe that greenwashing techniques could be at play (Laufer, 2003). And if choosing a regular influencer to advertise for a sustainable product, only because it has a higher number of followers, it can be perceived as wanting increase sales.

Even though Home Décor is a trending topic (Koo & Youn, 2021), greenfluencers who focus on sustainable Home Décor, would also benefit from not having the highest rates of followers, as their content keeps being sustainable.

This is why the following Hypothesis is going to help understand if a greenfluencer that has lower number of followers is perceived as more influential regarding sustainable brands and products:

H3: Micro Influencers who position themselves and their content to come across as focused on environmental sustainability come across as more persuasive.

2.3.4 Congruency between positioning, credibility and popularity

Consumers trust other consumers' opinions better than they trust firms' indications (Lee & Koo, 2012), therefore, it is important to use Influencers and their characteristics to approach the Sustainable Behavior Gap. Since social media advertising is about persuasive content, green brands can use this in their advantage to influence the purchasing of sustainable products and adopt sustainable habits (Chéron et al., 2022) and marketers can choose how to expose the message to consumers inspiring them to pursuit sustainable options (Ungemach et al., 2018).

After this, it is possible to say that when choosing the Influencer characteristics, they should be the ones desired by the brand and the influencer, forming a connection with the consumer, becoming the image of the endorsed brand/ product (De Veirman et al., 2017), focusing on the type of content and Positioning, the field of Expertise and the Popularity of the Influencer trying to reach better results with the targeted audience. Therefore, the Hypothesis number four arises:

H4: Influencers should have congruency between positioning, credibility and reputation of Influencers to be influential to their audiences.

Table 1 – Summary of Hypothesis. Source: the author

Main Effect	Positioning	Expertise + Positioning	Popularity + Positioning	Positioning + Expertise + Popularity	
		Sustainable Profile *	Sustainable Profile * Sustainable Expertise	Sustainable Profile * Micro Influencer	Sustainable Profile * Sustainable Expertise * Micro Influencer
Stimuli	Sustainable Profile	Sustainable Profile * Regular Expertise	Sustainable Profile * Macro Influencer	Sustainable Profile * Regular Expertise * Macro Influencer	Sustainable Profile * Regular Expertise * Micro Influencer
		Regular Profile * Sustainable Expertise	Regular Profile * Micro Influencer	Regular Profile * Sustainable Expertise * Micro Influencer	Regular Profile * Sustainable Expertise * Macro Influencer
	Regular Profile	Regular Profile * Regular Expertise	Regular Profile * Macro Influencer	Regular Profile * Regular Expertise * Macro Influencer	Regular Profile * Regular Expertise * Micro Influencer
Hypo	H1: Influencers who explicitly position themselves and their content to come across as focused on environmental sustainability are more persuasive than those who implicitly do so. Especially if consumers are concerned about sustainability.	H2: Influencers who match their sustainable positioning and content to their expertise in sustainability come across as more credible and knowledgeable to their followers therefore, more persuasive.	H3: Micro Influencers who position themselves and their content to come across as focused on environmental sustainability come across as more persuasive.	H4: Influencers should have congruency between positioning, credibility and reputation of Influencers to be influential to their audiences.	

3. Methodology

3.1 Research approach

To test the effects of variables that characterize influencers' power of persuasion and influence on purchase, on Instagram, as consumers assess it, a quantitative approach in the form of an experience administered through an online survey. The participants were randomly assigned to one of the 4 (Types of Profiles: DIY; Vintage; Ikea; Luxurious) X 2 (Positions: Sustainable; Expert) X 2 (Number of followers: Macro; Micro) between-subjects design, to avoid classifying the Influencer by comparison between profiles.

3.2 Population and sample

The population of this survey is Portuguese speakers within the ages of 18 to 75 years old who have Instagram or have had it. Not meeting these three criteria were excluding factors to answer this survey. In total there were 760 answers. However, only 506 are between the ages of 18 and 75 and have Instagram or have had it before, being the sample.

The criteria to answer this survey could be more rigid, such as, only getting answers from people who follow Home Décor Influencers or Sustainable Influencers, or people who have a house and decorate it or even people who live a sustainable lifestyle. Still, the goal with this study is to understand if sustainable Influencers would have more influential power over consumer, than regular Influencers when advocating for Home Décor. Because of this there is the need to get the opinions from a lot of different people, from different ages, different social media users, different lifestyles and different opinions.

3.3 Manipulation and Stimuli

In order to test the proposed Hypothesis there is the need to introduce three variables and the manipulation of those variables.

Noting that even though the four Influencers were created specifically for this study, they were inspired in real Instagram Personalities. All of them are woman to avoid potential biased and

because female have higher probability to embrace a green lifestyle (Chwialkowska, 2019). All the products were also inspired in real, existing products.

3.3.1 Positioning

With the purpose of testing different approaches to sustainable Influencers and regular Influencers with different kinds of Home Décor styles these four profiles were manipulated through different images, resembling an Instagram account (De Veirman et al., 2017; Pittman & Abell, 2021). This way different respondents will be able to identify with different approaches.

3.3.2 Expertise

After, respondents would see the post and description with information about a product. Both descriptions demonstrated warmth, personal contact with the follower and focusing on the good characteristics about the products. This way, only the sustainable or regular expertise, will be judged making it possible to understand if showing sustainable knowledge about the product will affect the influential capacity of the Influencers.

3.3.3 Popularity

The popularity on both Influencers, shown on the “number of followers” tab were close to the maximum of the Micro and Macro category, to have more impact on the respondent’s opinion regarding the difference between an influential capacity of a micro and a macro Influencer.

Table 2 – Summery of created Influencers. Source: The author

	Positioning	Expertise	Popularity
Sustainable	DIY - resembles the Home Decorations that people make themselves by upcycling what they have at home and avoiding buying new decoration	Sustainable - The Paint Cans are ecological, made with 97% vegetal resin and with recyclable and recycled packaging	Macro
			Micro
		Expert – Quality Paint Cans but not ecological	Macro
			Micro

	Vintage - inspired by vintage decoration, with darker shades, 70's to 90's furniture and utensils, buying them at second hand stores or family heritage	Sustainable - The Cleaning Products are environmental friendly, containing no bleach, with recyclable packaging and reduced carbon footprint	Macro
			Micro
		Expert - Quality Cleaning Products but not ecological	Macro
			Micro
Regular	Ikea - predominant white furniture and is minimalist, like the name suggests	Sustainable - The Bed clothing is made with long lasting recycled materials and environmental friendly	Macro
			Micro
	Expert - Quality Bed clothing but not environmental friendly	Macro	
		Micro	
	Luxurious - resembles luxurious decoration with a lot of lights, chandeliers and big spaces that looked expensive	Sustainable - The Kitchen furniture sells furniture with environmental certification	Macro
			Micro
	Expert - Quality kitchen furniture but not environmental friendly	Macro	
		Micro	

The following tables show us the four different Instagram profiles, with the variations of the respective posts with the descriptions, and the number of followers the way they were presented to respondents in the survey.

Table 3 – Summary of the DIY Influencer profile and posts. Source: The author

Micro	Macro
Sustainable	Expert

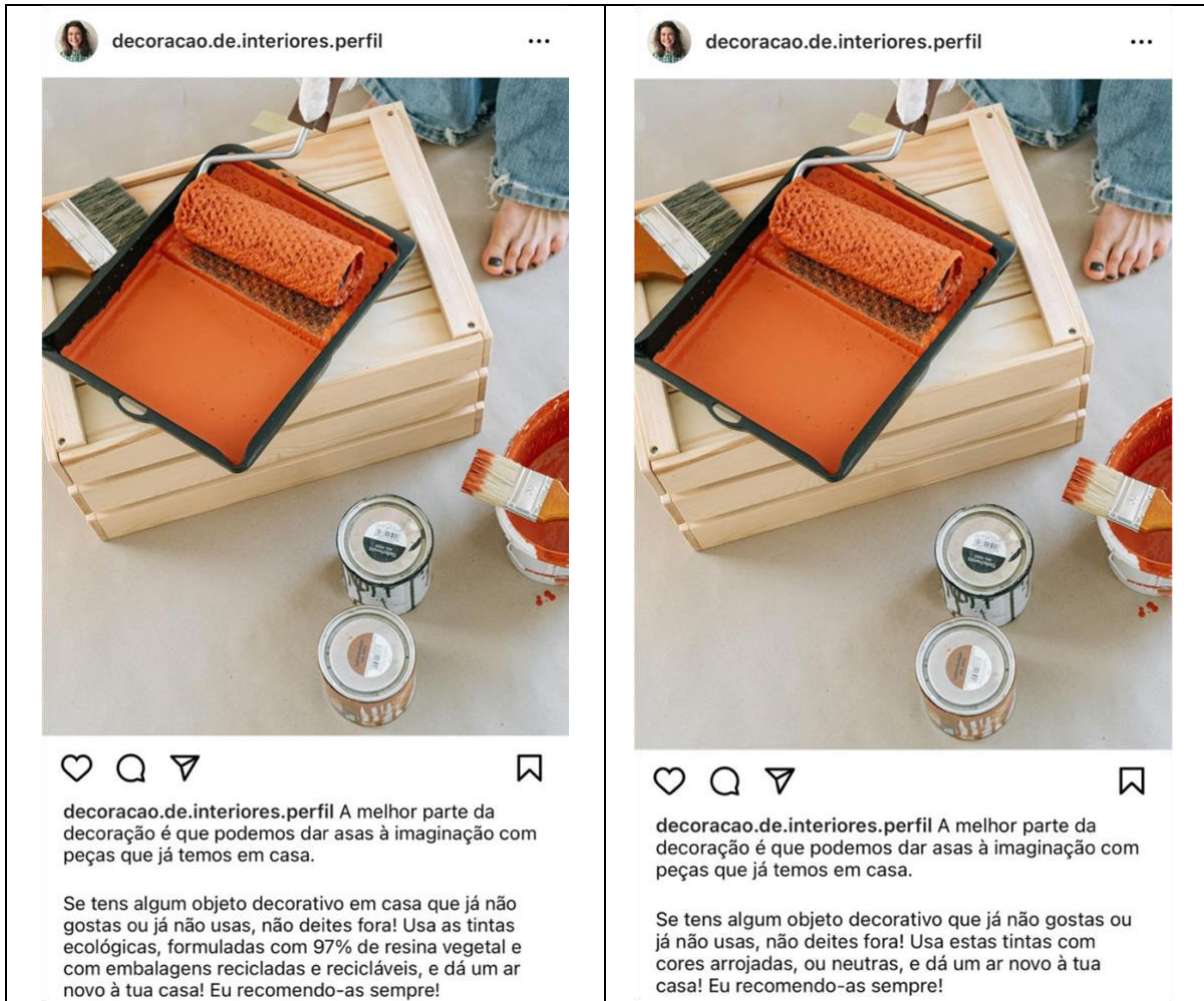


Table 4 – Summery of the Vintage Influencer profile and posts. Source: The author

