What Characterizes an Influential Instagram Fashion Influencer?

A Descriptive Research
Abstract

Influencer marketing has become a central aspect within brand’s marketing activities (Kapitan & Silvera, 2016). The former marketing way of including celebrities within marketing purposes (Pringle & Binet, 2005) has in recent years been discussed as digital media influencers (Kapitan & Silvera, 2016). Digital media influencers resulted in social media influencers, where Instagram is one out of the social media which is worldwide used (Influencer Marketing Hub, 2018). Social media influencers are shown to have a significant role for brands in the process of reaching out to consumers (Lin, Bruning & Swarna, 2018) and within the fashion industry, the opinions of fashion influencers tend to weigh heavy within consumers decision making (Loureiro, Costa & Panchapakesan, 2017). However, besides the known influential characteristics of celebrity endorsement (Page Winterich, Gangwar & Grewal, 2018; Tzoumaka, Tsiotsou & Siomkos, 2014), the level of influence of Instagram influencers has mainly been discussed in terms of number of followers (De Veirman, Cauberghe & Hudders, 2017). The purpose of this study is to describe the influential characteristics of an Instagram fashion influencer and its influence on consumers purchase intention for fashion in Sweden. The research method applied for this research was primary data in the form of a survey research and was chosen as it allows to generate data which makes it possible to define correlations between the variables (Bryman & Bell, 2015). The study is based on the theory of consumer purchase intention, celebrity endorsement as well as influencer marketing, and through that, three hypotheses were created: 1) the trustworthiness of an Instagram fashion influencer has positive impact on consumers purchase intention, 2) the expertise of an Instagram fashion influencer has positive impact on consumers purchase intention, 3) the physical attraction of an Instagram fashion influencer has positive impact on consumers purchase intention. The conclusion drawn indicates that the trustworthiness of an Instagram fashion influencer is the only influential characteristic amongst the identified characteristics in this research which impacts consumer purchase intention for fashion in Sweden.
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# Table of Content

1 Introduction .......................................................... 6  
  1.1 Background .................................................................. 6  
  1.2 Problem Discussion .................................................. 7  
  1.3 Purpose ....................................................................... 8  

2 Literature Review ......................................................... 9  
  2.1 Consumer Purchase Intention ...................................... 9  
  2.2 Celebrity Endorsement ............................................... 9  
  2.3 Influencer Marketing .................................................. 11  

3 Conceptual Framework .................................................. 13  
  3.1 Dependent Variable ................................................... 13  
  3.2 Independent Variables ............................................... 14  
    3.2.1 Trustworthiness .................................................... 15  
    3.2.2 Expertise ............................................................ 16  
    3.2.3 Physical Attraction ................................................. 16  
  3.3 Research Model ........................................................ 17  

4 Methodology .................................................................... 18  
  4.1 Research Approach ................................................... 18  
  4.2 Research Design ......................................................... 19  
  4.3 Data Source ................................................................ 20  
  4.4 Data Collecting Method ............................................... 21  
  4.5 Sampling ..................................................................... 22  
  4.6 Operationalization ........................................................ 24  
  4.7 Pre-Test ..................................................................... 26  
  4.8 Data Analysis Method ................................................. 27  
    4.8.1 Data Coding .......................................................... 27  
    4.8.2 Descriptive Statistics .............................................. 28  
    4.8.3 Multiple Linear Regression Analysis ....................... 28  
  4.9 Quality Criteria .......................................................... 30  
    4.9.1 Validity ................................................................. 30
4.9.2 Reliability .................................................................................................................. 32
4.9.3 Replication .................................................................................................................. 33
4.10 Ethical Issues .................................................................................................................. 33

5 Results ............................................................................................................................... 35
  5.1 Descriptive Statistics ...................................................................................................... 35
  5.2 Reliability and Validity .................................................................................................. 36
  5.3 Hypotheses Testing ....................................................................................................... 37
  5.4 Hypotheses Result ........................................................................................................ 39
  5.5 Additional Findings ...................................................................................................... 40

6 Discussion .......................................................................................................................... 41
  6.1 Hypothesis 1: Trustworthiness ..................................................................................... 41
  6.2 Hypothesis 2: Expertise .............................................................................................. 41
  6.3 Hypothesis 3: Physical Attraction .............................................................................. 42

7 Conclusion ........................................................................................................................ 43

8 Research Implications ....................................................................................................... 44
  8.1 Managerial Implications ............................................................................................. 44
  8.2 Suggestions for further Research .............................................................................. 44
  8.3 Limitations .................................................................................................................. 45

References .......................................................................................................................... 46

Appendices ........................................................................................................................... 51
  Appendix A: Pre-Test ........................................................................................................ 51
  Appendix B: Questionnaire Design .................................................................................. 53
1 Introduction

This chapter will provide background information about the market developments resulting in social media influencers. This will further lead to a problematization of the influencers and their effect on consumer purchase intention, resulting in the purpose of this study.