Micro	Macro
Sustainable	Expert

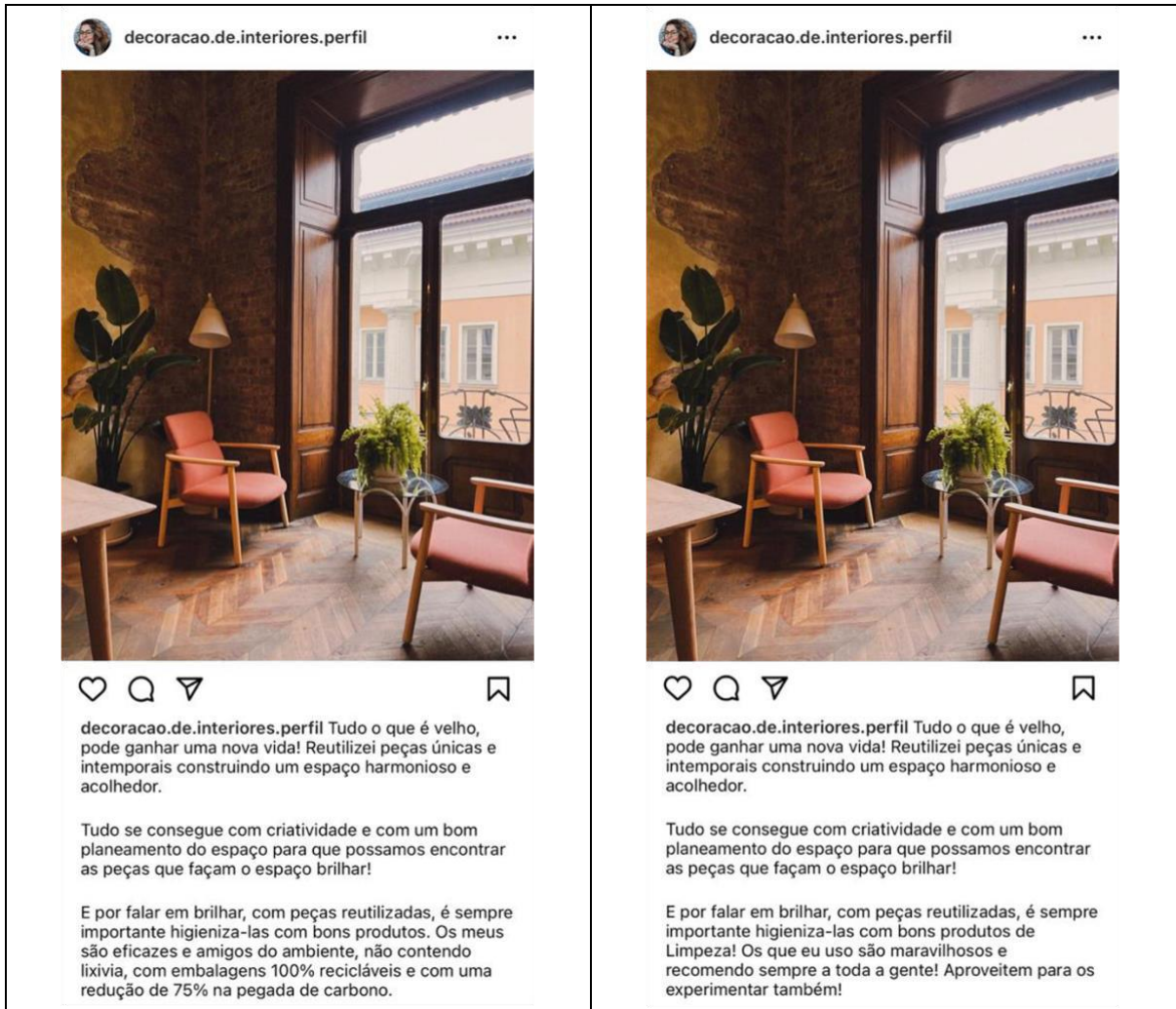
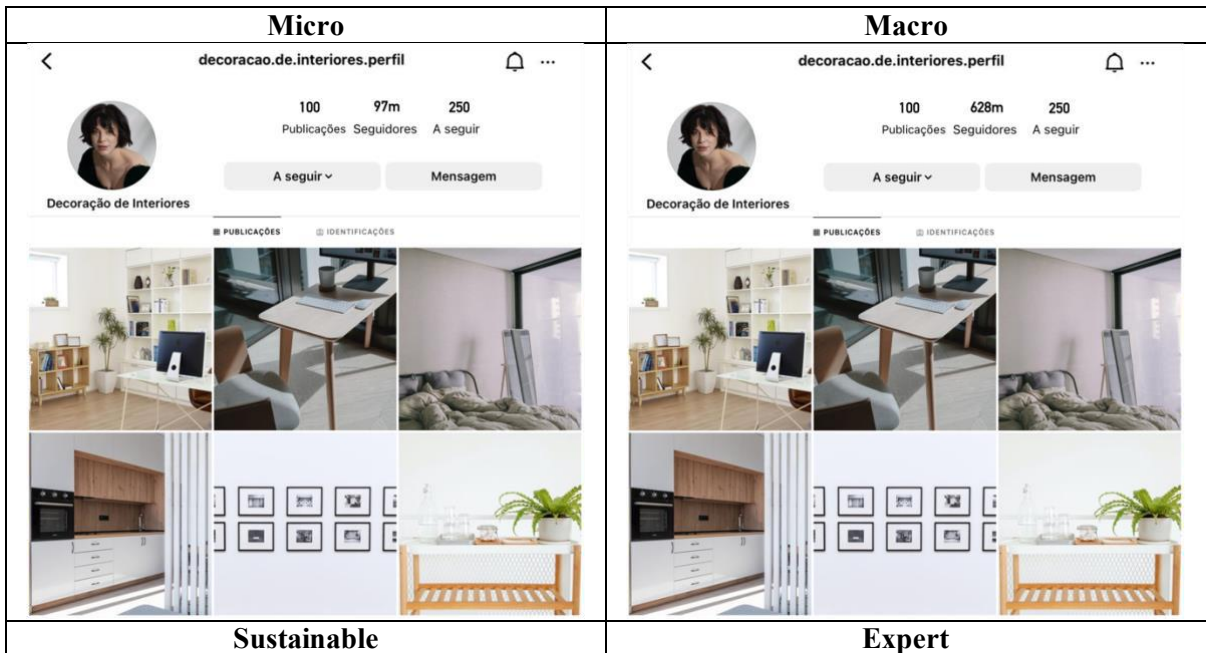


Table 5 – Summary of the Ikea Influencer profile and posts. Source: The author



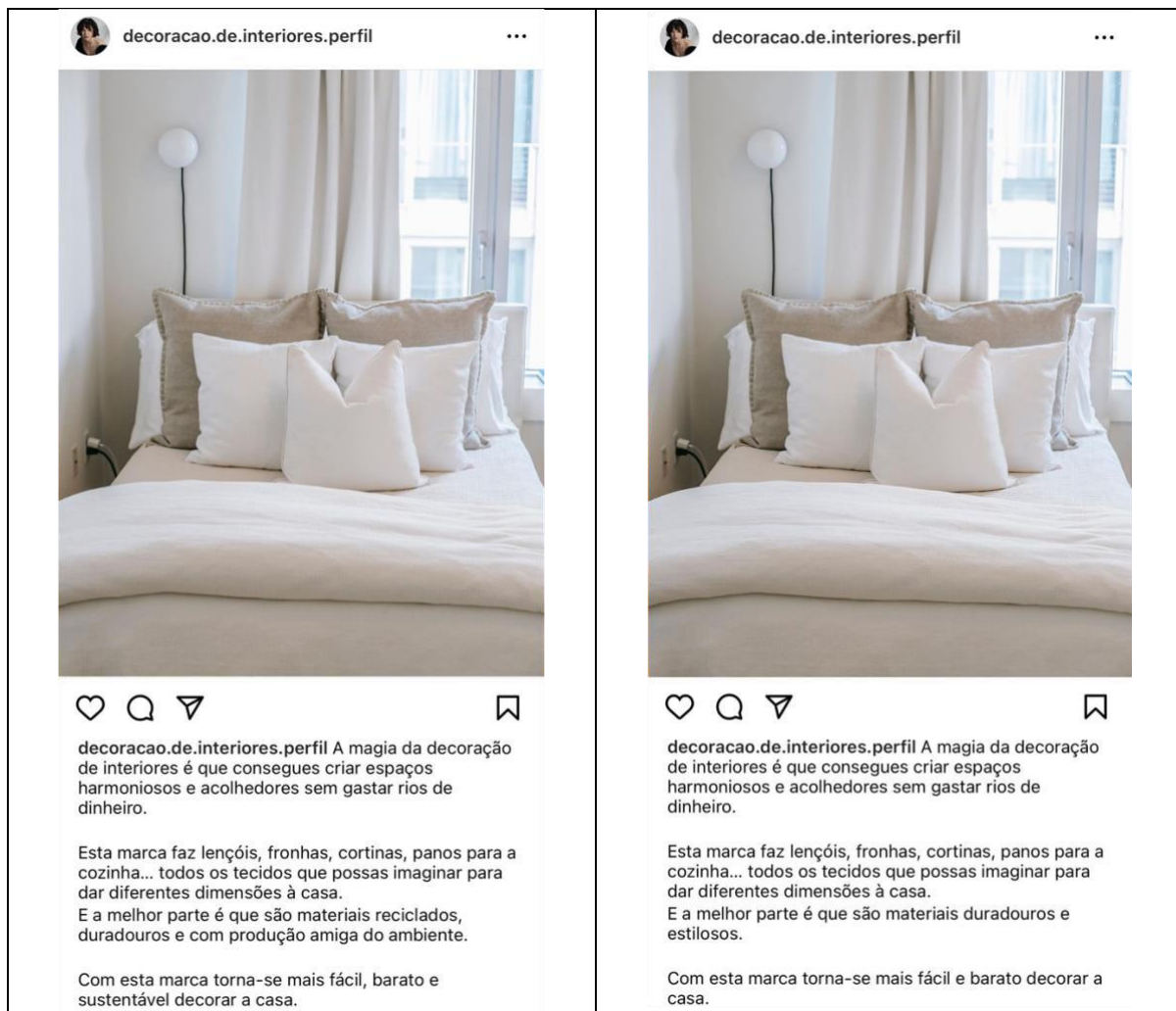
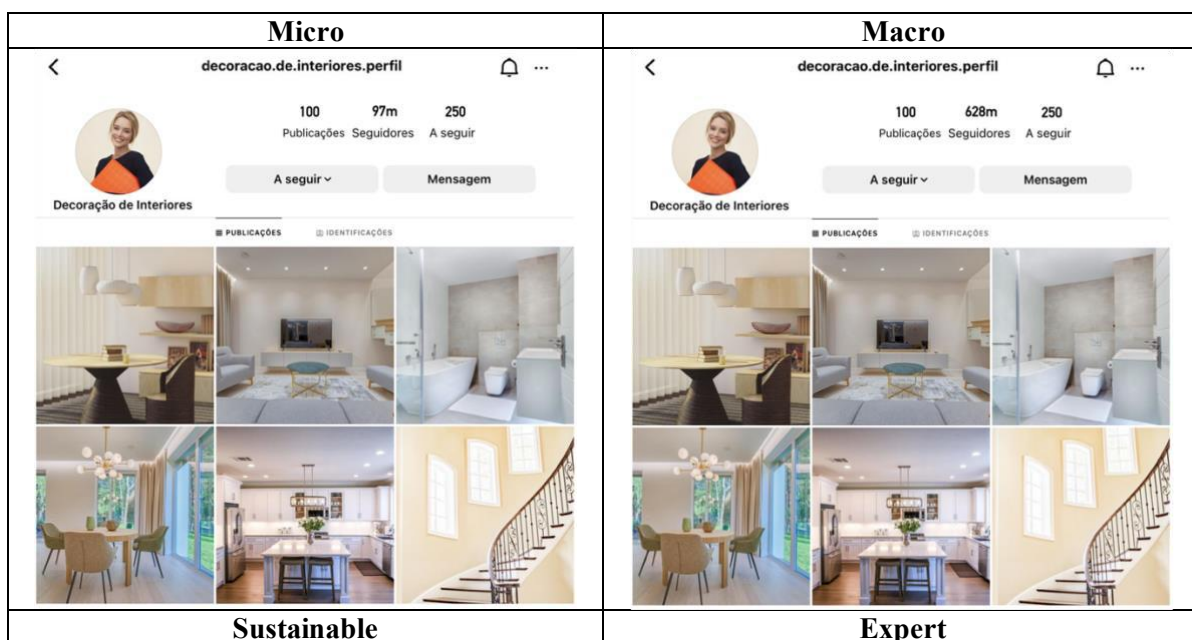
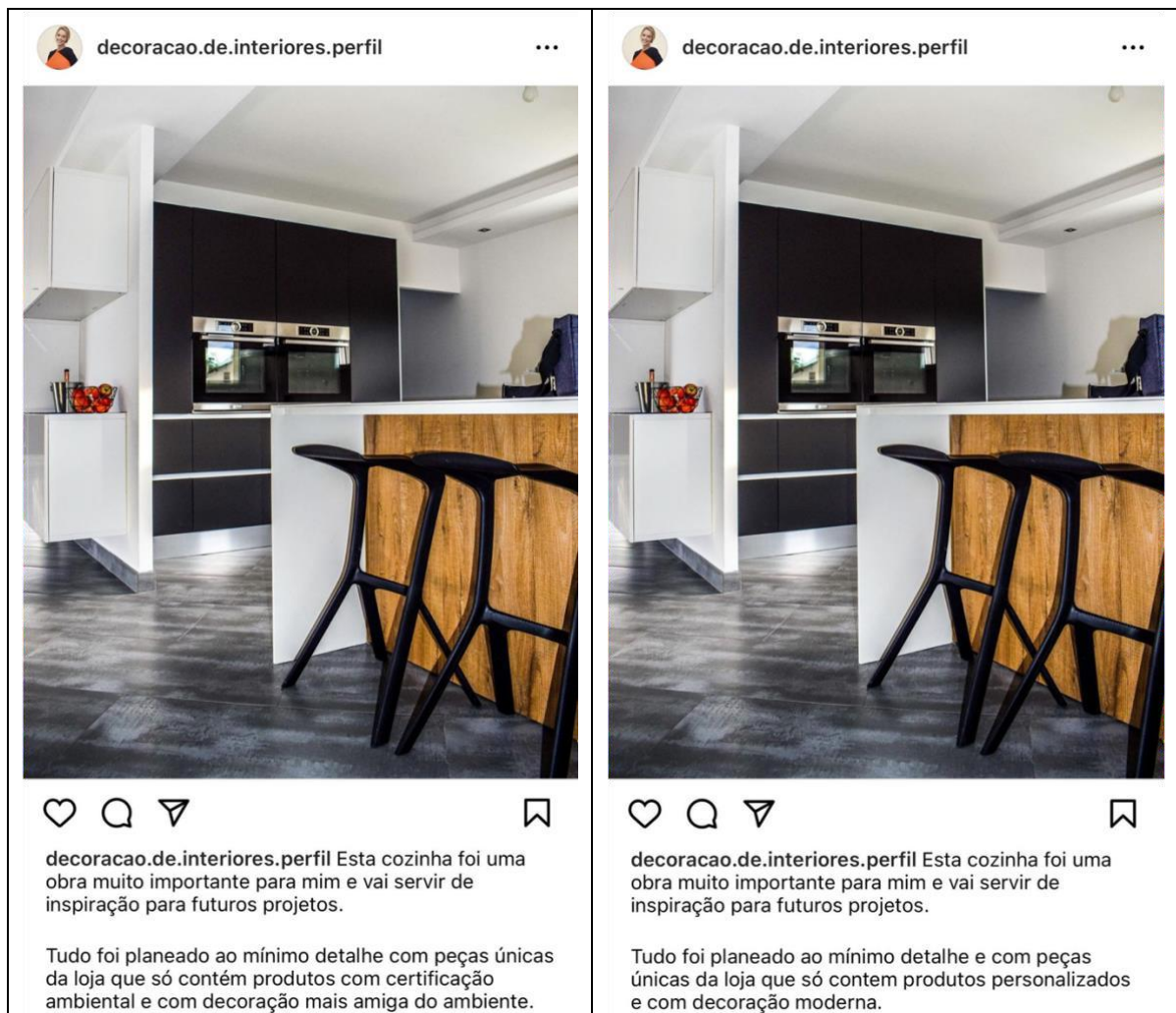


Table 6 – Summary of the Luxurious Influencer profile and posts. Source: The author





3.5 Questionnaire design

The survey is built on Qualtrics and consists in four main sections, plus 2 questions at the beginning to exclude participants who did not meet the age and Instagram usage criteria.

The first part of the survey has 11 statements, randomly presented to the participant, about the profiles, asking what is the level of agreement, being 1 – Totally disagree, and 5 – Totally Agree. The statements are divided into four categories, as seen on the table below. The first is Sustainability, (Pittman & Abell, 2021). The second is the Expertise in the domain of the profession and sustainability (Ki & Kim, 2019). The third category is about popularity (De Veirman et al., 2017). Finally the fourth category is Purchase intention which is way of understanding if the respondent feels persuaded by the Influencer (Ki & Kim, 2019).

Table 7 – Categories for the survey statements. Source: The author

Categories	Statements
Identification	I identify with the profile of this interior decorator.
Sustainable Position	Through this profile, it is clear that this interior decorator cares about the environment and sustainable consumption within the scope of its profession.
	Upon seeing this publication, I conclude that this interior decorator cares about the environment and sustainable consumption.
	I believe that the product suggestion offered by this interior decorator promotes more sustainable consumption.
Sustainable Expertise	If I ever need opinions, advices or inspiration about Interior Decoration, I would turn to this profile.
	If you need opinions, advice or inspiration about sustainable consumption, within the scope of this Influencer's profession, you would turn to this profile.
Expertise	After seeing this post, I conclude that this interior decorator has a lot of knowledge and experience about interior decoration.
Popularity	It is clear from this profile that this Interior Decorator is popular.
Purchase Intention	After coming across this post, I became interested in the product suggestion made by this decorator.
	After coming across this post, I intend to look for more information about the suggested product.
	After coming across this post, I intend to purchase the suggested product.

The second part of the survey is based on the opinions of the respondents regarding some personality traits of the Influencer. These questions were also scaled between one (the lowest score) and five (the highest score) and will serve as an orientation for the feelings the influencer transmits regarding Credibility, Trust, Authenticity, Honesty, Competence, Integrity, Sustainability and Coherence (Bernritter et al., 2016). It is important for the respondent to rank these characteristics to assess what was felt regarding the Influencer and the respective post.

3.5.1 Behavior and demographics

The next section is entirely based on the respondents behaviors towards “Sustainable Values” that were measured through behavioral questions, using an adapted scale of the New Environmental Paradigm (Whitmarsh & O’Neill, 2010). The choice of the behavioral questions were based on a (DEFRA, 2008) review that encompasses four domains: “domestic energy/ water use, waste behavior, transport and eco-friendly shopping” (Whitmarsh & O’Neill, 2010). Instagram usage and Home Décor habits were also measured. The 15 statements serve to understand if the respondent’s lifestyle will influence their answers in any way. Asking “How often” the respondents practice these behaviors on a scale of 1 (Never) to 5 (Always).

Table 8 – Categories for the survey behavioral questions. Source: The author

Categories	Statements
------------	------------

Instagram Access	Do you access Instagram?
Instagram Interactions	Do you visualize Influencers on Instagram?
	Do you visualize Home Décor content on Instagram?
	Do you get inspired on Influencers' content on Instagram to decorate your interior spaces?
Home Décor Consumption	Do you buy Home Décor pieces to decorate your interior spaces?
	Do you reuse pieces do decorate your interior spaces?
Environmental Friendly Behavior	Do you recycle?
	Do you turn off the lights when leaving the room?
	Do you turn off the water to save it during usage?
	Do you use public or shared transport on your daily journeys?
Sustainable Consumption	Do you extend the life of your consumption goods by repairing and/ or reusing them?
	Do you buy environmental friendly products?
	Do you buy biologically produced food?
	Do you buy products without packaging, or with little packaging?

Finally, to characterize the sample there were asked demographic questions: gender, age, lever of education, working situation and nationality.

3.6 Data Analyses

All data collected from the online survey were exported to IBM SPSS for further statistical analysis. This software was chosen due to its large statistical functionalities and clear outputs.

First, it was performed a Principal Components Analysis to reduce the questions that were answered by the respondents in the same direction, therefore compartmentalizing them. After that, Spearman Correlations were conducted to help characterize and analyze the sample. Finally, an ANOVA regression was chosen to better determine if there are statistical significant effects between categorical Independent Variables and continuous Dependent Variables.

3.6.1 Dependent variables

From the Principal Components Analysis four Dependent Variables were created as follows.

Table 9 – Principal Components Analysis aggregation Survey statements. Source: The author

Dependent Variable	Aggregation of statements
Sustainable Position	Through this profile, it is clear that this interior decorator cares about the environment and sustainable consumption within the scope of its profession.

	Upon seeing this publication, I conclude that this interior decorator cares about the environment and sustainable consumption.
	I believe that the product suggestion offered by this interior decorator promotes more sustainable consumption.
Commercial Impact	If I ever need opinions, advices or inspiration about Interior Decoration, I would turn to this profile.
	If you need opinions, advice or inspiration about sustainable consumption, within the scope of this Influencer's profession, you would turn to this profile.
	After seeing this post, I conclude that this interior decorator has a lot of knowledge and experience about interior decoration.
	I identify with the profile of this interior decorator.
	After coming across this post, I became interested in the product suggestion made by this decorator.
	After coming across this post, I intend to look for more information about the suggested product.
	After coming across this post, I intend to purchase the suggested product.
Popularity	It is clear from this profile that this Interior Decorator is popular.
Influencer Personality	Credibility, Trust, Authenticity, Honesty, Competence, Integrity, Sustainability and Coherence

4. Results and Discussion

4.1 Sample profile and behavior

As it is possible to see from Table 10, the sample of the survey is $N=506$, in which more than half of are Woman (63.4%) and in average has 41 years old. Most of the sample is Portuguese or belongs to a country in which Portuguese is the native language accounting for (94.8%) of the sample, as predicted since the survey is in Portuguese. Most of the sample is graduated from University (43.5%) or has a higher university degree (31.6%) and is employed (71.3%).

Regarding Instagram and Home Décor Behaviors, this study's sample is mostly a regular user on Instagram (72.4%), however not all of them interact with it in the same way. Half of the sample (51.5%) rarely visualizes Influencers' content on Instagram and is not inspired by them regarding Home Décor. However, (78.6%) of the sample buys and reuses Home Décor regularly.

Concerning sustainable behaviors and consumption, only (4.5%) of the sample opts for rarely adopting sustainable practices on the daily basis and (73.3%) consume in a more environmental friendly way.

Table 10 – Demographics Sample Characterization ($N = 506$; 18-75 years old). Source: The author

Categories	N	Porportion (%)
Gender		
Woman	308	63.4
Man	178	36.6
Age*		
Mean of Age [IC _{95%}] = 41,28 years old [40,18-42,30]		
Nationality*		
Portuguese	451	92.0
Portuguese as predominant language	29	5.7
Others	6	2.3
Level of Completed Education*		
High School or less	106	21.8
University Graduate	220	45.3
University Post-Graduate	160	33.0
Job Status*		
Employed	432	88.9
Not Employed (Students + Unemployed + Pensionists)	54	11.1
Instagram Access**		
Often	353	72.4
Occasionally	84	17.2

Rarely	50	10.3
Frequency of Instagram Interactions**		
Often	82	16.8
Occasionally	154	31.7
Rarely	251	51.5
Home Décor Consumption**		
Often	104	21.4
Occasionally	279	57.2
Rarely	104	21.4
Sustainable Practices**		
Often	262	53.8
Occasionally	203	41.7
Rarely	22	4.5
Sustainable Consumption		
Often	69	14.2
Occasionally	288	59.1
Rarely	130	26.7

*20 answers were not disclosed (4% of the sample)

**19 answers were not disclosed (3,8% of the sample)

It is also visible from Table 11 that woman have a bigger tendency to access Instagram with a moderate correlation $\beta = -0.294$ and interact more with Influencers and get inspired by them $\beta = -0.374$. Also, the younger the respondents were, the more they access Instagram $\beta = -0.354$ and their Instagram interactions $\beta = -0.247$.

It is no surprise that people who access more Instagram also interact better the Influencers $\beta = 0.506$. The ones who buy and reuse more Home Décor also get more inspiration from Influencers and their content $\beta = 0.478$ This may happen exactly because they like the ideas they see on Instagram and try to replicate them. Similarly, buying more green products and extending the life of existing resources has a positive correlation with reusing and shopping more Home Décor $\beta = 0.413$ making the people who shop more consciously also the ones who make Home Décor more environmental friendly by making the Home décor themselves, or by buying products that a ecofriendly.