1.1 Background

Due to the increasing marketing exposure by brands, Angela (2008) claimed that it has become harder for brands to succeed with their marketing advertisements. This as consumers have learnt how to filtrate marketing messages (Angela, 2008). In addition, Kearney (2013) claimed that the opinions of friends and others tend to influence the customers purchase decisions, which has made customers picky. In combination with the society’s interest in famous people, brand’s inclusion of celebrities in advertisements has been commonly used (Pringle & Binet, 2005). This phenomenon was discussed by Pringle and Binet (2005) as celebrity endorsement which refers to using a known profile who can endorse marketing messages. They further argued that celebrity endorsement helps to increase both brand’s return on investment as well as adding beneficial intangible assets.

Through time, information has become easily accessed by consumers due to the opportunities of the Internet which has resulted in abilities for consumers to easily compare goods and services (Kearney, 2013). Due to this, the known celebrity endorsers reformed into digital media influencers (Kapitan & Silvera, 2016). The phenomena of influencers is known as someone who has the ability and power to affect others and to create new actions and thinking patterns (Lin et al., 2018). One sector which has been highly influenced by such marketing strategies is the fashion industry (Escobar-Rodriguez & Bonsón-Fernández, 2017). Within the fashion industry, the consumers opinion seeking is high and thoughts of how to be perceived in combination with thoughts of others weigh heavy within the customers purchase decisions (Goldsmith & Clark, 2008). It was claimed by Loureiro et al. (2017) that social influence is the foremost important factor enhancing consumers desire to consume fashion and has a valuable effect on what individuals perceive as fashionable.

In order to enhance the assurance of reaching out with marketing messages, Angela (2008) argued for using visual images. Visual images are beneficial for advertisements due to the requirements of participation and interpretation by the consumers (Angela, 2008). In terms of
reaching out with brand messages through visual images, Instagram is stated to have the largest possibilities for such purposes (Influencer Marketing Hub, 2018). Instagram is, with its over 800 million users, one of the biggest social media networks in the world (Influencer Marketing Hub, 2018). It is a community of visual storytelling by the posting of pictures and videos for everyone from celebrities, newsrooms and brands to anyone who has a creative passion (Instagram, 2018). Within social media, influencers have come to play the intermediaries and the link between brands and consumers (Lin et al., 2018). Influencers are used by brands to advertise a good or a service in attempt to reach and influence a specific group of consumers available on an influencers social media (Forbes, 2018).

Out of the many countries where brands are using social media influencers for marketing purposes, the usage in Sweden has increased by 40 per cent between the years of 2015 to 2016 (Salo, 2018). It was further stated by Salo (2018) that half a billion SEK was spent on social media influencers during the year of 2016. According to Ocast (2018), there are 22 different categories that influencers could act within and out of the top ten influencers in Sweden, four out of these are active as social media fashion influencers (Statista, 2018). The reason for using influencer marketing is due to its positive impact on brands including sales and consumers’ interest (Petrescu, O’leary, Goldring & Ben Mrad, 2017), and therefore, fashion brands are more or less forced to consider a social media marketing strategy (Lin et al., 2018).

1.2 Problem Discussion
The usage of an Instagram influencer to promote the goods and services of a brand has in recent years increased (Salo, 2018). However, despite the known benefits with influencer marketing per say, identifying the right influencer has become a challenge (De Veirman et al., 2017). It has been made known that marketers have used celebrities to market services and goods by using the concept of celebrity endorsement (Angela, 2008). Parallels between celebrity endorsement and social media influencer marketing can be drawn, hence influencers are viewed as the twenty first century’s endorsers (Kaptain & Silvera, 2016). Although the role of Instagram influencers has been studied before, the level of influence of an Instagram influencer has only been discussed in terms of number of followers (De Veirman et al., 2017). This however was shown by De Veirman et al. (2017) to both positively and negatively affect the perception of an Instagram influencer. They claimed that a social media influencer is
known as a ‘content creator’ who shares opinions and personal information, however, in such case all users of Instagram are influencers. This as all users of Instagram create their own personal feed (Instagram, 2018). However, besides being content creators, influencers possess the ability of influencing others thinking patterns and actions (Lin et al., 2018). This therefore highlights the need for investigating what personal characteristics an influential Instagram fashion influencer possesses.