Table 11 – Pearson Correlation of Demographics and Behaviors. Source: The author

	1	2	3	4	5	6	7	8
1-Gender	--							
2-Age	,134**	--						

3-Education	,095*	-,250**	--					
4-Instagram Access	-,294**	-,354**	,071	--				
5-Home Décor Consumption	-,148**	,057	,033	,145**	--			
6-Instagram Interactions	-,374**	-,247**	,093*	,506**	,478**	--		
7-Sustainable Practices	-,051	-,17	,087	,090*	,096*	,031	--	
8-Sustainable Consumption	-,139**	,077	,110*	,085	,413**	,258**	,389**	--

** . The correlation is significant at the 0.01 level (2 ends).

* . The correlation is significant at the 0.05 level (2 ends).

4.2 Manipulation results

Table 12 represents all the responses given in the survey and how they were divided by the 16 profiles. The distribution is almost even, being the profiles “Vintage Sustainable Micro” and Macro, and the “Luxurious Expert Macro” the ones with more responses, 34 each, and “Ikea Sustainable Macro” and Expert Micro the ones with less responses with 29 each. With this,

Table 11 – Number for each Influencer Positioning x Popularity x Expertise. Source: The author

Influencer Positioning	Popularity	Expertise		Total
		Expert	Sustainable	
DIY	Micro	32	32	64
	Macro	30	30	60
	Total	62	62	124
Vintage	Micro	30	34	64
	Macro	32	34	66
	Total	62	68	130
Ikea	Micro	29	31	60
	Macro	31	29	60
	Total	60	60	120
Luxurious	Micro	33	31	64
	Macro	34	34	68
	Total	67	65	132

Total	Micro	124	128	252
	Macro	127	127	254
	Total	251	255	506

4.2.1. Manipulation Checks

Before the respondents could answer the questions related to the Hypothesis, there were two Manipulation Checks, to test if respondents agreed with this dissertation's Influencers' characterization with the chosen pictures. One of the test was about the Profile and the other about the Post and each of them had 12 options to choose from.

Table 12 – Perceptions of respondents. Source: The author

Profile	Profile Correct Options	n	%	Post Correct Options	n	%
DIY	Accessible; Do It Yourself and Zen	103 out of 124	83.1%	Paints	109 out of 124	87.9%
Vintage	Vintage; Accessible and Industrial	115 out of 130	88.5%	Cleaning products and Hygiene Products	72 out of 130	55.4%
Ikea	Functional; Scandinavian and Minimalist	92 out of 120	76.7%	Bed Clothing and Tapestry	117 out of 120	97.5%
Luxurious	Luxurious; Classic and Contemporary	119 out of 132	90.2%	Appliances and Kitchen Furniture	117 out of 132	88.7%

From this manipulation check, it is possible to say that the majority of the respondents perceived the Influencers to be characterized according to expectations, especially through the Influencers' Profiles.

However, it is possible to conclude that people understood better what the influencer was advertising if the product was on the picture, for both Sustainable and Regular profiles. Both the Vintage and the Luxurious posts did not have the product explicit in the picture, and respondents needed to read the description to understand what was being advertised. Showing the lowest score of understanding (55.4% and 88.7% respectively). Meaning that the description serves as a complement for the picture, but Influencers should primarily focus on the pictures,

as it is what consumers will focus more, as it is possible to confirm by the DIY and Ikea posts with scores of understanding of (87.9% and 97.5%) respectively.

4.2.2. Correlations

The Correlations were calculated using the Pearson Correlation on SPSS, and measure the Correlations Between the Evaluations of the Influencers and the Sample's descriptive, to understand if there is the possibility to forecast the Hypothesis Results without being exposed to the Stimuli.

From Table 14 it is perceptible that younger people tend to find these Influencers more popular $\beta = -0.124$. The ones who access more Instagram and interact with the platform, watching Influencer's content and the ones who have interest for Home Décor also find these Influencers more popular ($\beta = 0.117$; $\beta = 0.224$ and $\beta = 0.195$ respectively). This may happen because the younger the generation, the more comfortable they feel regarding the digital environments and being a frequent user of this Social Media and liking to buy or build Home Décor makes these people more familiarized with the popular Home Décor Influencers and, in this case, both Micro and Macro Influencers can be characterized as popular, and these people are acquainted with that.

Table 13 – Pearson Correlation of Popularity. Source: The author

	1	2	3	4	5	6	7	8	9
1-Popularity	--								
2-Gender	-0,045	--							
3-Age	-,124**	,134**	--						
4-Education	-0,040	,095*	-,250**	--					
5-Instagram Access	,117**	-,294**	-,354**	0,071	--				
6-Home Décor Consumption	,195**	-,148**	0,057	0,033	,145**	--			
7-Instagram Interactions	,224**	-,374**	-,247**	,093*	,506**	,478**	--		
8-Sustainable Practices	0,067	-,139**	0,077	,110*	0,085	,413**	,258**	--	

9-Sustainable Consumption	0,033	-0,051	-0,017	0,087	,090*	,096*	0,031	,389**	--
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** . The correlation is significant at the 0.01 level (2 ends).

*. The correlation is significant at the 0.05 level (2 ends).

Concerning the Influencer Evaluations in general, on Table 15, the respondents who watch more content on Instagram rated the Influencers in a better way $\beta = 0.167$. Even though these values are really low, the correlation is not strong, they did not happen by chance as the p value is 0.00. This might have happened due to the fact that people who watch more Instagram are more accustomed to the platform and could identify the Influencers in a better way.

Table 14 – Pearson Correlation of Perceived Influencers’ Personality. Source: The author

	1	2	3	4	5	6	7	8	9
1-Personality	--								
2-Gender	-0,035	--							
3-Age	0,008	,134**	--						
4-Education	-0,085	,095*	-,250**	--					
5-Instagram Access	0,045	-,294**	-,354**	0,071	--				
6-Home Décor Consumption	0,085	-,148**	0,057	0,033	,145**	--			
7-Instagram Interactions	,167**	-,374**	-,247**	,093*	,506**	,478**	--		
8-Sustainable Practices	0,065	-,139**	0,077	,110*	0,085	,413**	,258**	--	
9-Sustainable Consumption	0,025	-0,051	-0,017	0,087	,090*	,096*	0,031	,389**	--

** . The correlation is significant at the 0.01 level (2 ends).

*. The correlation is significant at the 0.05 level (2 ends).

When it comes to evaluating the Influencer regarding their degree of sustainability, on Table 16, it is possible to assess that the older one is, the better it rates the Influencer, even though the correlation is not significant $\beta = 0.093$. Having sustainable consumption habits makes the respondents also rate the Influencer as more sustainable, with a correlation of $\beta = 0.098$. Although, these correlations are weak, this probably happens due to being older and being aware that having sustainable practices are important for the environment, therefore, they can

relate better to the influencer if it has it also. Also, the less educational degree one has, the more they perceive the influencer to be sustainable with a correlation of $\beta = -0.128$. This might have happened because people with a lower educational degree might be younger and younger people have better access to Social Media and its information, therefore being able to identify sustainability on these Influencers.

Table 15 – Pearson Correlation of Perceived Influencers’ Sustainability. Source: The author

	1	2	3	4	5	6	7	8	9
1- Sustainability	--								
2-Gender	-0,021	--							
3-Age	,093*	,134**	--						
4-Education	-,128**	,095*	-,250**	--					
5-Instagram Access	0,004	-,294**	-,354**	0,071	--				
6-Home Décor Consumption	0,061	-,148**	0,057	0,033	,145**	--			
7-Instagram Interactions	0,046	-,374**	-,247**	,093*	,506**	,478**	--		
8-Sustainable Practices	,098*	-,139**	0,077	,110*	0,085	,413**	,258**	--	
9-Sustainable Consumption	0,062	-0,051	-0,017	0,087	,090*	,096*	0,031	,389**	--

** . The correlation is significant at the 0.01 level (2 ends).

* . The correlation is significant at the 0.05 level (2 ends).

From Table 17 it is possible to see that the Commercial Impact is associated with Home Décor Consumption $\beta = 0.209$, with Instagram Interactions $\beta = 0.259$ and with Sustainable Practices $\beta = 0.199$. Meaning that the people that were more willing to buy the selected products were the ones that already are used to buying or reusing Home Décor they are also accustomed to the Instagram Interactions and Influencers, engage in more sustainable practices. This shows that the people who were willing to buy the products are already used to these types of products consumptions and habits.

Table 16 – Pearson Correlation of Commercial Impact. Source: The author

	1	2	3	4	5	6	7	8	9
1-Commercial Impact	--								
2-Gender	-0,076	--							
3-Age	0,082	,134**	--						
4-Education	-0,078	,095*	- ,250**	--					
5-Instagram Access	0,058	- ,294**	- ,354**	0,071	--				
6-Home Décor Consumption	,209**	- ,148**	0,057	0,033	,145**	--			
7-Instagram Interactions	,259**	- ,374**	- ,247**	,093*	,506**	,478**	--		
8-Sustainable Practices	,199**	- ,139**	0,077	,110*	0,085	,413**	,258**	--	
9-Sustainable Consumption	0,071	-0,051	-0,017	0,087	,090*	,096*	0,031	,389**	--

** . The correlation is significant at the 0.01 level (2 ends).

* . The correlation is significant at the 0.05 level (2 ends).

4.3 Hypothesis testing

From Table 18 it is possible to see the results from a Three-Way ANOVA testing the Hypothesis.

Regarding the first Hypothesis in which the Independent Variable is Positioning of the Influencer and the Dependent Variable is Commercial Impact revealed no significant main effect, $F(3, 490) = 0.945$, $p = 0.686$ which is > 0.05 . Therefore, Influencers who position themselves and their content to come across as focused on environmental sustainability are not more persuasive than those who implicitly do so, contrary from what was expected.

The same happened with the second Hypothesis in which the interaction between Positioning and Expertise did not have an impact on Commercial Impact, $F(3, 490) = 0.483$, $p = 0.694$ which is > 0.05 . Meaning that Influencers who match their sustainable positioning and content to their expertise in sustainability do not come across as more credible and knowledgeable to their followers.

Concerning the third Hypothesis in which the interaction between Positioning and Popularity did not revealed a significant main effect on Commercial Impact, $F(3, 490) = 0.900$, $p = 0.441 > 0.05$. Rejecting the Hypothesis stating that Micro Influencers who position themselves and their content to come across as focused on environmental sustainability come across as more persuasive.

Finally, Positioning, Expertise and Popularity as Independent Variables revealed no significant main effects on Commercial Impact $F(3, 490) = 1.106$, $p = 0.346 > 0.05$. Denying the final Hypothesis and saying that Influencers should have congruency between positioning, credibility and reputation of Influencers to be influential to their audiences.

Table 17 – ANOVA test of between-subjects of three main effects. Source: The author

Dependent Variable: Commercial Impact with Popularity					
Source	Type III Sum of Squares	df	Mean Square	F	Sig
Corrected Model	5,360a	15	0,357	0,658	0,826
Intercept	5149,623	1	5149,623	9486,315	0,000
Positioning	0,806	3	0,269	0,495	0,686
Popularity	0,127	1	0,127	0,234	0,629
Expertise	0,410	1	0,410	0,754	0,386
Positioning * Popularity	1,466	3	0,489	0,900	0,441
Positioning * Expertise	0,787	3	0,262	0,483	0,694
Popularity * Expertise	0,019	1	0,019	0,036	0,851
Positioning * Popularity * Expertise	1,801	3	0,600	1,106	0,346
Error	265,995	490	0,543		
Total	5436,328	506			
Corrected Total	271,355	505			

a. R Square = .020 (Adjusted R Square = -.010)

The fact that none of the Hypothesis was statistically significant, with Commercial Impact as a Dependent Variable could be due to the fact that this was a hypothetical experiment in which people reacted to the stimuli in terms of how it affected their opinion of them, namely their idea of the influencers, their content, their sustainable believes, but the conditions and stimuli were not so strong as to motivate potential purchase or interest in the products. Also, Influencers share their personal lives on a daily basis and build their network from there creating a “social and interpersonal” relationship with their followers (Ki & Kim, 2019) making it even harder for a ten minutes survey, with fictional Influencers, to capture a sense of this relationship.

Another explanation is that, in reality, those who go follow influencers’ work and content aren't always looking to buy anything. Because, the intention to purchase a recommended product does not always translate into an actual purchase (Carrington et al., 2010). Additionally, there are some who believe that primary focus of Social Media Influencers should be content creation rather than be the endorsers for brands (Jin et al., 2019; Ki & Kim, 2019; Lou & Yuan, 2019). Influencers are able to inspire (Ki & Kim, 2019) and raise awareness with their content, however, until it translates into sales for the brands takes a long way, especially for Home Décor items, which are a durable and can be expensive, for DIY projects and restore vintage decoration, which take time and effort. Therefore, you can enjoy Influencers’ content on Instagram, but it doesn't immediately affect peoples’ need to rush out and buy similar things.

Now looking at Table 19, adding the Covariables “Content Interactions” and “Sustainable Shopping” they both revealed a significant interaction on Commercial Impact, $F(1, 468) = 14.410, p = 0.000 < 0,05$ and $F(1, 468) = 3.936, p = 0.048 < 0.05$ respectively, regardless the interactions of the main stimuli, as it is possible to see on the table below. Meaning that participants who were interested in the products, identified with the profile and believed that these Influencers were experts are people who interact and are familiarized with Instagram and that choose to shop more sustainably.

Table 18 – ANOVA test of between-subjects of three main effects and three covariables. Source: The author

Dependent Variable: Commercial Impact with Popularity					
Source	Type III Sum of Squares	df	Mean Square	F	Sig

Corrected Model	28,915a	18	1,606	2,871	0,000
Intercept	4961,702	1	4961,702	8866,323	0,000
Consumption of Home Décor	0,992	1	0,992	1,773	0,184
Instagram Interactions	8,064	1	8,064	14,410	0,000
Sustainable Consumption	2,203	1	2,203	3,936	0,048
Positioning	0,673	3	0,224	0,401	0,752
Popularity	0,195	1	0,195	0,348	0,556
Expertise	0,177	1	0,177	0,316	0,574
Positioning * Popularity	2,203	3	0,734	1,312	0,270
Positioning * Expertise	0,387	3	0,129	0,231	0,875
Popularity * Expertise	0,103	1	0,103	0,185	0,668
Positioning * Popularity * Expertise	0,217	3	0,072	0,129	0,943
Error	261,898	468	0,560		
Total	5273,306	487			
Corrected Total	290,814	486			

a. R Square = .099 (Adjusted R Square = -.065)

It is plausible to this that the respondents that are Instagram users felt more accustomed with this studies' stimuli and therefore showed to be more prone to the products being advertise and to the Influencers themselves, as it was all built to represent a user experience on Instagram.

Additionally, the fact that people who make sustainable consumption decisions are more impacted by Social Media Influencers content, might be because they are used to search for information on Instagram where it can be shared (Audrezet et al., 2020).

4.3.1 Additional findings

Additionally to understanding the Commercial Impact in this study, from Table 20, Influencers' Personality evaluation is also important, as it revealed a main effect with Positioning of the Influencer, $F(3, 470) = 3.206$, $p = 0.023 < 0.05$, and also with the covariable Interaction with Instagram $F(1, 470) = 12.364$, $p = 0.00 < 0.05$ as it is possible to see on the table below.

Table 19 – ANOVA test of between-subjects of three main effects and three covariables.
Source: The author

Dependent Variable: Personality of Influencer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig
Corrected Model	19,891a	16	1,243	1,984	0,013
Intercept	6112,024	1	6112,024	9752,669	0,000
Instagram Interactions	7,749	1	7,749	12,364	0,000
Positioning	6,028	3	2,009	3,206	0,023
Popularity	0,373	1	0,373	0,595	0,441
Expertise	0,381	1	0,381	0,607	0,436
Positioning * Popularity	0,993	3	0,331	0,528	0,663
Positioning * Expertise	1,152	3	0,384	0,613	0,607
Popularity * Expertise	0,164	1	0,164	0,261	0,610
Positioning * Popularity * Expertise	2,510	3	0,837	1,335	0,262
Error	294,550	470	0,627		
Total	6458,250	487			
Corrected Total	314,441	486			

a. R Square = .063 (Adjusted R Square = -.031)

This means that respondents perceived Influencers' Personality regarding their Positioning, and according to the Table 21, the DIY profile ($M = 3.67$, $SD = 0.813$) and the Vintage profile ($M = 3.65$, $SD = 0.692$) had better classifications regarding their personality, than the Ikea profile ($M = 3.45$, $SD = 0.85$) and the Luxurious profile ($M = 3.43$, $SD = 0.84$). Even though the

differences between each profile is not that perceptible it is enough to establish that it is important to be aware of substantiable habits and implement them, without the need to be specify the interest area and become a greenfluencer.

Table 20 – Descriptive means of Influencers’ Personality. Source: The author

Dependent Variable: Personality of Influencer			
Positioning	Mean	SD	N
Luxurious	3.43	0.842	127
Ikea	3.45	0.846	114
Vintage	3.65	0.692	128
DIY	3.67	0.813	118

It was also possible to conclude that among the main effects, there's one that never revealed any effect, whatever the behavior that is trying to be assessed, which is the number of followers, neither this effect alone or combined with others. The explanation for this could be that it is information that was given and it hasn't been taken as relevant by respondents. Also, the number of followers might not be a distinguish factor anymore when choosing the right Influencer to represent a brand.

Therefore, if the Popularity effect is dropped and Education as a covariable is included, as it is possible to see from Table 22, it is possible to conclude that Education has a significant impact on Influencers’ Personality classification, $F(2, 461) = 4.285, p = 0.015 < 0.05$. Additionally, the level of Education combined with the Expertise of the Influencer also revealed a significant impact on Influencers’ Personality classification $F(2, 461) = 3.299, p = 0.038 < 0.05$. The better classified type of Influencer was DIY with Sustainable Expertise by people who had only Highschool or less degrees ($M = 4,00, SD = 9.59$), as it is shown on Table 23. This could be due to the fact that younger people are more educated, can have tailored access to online content and can have bigger tendencies to engage in sustainable behaviors (Gilg et al., 2005b; Granzin & Olsen, 1991b; Roberts, 1993; Semenza et al., 2008) and recognize environmental traits on an Influencer leading to a better classification.

Table 21 – ANOVA test of between-subjects of three main effects. Source: The author

Dependent Variable: Personality of Influencer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig
Corrected Model	31,422a	24	1,309	2,145	0,001
Intercept	5523,030	1	5523,030	9050,603	0,000
Instagram Interactions	8,259	1	8,259	13,534	0,000
Positioning	5,383	3	1,794	2,940	0,033
Expertise	0,808	1	0,808	1,325	0,250
Education	5,196	2	2,598	4,258	0,015
Positioning * Expertise	0,303	3	0,101	0,165	0,920
Positioning * Education	1,860	6	0,310	0,508	0,802
Expertise * Education	4,027	2	2,013	3,299	0,038
Positioning * Expertise * Education	5,829	6	0,971	1,592	0,148
Error	281,320	461	0,610		
Total	6453,188	486			
Corrected Total	312,743	485			

a. R Square = .100 (Adjusted R Square = -.054)

Table 22 – Descriptive statistics. Source: The author

Dependent Variable: Personality of Influencer					
Positioning	Expertise	Education	Mean	SD	N
Luxurious	Expert	High School or Less	3,5625	0,83601	14
		University Graduate	3,4352	0,73328	27
		University post-graduate	3,4583	0,86903	21
	Sustainable	High School or Less	3,9500	0,89015	10

		University Graduate	3,2537	0,95767	34
		University post-graduate	3,3875	0,66380	20
Ikea	Expert	High School or Less	3,1875	1,05697	14
		University Graduate	3,2800	0,65280	25
		University post-graduate	3,5903	0,85406	18
	Sustainable	High School or Less	3,8365	0,80426	13
		University Graduate	3,7371	0,77441	29
		University post-graduate	2,9417	0,79741	15
Vintage	Expert	High School or Less	3,6875	0,83853	12
		University Graduate	3,5833	0,65516	30
		University post-graduate	3,6842	0,71852	19
	Sustainable	High School or Less	3,8542	0,69432	18
		University Graduate	3,5677	0,79398	24
		University post-graduate	3,6400	0,56403	25
DIY	Expert	High School or Less	3,8333	0,82601	15
		University Graduate	3,6205	0,80758	28
		University post-graduate	3,6750	0,62106	15
	Sustainable	High School or Less	4,0000	0,95924	10
		University Graduate	3,5380	0,92429	23
		University post-graduate	3,6157	0,77438	27

Another interesting finding is that the main effect Positioning of the Influencer and the main effect Expertise had a significant impact on the perceived level of sustainability of Influencers, shown on Table 24. Being $F(3, 490) = 21.648, p = 0.00 < 0.05$ and $F(1, 490) = 14.235, p = 0.00 < 0.05$ respectively. However, the combination of these main effects did not revealed an impact on Influencers' perceived sustainability $F(3, 490) = 1.258, p = 0.288 > 0.05$.

This could be due to the fact that either the profile of the Influencer or the description of the post was enough to classify the Influencers' Sustainable personality. As it is possible to see on Figure 1, the Vintage and the DIY profiles were considered more sustainable even with no sustainable expertise, and it is possible to see from Figures 3, 4, 5 and 6 that all the profiles with sustainable expertise were classified as being more sustainable. This shows that consumers can perceive sustainable practices across different types of Influencers. However, people only had the chance to interact with these created Influencers one time, when in real life, Social Media users would be interacting with Influencers for a longer period of time, being difficult to disassociate the profile from the content expertise.

Table 23 – ANOVA test of between-subjects of three main effects. Source: The author

Dependent Variable: Sustainability of Influencer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig
Corrected Model	57,769a	15	3,851	6,013	0,000
Intercept	6344,830	1	6344,830	9906,478	0,000
Positioning	41,594	3	13,865	21,648	0,000
Popularity	0,029	1	0,029	0,045	0,832
Expertise	9,117	1	9,117	14,235	0,000
Positioning * Popularity	2,531	3	0,844	1,317	0,268
Positioning * Expertise	2,417	3	0,806	1,258	0,288
Popularity * Expertise	0,357	1	0,357	0,558	0,456
Positioning * Popularity * Expertise	0,630	3	0,210	0,328	0,805
Error	313,832	490	0,640		
Total	6720,333	506			
Corrected Total	371,601	505			

a. R Square = .155 (Adjusted R Square = -.130)