As social influence tends to have valuable effect on customers purchase decisions (Goldsmith & Clark, 2008), it is essential for fashion brands to communicate the right information to the right consumers. According to Loureiro et al. (2017), consumers that have an interest in fashion are shown to use clothing as a tool for self-expression which helps them gain self-esteem. Therefore, these consumers search for fashion influencers to decide where to purchase the up to date fashion (Loureiro et al., 2017). However, little information exists concerning what and how social media impacts consumers’ purchase intention, instead there is a greater focus on the impact of attributes on online websites (Park & Kim, 2003) and blogs (Loureiro et al., 2017). The persuasive characteristics of celebrities have been well studied (Page Winterich et al., 2018; Tzoumaka et al., 2014), however, there is a lack of research on influential characteristics of social media fashion influencers (Loureiro et al., 2017). As it has been known by Loureiro et al. (2017) that fashion influencers influence the customers purchase decisions of fashion brands, identifying these influential characteristics is of importance. This is claimed as the characteristics of a social media influencer play an essential part in the marketing receival by consumers (Elliott & Wattanasuwan, 1998).

1.3 Purpose

The purpose of this study is to describe what characteristics of an Instagram fashion influencer that influence the consumer purchase intention within fashion in Sweden.
2 Literature Review

This chapter presents the literature review conducted for this study, containing consumer purchase intention, celebrity endorsement as well as influencer marketing.

2.1 Consumer Purchase Intention

It has been made known by Loureiro et al. (2017) that customers value their fashion purchase decisions based upon others, and especially on influencers. When breaking down customers’ purchase decisions, the concept of purchase intention appears (Spears & Singh, 2012). Purchase intention could be defined as the “conscious plan to make an effort to purchase a brand” (Spears & Singh, 2012, p. 56). Meaning, Spears and Singh (2012) claimed for the degree to which consumers are willing to implement a purchase. According to Spears and Singh (2012), purchase intention can easily be confused with attitudes, where attitudes are a summary of evaluations and intentions. They further claimed that confusion is however legitimate hence the attitude can affect the intention. The threshold of attitudes are rather low in comparison to the threshold of influencing intention (Spears & Singh, 2012). Factors which are apprehended to influence consumers purchase intention are claimed to be social influence (Loureiro et al., 2017) as well as social identity (Valaei & Nikhashemi, 2017). Social influence was referred to as the impact of fashion influencers (Loureiro et al., 2017) whilst Valaei and Nikhashemi (2017) presented social identity as the impact of peers and close friends and its effect on the mood and purchase intention of a certain good. In addition, peer-pressure in terms of wanting to be accepted by others lies hand in hand with self-expression and self-presentation, which describes the individual care of reflecting central values and beliefs (Bian & Forsythe, 2012). In order for brands to have the best possibility of satisfying the factor of social identity which influences consumers purchase intention, Jalilvand and Samiei (2012) argued that communication is suggested. The brand’s main focus should be to communicate with customers about their attitudes towards the brand and offered goods, in order to be able to map the consumers purchase intention (Jalilvand & Samiei, 2012).

2.2 Celebrity Endorsement

Celebrity endorsement is a concept that is claimed to have positive effect on consumers purchase intention (Raluka, 2013). Celebrity endorsement offers a different approach of how to reach consumers with advertisements, namely through visual images (Angela, 2008). The inclusion of celebrities in advertisements is stated by Pringle and Binet (2005) to generate
greater publicity as well as improving sales for brands. When comparing brands using celebrities with brands that are not using celebrities, the purchase intention is stated to be positively affected to a greater extent by brands that use celebrities (Raluca, 2013). Therefore, Raluca (2013) claimed that brands that attempt to increase sales are suggested to consider using celebrity endorsement for marketing activities.