Figure 1 – Sustainability of Influencer Regular Expertise. Source: The author

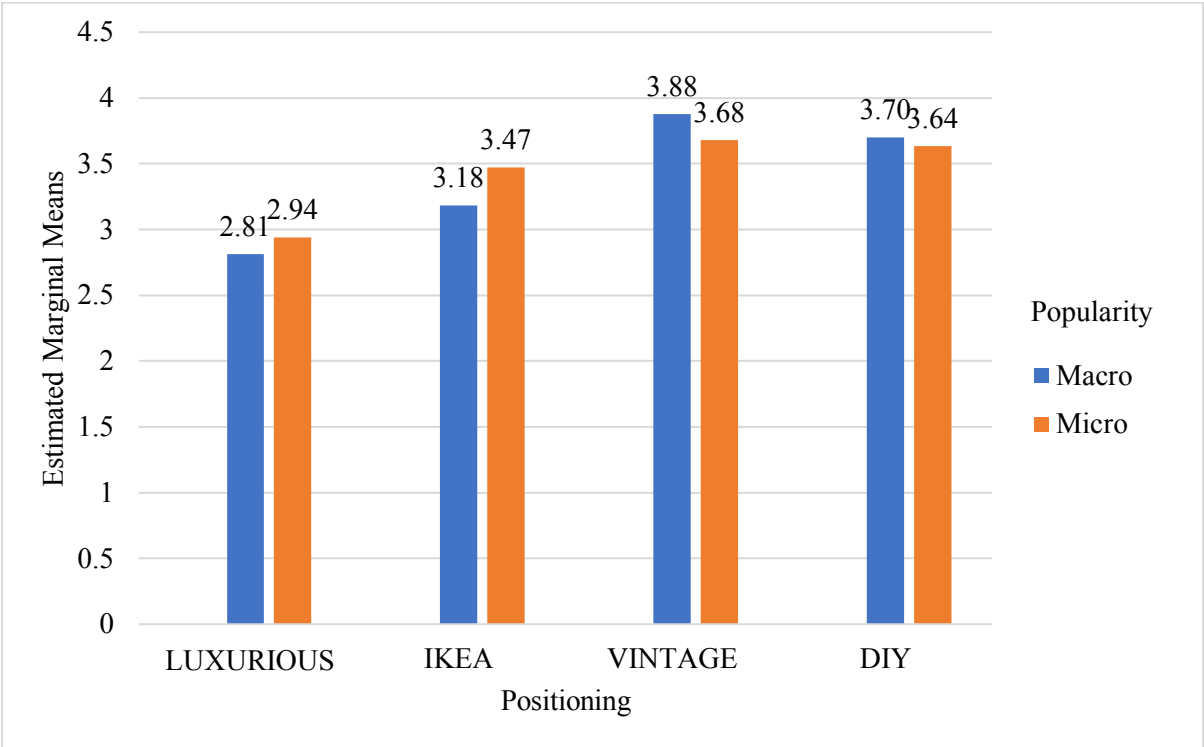


Figure 2 – Sustainability of Influencer Sustainable Expertise. Source: The author

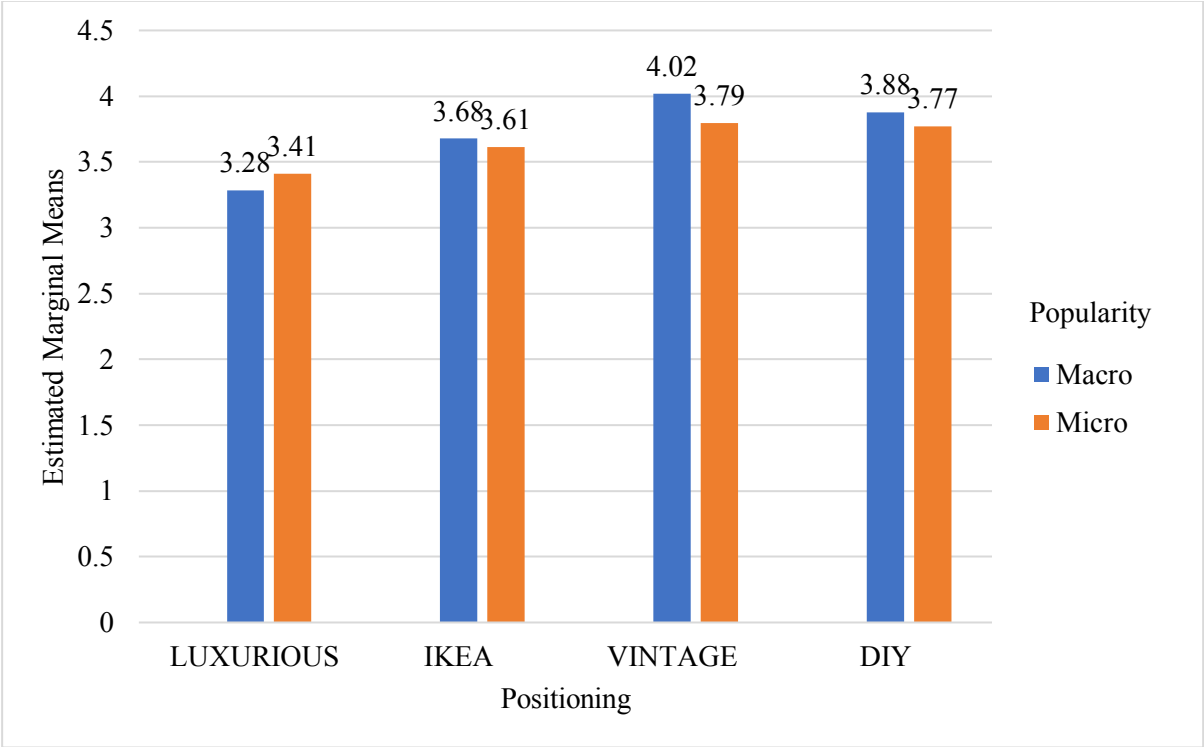


Figure 3 – Sustainability of Influencer Luxurious Positioning. Source: The author