Celebrity endorsement and its inclusion in visual images was claimed by Angela (2008) to enable consumers to directly interpret the marketing messages. However, Angela (2008) argued for the importance of the celebrity and the brand being a good match. This was explained as the consumers interpretation of the advertisement is made right away, it becomes a challenge for the brand to assure that the consumer associates the celebrity with the brand (Angela, 2008). Celebrity endorsement and its effectiveness can be described in terms of credibility, more precisely expertise and trustworthiness (Page Winterich et al., 2018; Tzoumaka et al., 2014). Tzoumaka et al. (2014) explained trustworthiness as individuals ability of trusting the arguments of the sender and interpret these as valid. Trustworthiness is as well argued by Page Winterich et al. (2018) to include the aspects of honesty and believable which in turn make consumers approve influence of such information. Quite similar to trustworthiness, expertise refers to the extent to which the sender’s information can be viewed as a valid and reliable source of information (McCracken, 1989). Celebrities’ expertise is viewed essential by Zhao, Liu, He, Lin and Wen (2016) within categories that are both apprehended as expert categories as well as non-expert categories. Expertise is apprehended by Page Winterich et al. (2018) to be affected by the interpreted celebrity’s knowledge which is therefore needed to be considered when constructing the marketing activity. Additionally, defining a celebrity’s expertise is as well affected by relevance and reputation (Zhao et al., 2016). According to Zhao et al., (2016), the social status of the influencer seems to weigh heavier than relevance and participation. Page Winterich et al. (2018) further claimed that the celebrities’ trustworthiness and expertise are only relevant in terms of the perception of the consumers. In addition, they presented a further concept included in celebrity endorsement called physical attraction. Physical attraction refers to the level to which the consumers perceive the celebrity as attractive (Page Winterich et al., 2018). According to Reingen and Kernan (1993), beauty is viewed as an essential characteristic for the celebrity endorsement to be effective. They further claimed that for individuals to decide celebrities’ physical attraction, their faces, bodies, deportment, grooming and clothing are
considered. This was as well supported by McCracken (1989) who claimed that attractiveness and credibility are aspects deciding the effectiveness of celebrity endorsement.

2.3 Influencer Marketing

Through time, digital media influencers have been viewed as the twenty first century celebrity endorsers (Kapitan & Silvera, 2016). Influencer marketing has become essential within brands marketing strategies due to the fact that customers are relying on the opinions of others when conducting purchases (De Veirman et al., 2017; Kapitan & Silvera, 2016). Additionally, influencer advertising enables brands to reach the target audience in a faster and less expensive way compared to forms of advertising that do not include an influencer (Evans, Phua, Lim & Jun, 2017). According to De Veirman et al. (2017), influencer marketing refers to when a brand uses an influencer to market the brand rather than trying to reach customers through ads delivered by the brand itself.

In combination with the increasing usage of social media, social media influencers appeared (Freberg, Graham, Mcgaughey & Freberg, 2011). Social media influencers are known as ‘content creators’, which involves them sharing personal information, opinions, experiences and inviting others into their everyday life through online communities (De Veirman et al., 2017). Social media influencers are active within independent online platforms that have an impact on consumers opinions and purchase decisions (Freberg et al., 2011). This as the social media influencers are known as individuals that others view as valid sources to what to purchase (Tuten & Solomon, 2015). The Instagram influencers accounts have commonly a large number of followers (De Veirman et al., 2017), and this combination tends to make the opinions of the influencers highly valued by consumers. It was claimed by De Veirman et al. (2017) that the number of followers is connected to popularity, and with more followers, the higher popularity level. As well, having more followers is stated to positively affect the consumers likeability of the influencer (De Veirman et al., 2017). However, it was claimed by De Veirman et al. (2017) that the Instagram influencers’ popularity tends to decrease if the influencer does not follow a lot of other influencers, even if the influencer does have many followers. This as they argued that it could be apprehended as a false account that is only being active for marketing activities on command by the brand itself.
Brands use influencers in attempt to positively affect consumers’ interest as well as sales (Petrescu et al., 2017). According to Lin et al. (2018), including an influencer within a brand’s social media marketing could contribute in benefits of spread and strengthening the brand. Therefore, brands are suggested to include influencers within their social media marketing and work closely with the influencers to make sure that the published content reflects the internal values of the brand (Lin et al., 2018). Instagram has become a useful tool for social media influencers to spread commercial messages through personalized content (Ahmadinejad & Asli, 2017). Abidin (2016) claimed that the popularity of Instagram is suggested to be a result of its easy usage of taking ‘selfies’ (a photographic self-portrait) and the influencers’ selfies are viewed as financially, valuable assets. Taking good selfies enables influencers to create beauty illusions that increase the commercial appeals for promoted goods (Abidin, 2016). As the consumers are welcomed into the world of the influencers, Abidin (2015) claimed that the influencers are perceived to possess persuasive power.
3 Conceptual Framework