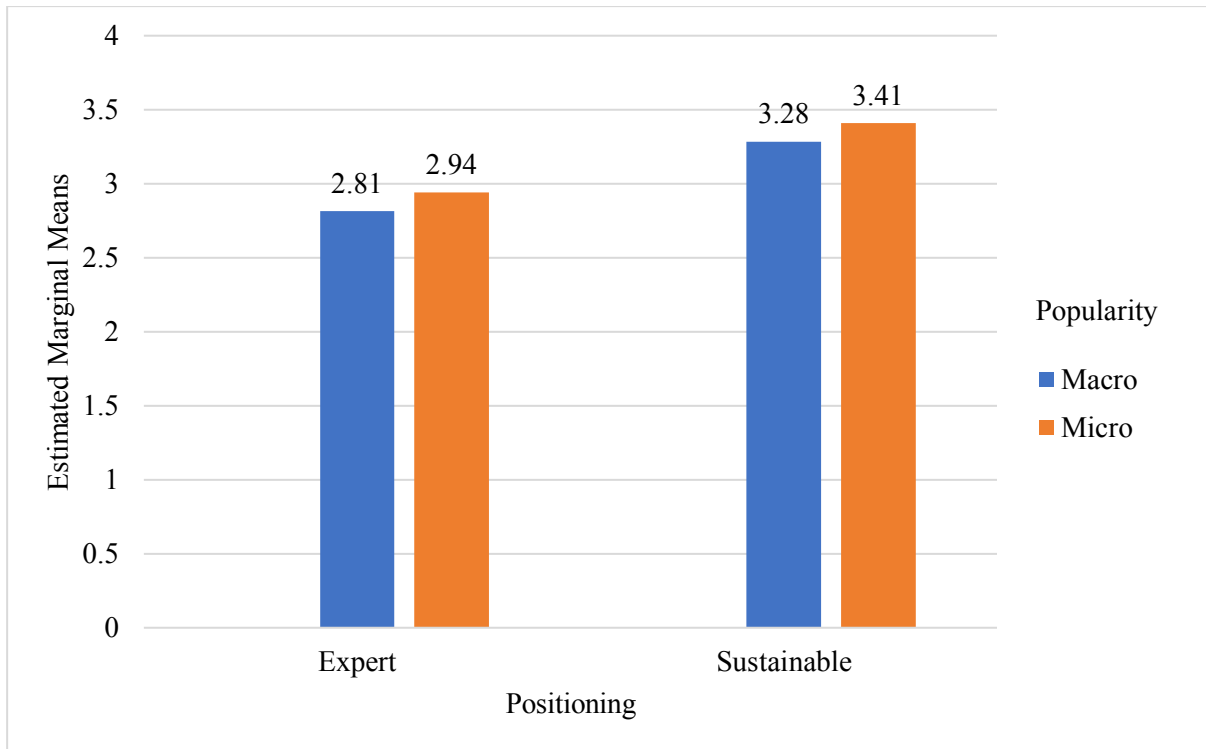


Figure 4 – Sustainability of Influencer Ikea Positioning. Source: The author

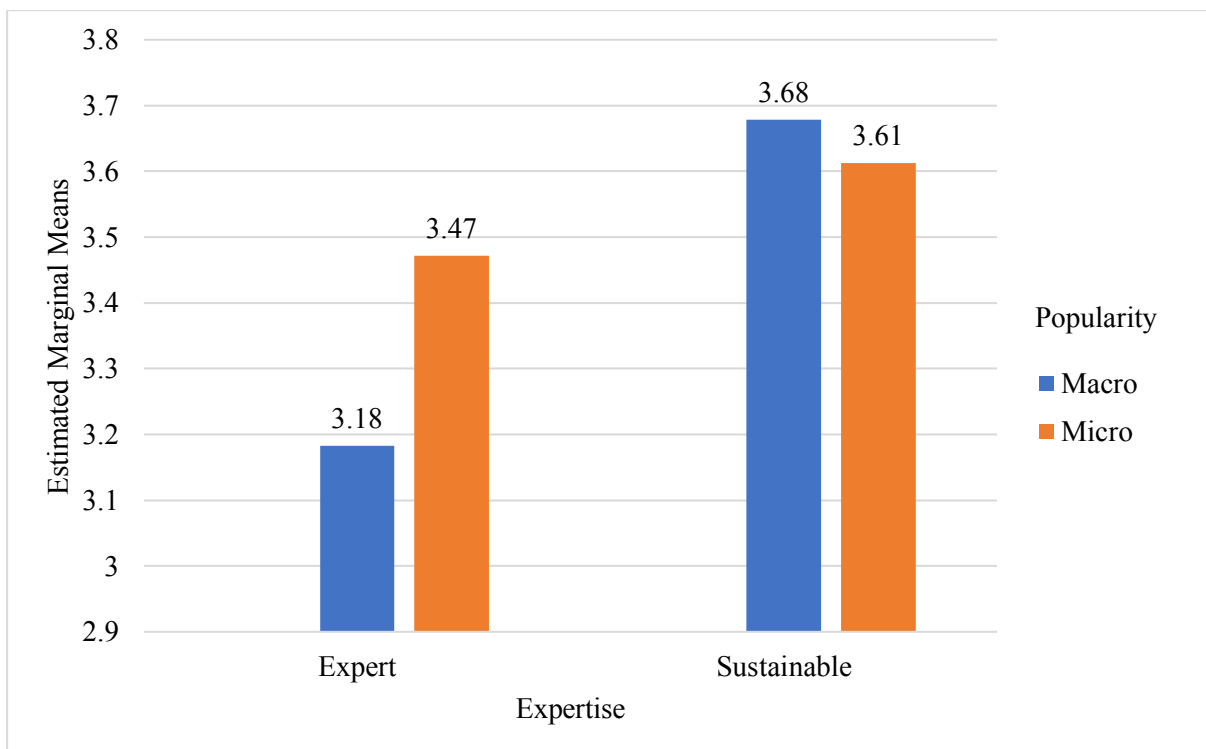


Figure 5 – Sustainability of Influencer Vintage Positioning. Source: The author

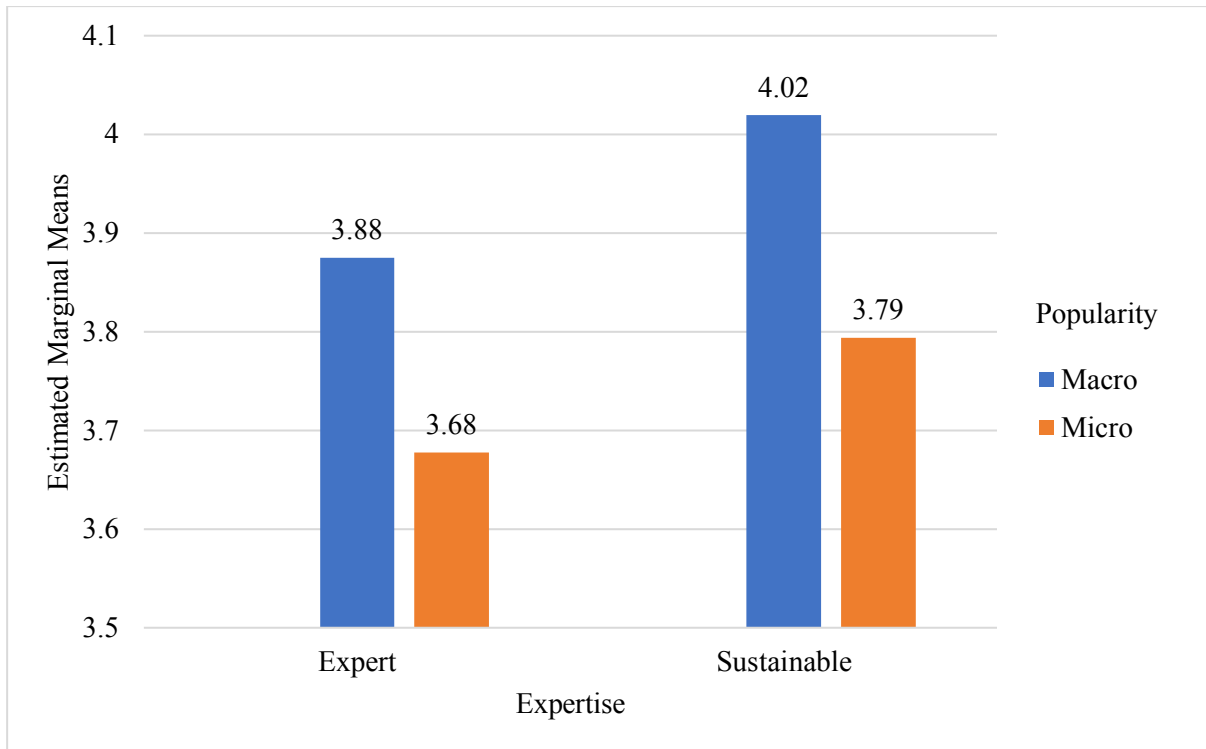
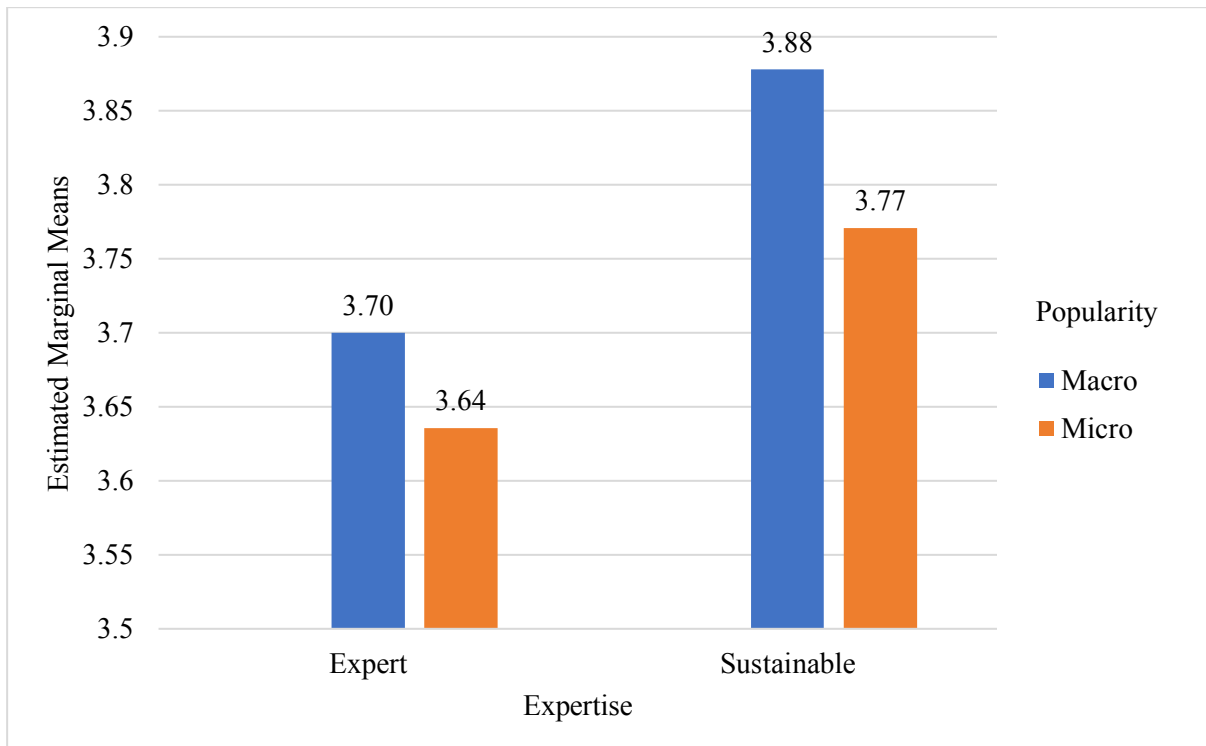


Figure 6 – Sustainability of Influencer DIY Positioning. Source: The author



Finally, on Table 25, when wanting to assess what impacted perceived popularity of the Influencer, there is a significant interaction of the three main effects, Positioning, Expertise and Popularity, $F(3, 490) = 2.831, p = 0.38 < 0.05$. This could mean that the respondents believed that these Influencers were somehow popular in a whole regarding this study, but did not look for the specific number of followers to assess popularity.

Table 24 – ANOVA test of between-subjects of three main effects. Source: The author

Dependent Variable: Popularity of Influencer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig
Corrected Model	16,170a	15	1,078	1,252	0,229
Intercept	5433,183	1	5433,183	6308,963	0,000
Positioning	4,927	3	1,642	1,907	0,127
Popularity	0,094	1	0,094	0,109	0,742
Expertise	0,579	1	0,579	0,672	0,413
Positioning * Popularity	0,920	3	0,307	0,356	0,785
Positioning * Expertise	2,453	3	0,818	0,949	0,416
Popularity * Expertise	0,068	1	0,068	0,078	0,780
Positioning * Popularity * Expertise	7,314	3	2,438	2,831	0,038
Error	421,981	490	0,861		
Total	5884,000	506			
Corrected Total	438,150	505			

a. R Square = .037 (Adjusted R Square = .007)

From Figure 7 and 8, it is possible to what were the profiles that the respondents perceived as more popular, and the Macro profiles were not the most popular, meaning that the number of followers is not always a metric to follow, at least regarding this study.

Figure 7 – Popularity of Influencer Regular Expertise. Source: The author

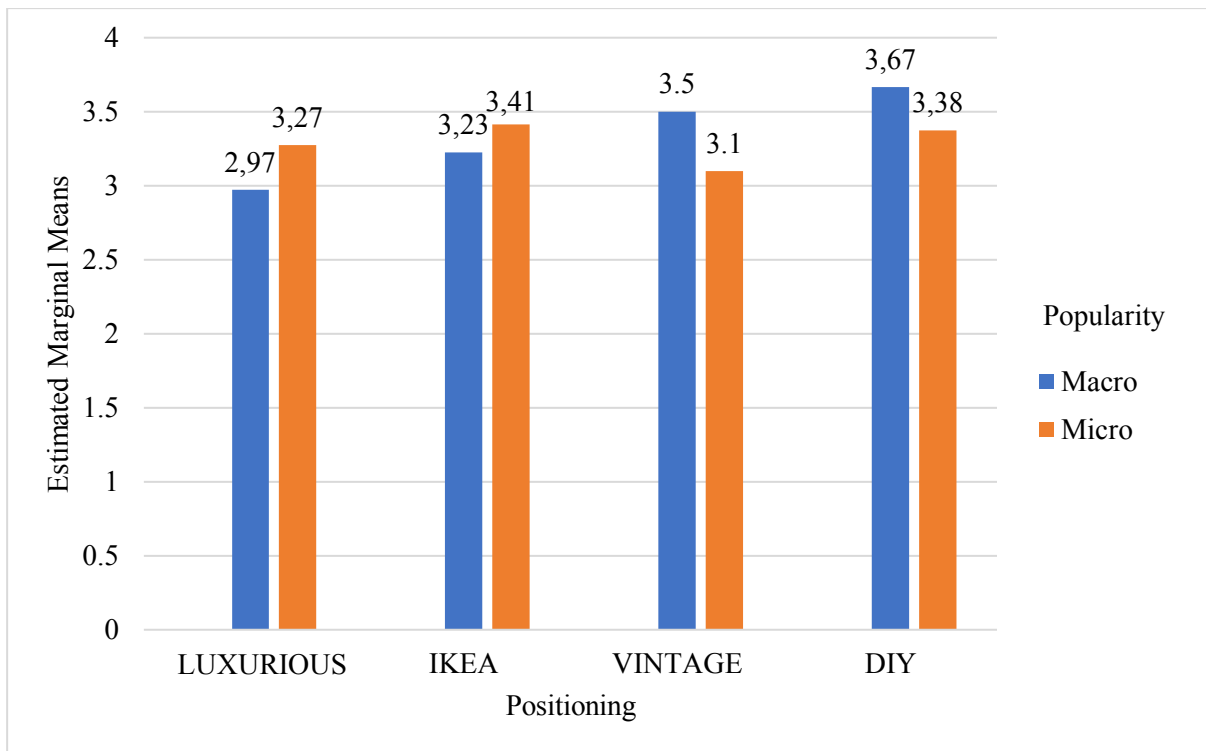
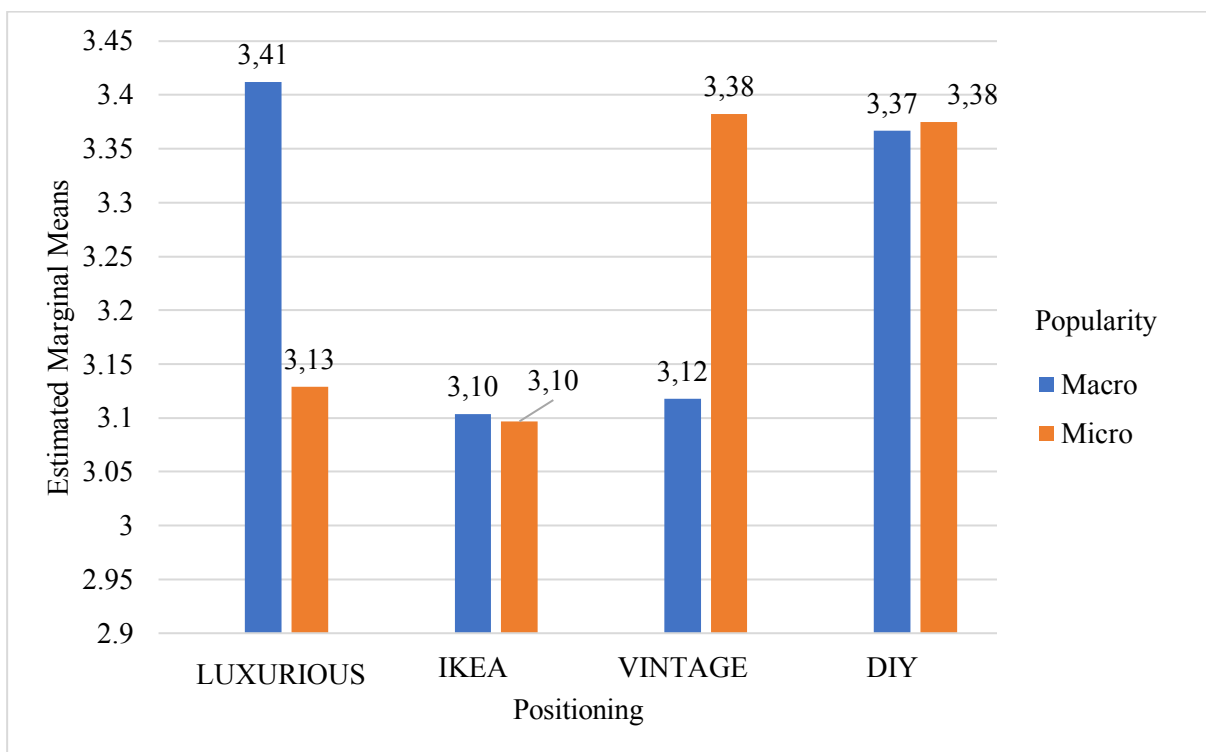


Figure 8 – Popularity of Influencer Sustainable Expertise. Source: The author



However, when adding the covariable of Instagram interactions it shows to be a better predictor of the Influencers' popularity as it has a significant impact, $F(1, 470) = 22, 378, p = 0.00 < 0.05$.

And the interaction between the three main effects does not have a significant effect. This might be explained by the fact that people who interact more with Instagram are more familiarized with it and can understand better that the term popular means the number of followers.

Table 25 – ANOVA test of between-subjects of three main effects. Source: The author

Dependent Variable: Popularity of Influencer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig
Corrected Model	34,336a	16	2,146	2,643	0,001
Intercept	5214,632	1	5214,632	6421,214	0,000
Instagram Interactions	18,173	1	18,173	22,378	0,000
Positioning	5,994	3	1,998	2,460	0,062
Popularity	0,066	1	0,066	0,081	0,776
Expertise	0,140	1	0,140	0,172	0,678
Positioning * Popularity	0,710	3	0,237	0,291	0,832
Positioning * Expertise	1,889	3	0,630	0,776	0,508
Popularity * Expertise	0,099	1	0,099	0,122	0,727
Positioning * Popularity * Expertise	4,654	3	1,551	1,910	0,127
Error	381,684	470	0,812		
Total	5653,000	487			
Corrected Total	416,021	486			

a. R Square = .083 (Adjusted R Square = .051)

5. Conclusion

This dissertation considers Social Media Influencers as someone who is capable of influencing their audience by sharing creative content about products and services used in their daily lives, giving advices and tips about them (Audrezet et al., 2020). Marketers and brands are increasingly choosing to advertise via Influencers (Freberg et al., 2011) as consumers tend to be more interested if they see the products being used by other fellow consumers (Audrezet et al., 2020; De Veirman et al., 2017; Schindler, 2001) and not traditional marketing propaganda.

Influencers can choose to not specify their content, being regular influencers focusing on their daily activities, or they can choose to approach a specific topic (De Veirman et al., 2017), such as environmental sustainability, being called greenfluencers (Pittman & Abell, 2021). These greenfluencers can use their power to advocate and persuade people to engage in more environmental friendly behaviors and help address the Sustainable Consumption Gap (White et al., 2019).

This dissertation regards Influencers in the field of Home Décor, which is a concept that saw great growth, especially on Social Media, during the pandemic (Koo & Youn, 2021). Therefore, an Influencer that advocates for sustainability and focuses on Home Décor shows possible ways to upcycle decoration pieces, recycle and rebuild, without engaging in consumerism habits (Csikszentmihalyi, 2000; Durrani, 2022; Stern, 2000; Teli et al., 2014).

There are factors that can make Influencers be more persuasive, and for this study three were chosen. The first was Positioning which regards the type of content that is shared, (Pittman & Abell, 2021), considering four different types of Influencers, two sustainable (DIY and Vintage) and the other two regular (Ikea and Luxurious). Then there was Expertise (Ki & Kim, 2019), with sustainable expertise or regular. And finally, Popularity, which was measured in number of followers (De Veirman et al., 2017), with macro and micro Influencers (Pittman & Abell, 2021).

An online survey was conducted in which the participants were randomly assign to a 4X2X2 between-subjects design with Influencers created specifically for this study. From this surveys' sample it possible to see that woman and younger respondents have a bigger tendency to access Instagram and interact more with the Influencers' content and getting more inspired by them.

Also, the respondents who access more Instagram interact better with Influencers, and find the ones of this study to be popular. The ones who reuse Home Décor are more inspired by Influencers and they also shop more consciously.

As stated before all of the Hypothesis were refuted, this might have happened because it was an hypothetical experiment that did not present strong enough stimuli for respondents to feel persuaded to buy or show interest in the products presented. Also the respondents did not know these influencers, and did not get accustomed. Another factor that can explain the fact that the Hypothesis were refuted is that Influencers are able to inspire consumers, but that does not mean that the products they advertise will be purchased.

To combat this issues, this dissertation suggests three improvements points to consider in future research. The first one is to bring real Influencers to the study, instead of creating ones that are inspired on real life Influencers. That would generate another excluding criteria of the survey being the acquittance of the respondent regarding that Influencer and their work. Another important improvement would be to bring trendy products or DIY's, instead of imaginary and random ones even though they were inspired in real life products. Since Home Décor is a trendy topic, naturally there are lots of trendy creations and purchases, sustainable and not sustainable, that could fit future research to generate more accurate results. And finally, instead of measuring popularity of the influencer with the number of followers, it would be interesting to measure popularity with the blue mark that famous people (influencers or not) get on their bio, even though nowadays it can be bought, it attracts more attention and it still validates the ones who chose to purchase it.

Concluding, this Dissertation also contributes to the field of Marketing and Publicity by acknowledging the audience's characteristics, behaviors and engagement with Influencer's content, to capture the followers who are more acquainted with them. And be aware of trends, evaluating if it is important to participate adding a special mark.

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Appendices - Survey Flow

1 – Introduction and Consent

2 – Minimum Age to participate

If “É ou já foi utilizador da rede social Instagram?”

Sim – Continue

No – Endo of Survey

3 – Having Instagram

If “Tem mais de 18 anos?”

Sim – Continue

No – Endo of Survey

4 – Introduction for Experiment

5 – Position

Randomized order and evenly presented elements

DIY Macro Expert

DIY Macro Sustainable

DIY Micro Expert

DIY Micro Sustainable

Ikea Macro Expert

Ikea Macro Sustainable

Ikea Micro Expert

Ikea Micro Sustainable

Luxo Macro Expert

Luxo Macro Sustainable

Luxo Micro Expert

Luxo Micro Sustainable

Vintage Micro Expert

Vintage Micro Sustainable

Vintage Macro Expert

Vintage Macro Sustainable

6 – Expertise

7 – Level of Agreement

8 – Respondents’ Behaviors

9 – Demographics

Endo f Survey

1 – Introduction and Consent

Propósito

O meu nome é Catarina Rodrigues, e este questionário foi elaborado no âmbito da minha tese de Mestrado em Business, pela Católica Lisbon School of Business and Economics, sobre o tema “Como comunicar sobre sustentabilidade aos consumidores: desafios e oportunidades”, com enfoque no mercado de decoração de interiores.

Duração

Este Questionário deverá demorar, em média, 12 minutos para completar. Agradeço, desde já, a sua colaboração e peço-lhe que responda honesta e atentamente a todas as suas questões.

Anonimato e Confidencialidade

Todas as respostas fornecidas serão anónimas. Isto significa que não será possível identificar a pessoa que respondeu ao questionário. Os dados serão ainda mantidos em confidencialidade, sendo partilhados apenas entre mim e a minha orientadora de tese, a profa. Ana Isabel Costa, da CATÓLICA-LISBON.

Tratamento e Uso dos Resultados

As respostas a este questionário serão agregadas e estatisticamente analisadas, e os resultados reportados na minha dissertação, sendo ainda apresentados a uma mesa de júri que avaliará o trabalho desenvolvido. As respostas e identidades individuais dos inquiridos não serão legíveis através da construção da tese ou do reporte dos seus resultados.

O meu Contacto

Poderá enviar qualquer questão que tenha sobre este estudo ou acerca da sua participação através do email s-cmmscrodrigues@ucp.pt.

Consentimento e Participação

Poderá iniciar a sua participação ao clicar em baixo onde pode ver uma seta azul "->" para aceder ao estudo. *Ao fazê-lo, está a consentir que foi informado* acerca deste estudo e no que representa a sua participação, e providenciará consentimento informado para participar.

2 – Minimum Age to participate

Tem mais de 18 anos?

Sim (1)

Não (2)

3 – Having Instagram

É, ou já foi utilizador da rede social Instagram?

Sim (1)

Não (2)

4 – Introduction for Experiment

Verá em seguida imagens do perfil de uma decoradora de interiores no Instagram.
Por favor, esteja atento a estas imagens e responda às questões que lhe são colocadas.

5 – Position

Na sua opinião, em que tipo de decoração de Interiores se especializa este perfil? (pode indicar mais do que uma opção):

- Luxo (1)
- Acessível (2)
- Faça você mesmo (DIY) (3)
- Vintage (4)
- Industrial (5)
- Tropical (6)
- Funcional (7)
- Clássico (8)
- Escandinavo (9)
- Contemporâneo (10)
- Minimalista (11)
- Zen (12)

6 – Expertise

Na sua opinião, que tipo de objetos e produtos recomenda esta decoradora, na sua publicação (pode indicar mais do que uma opção):

- Eletrodomésticos (1)
- Tintas (2)
- Produtos de limpeza (3)
- Roupa de cama (4)
- Móveis de cozinha (5)
- Fertilizante para plantas (6)
- Ração para animais (7)
- Produtos de higiene (8)
- Tapeçaria (9)
- Livros (10)
- Música (11)
- Acessórios (12)

7 – Level of Agreement

Por favor indique em que medida concorda com as seguintes afirmações relativamente ao perfil desta decoradora:

	Discordo Totalmente (1)	Discordo (2)	Não Concordo nem Discordo (3)	Concordo (4)	Concordo Totalmente (5)
Identifico-me com o perfil desta decoradora de Interiores. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Através do perfil é claro que esta decoradora de interiores se preocupa com o meio ambiente e o consumo sustentável no âmbito da sua profissão. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É claro através deste perfil que esta Decoradora de Interiores é popular. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Após ver esta publicação, concluo que esta decoradora de Interiores tem bastante conhecimento e experiência acerca de decoração de interiores. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ao ver esta publicação, concluo que esta decoradora de Interiores se preocupa com o meio ambiente e o consumo sustentável. (5)

No caso de precisar de opiniões, conselhos ou inspirações acerca de Decoração de Interiores recorreria a este perfil. (6)

No caso de precisar de opiniões, conselhos ou inspirações acerca de consumo sustentável, no âmbito da sua profissão, recorreria a este perfil. (7)

Após me deparar com esta publicação, fiquei interessada/o na sugestão de produto feita por esta decoradora. (8)









Após me deparar com esta publicação, tenciono procurar mais informações sobre o produto sugerido. (9)

Após me deparar com esta publicação, tenciono adquirir o produto sugerido. (10)

Acredito que a sugestão de produto oferecida por esta decoradora de interiores promove um consumo mais sustentável. (11)

7 – Personality of Influencers

Personalidade Por favor avalie esta Decoradora de Interiores com uma nota entre 1 e 5, nas seguintes características:

	1	2	3	4	5
Credibilidade					
Confiança Transmitida					
Autenticidade					
Honestidade					
Competência					
Integridade					
Sustentabilidade					
Coerência					

8 – Respondents' Behaviors

	Nunca (1)	Raramente (2)	Ocasionalmente (3)	Frequentemente (4)	Sempre (5)
Acede ao Instagram? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visualiza conteúdos de Influencers no instagram? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visualiza conteúdos sobre decoração de Interiores no Instagram? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se inspira em conteúdos de Influencers no Instagram para decorar os seus espaços? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compra objetos para decorar os seus espaços? (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reutiliza objetos para decorar os seus espaços? (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recicla o seu lixo doméstico? (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Prolonga a vida dos seus bens de consumo através de reparação e/ou reutilização? (8)

Compra produtos amigos do ambiente? (9)

Desliga as luzes quando sai de uma divisão? (10)

Fecha a torneira para poupar água durante utilizações? (11)

Compra alimentos de produção biológica? (12)

Substitui a carne por outras fontes de proteína na sua alimentação diária? (13)

Compra produtos sem embalagem, ou com escassa embalagem? (14)

Utiliza transportes coletivos ou partilhados nas suas deslocações diárias? (15)

9 – Demographics

Sexo Por favor indique o seu sexo:

▼ Mulher (1) Homem (2) Prefiro não responder (3)

Idade Por favor indique quantos anos tem:

▼ 18 (1) ... 75 (58)

Escolaridade Por favor indique o nível máximo de escolaridade que concluiu:

▼ Básico (1) Secundário (2) Licenciatura (3) Mestrado (4) Doutoramento (5)

Ocupação Por favor indique a sua principal atividade:

▼ Empregado por conta de outrem (1) Empregado por conta própria (2) Desempregado/ Sem emprego (3) Estudante (4) Reformado(a)/Pensionista (5)

Nacionalidade Por favor indique a sua nacionalidade:

Portuguesa (1)

Outra. Por favor indique qual: (2)