In this chapter the formulated hypotheses will be stated as well as presenting the research model conducted for this study. The hypotheses will be tested on the dependent variable of consumer purchase intention and the independent variables of the characteristics of an Instagram fashion influencer. The dependent variable will be clarified with its items in Table 1, and the independent variables with their measurable items will be clarified in Table 2. The horizontal axis presents the dependent variable (Table 1) and the independent variables (Table 2). The vertical axis presents the different authors and the tables show the author’s description of each variable presented in form of items.

3.1 Dependent Variable

The dependent variable consumer purchase intention is summarized in Table 1, presenting the measurable items received from the literature review.

*Table 1. Presentation of the dependent variable along with its identified items.*

<table>
<thead>
<tr>
<th></th>
<th>Consumer Purchase Intention</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spears and Singh (2012)</strong></td>
<td>Willingness</td>
</tr>
<tr>
<td><strong>Valaei and Nikashemi (2017)</strong></td>
<td>Impact</td>
</tr>
<tr>
<td><strong>Loureiro et al. (2017)</strong></td>
<td>Impact</td>
</tr>
<tr>
<td><strong>Bian and Forsythe (2012)</strong></td>
<td>Self-expression, Self-presentation</td>
</tr>
</tbody>
</table>

Spears and Singh (2012) argued that consumer purchase intention reflects to what extent consumers are willing to implement a purchase. Therefore, the *willingness* will be used as a measurement item for consumer purchase intention. In addition, as social influence (Loureiro et al., 2017) and peers and friends were stated to have an impact on consumers purchase intention (Valaei & Nikhashemi, 2017), *impact* will be used as an additional measurable item for consumer purchase intention. Lastly, Bian and Forsythe (2012) stated that social identity in forms of *self-expression* and *self-presentation* influences consumers purchase intention. Therefore, these will be used as measurable items for the dependent variable of consumer purchase intention.
3.2 Independent Variables

In order to describe what characteristics of an Instagram fashion influencer that influence consumers purchase intention within fashion, the hypotheses will be based on the literature review conducted. McCracken (1989), Page Winterich et al. (2018) and Tzoumaka et al. (2014) did all agree upon the criteria of credibility as being essential to decide the effectiveness of celebrity endorsement. Within credibility, trustworthiness was mentioned as a subconcept for celebrity endorsement (Page Winterich et al., 2018; Tzoumaka et al., 2014) which as well can be applied for Instagram influencers as the number of followers has significant impact on the popularity level of the influencer (De Veirman et al., 2017). This can be apprehended similar to trustworthiness due to the fact that consumers might apprehend the Instagram influencer account as a false account if the Instagram influencer does not follow others (De Veirman et al., 2017). Therefore, trustworthiness is viewed as a characteristic of an Instagram fashion influencer in this research and will be used as an independent variable.

In addition, Page Winterich et al. (2018) and Tzoumaka et al. (2014) presented another subconcept to credibility and celebrity endorsement named expertise. Furthermore, social media influencers were stated to have an impact on consumers opinions and purchase decisions (Freberg et al., 2011). As expertise was referred to by McCracken (1989) as the degree to which the information sent out can be viewed as valid, this can be applied to the theory presented by Tuten and Solomon (2015) which claimed that social media influencers are viewed as valid sources of information. Therefore, expertise is viewed as a characteristic of an Instagram fashion influencer in this research and will be used as an independent variable.

Physical attraction was as well supported by McCracken (1989) to impact on the effectiveness of celebrity endorsement. Similarly, Abidin (2016) discussed the Instagram influencers ability of creating beauty illusions to increase the appeals for ads. As attraction as well was claimed important by Page Winterich et al. (2018) and Reingen and Kernan (1993), physical attraction is found essential and is therefore viewed as a characteristic of an Instagram fashion influencer in this research and will be used as an independent variable.

In all, the independent variables in form of characteristics that will be used in this research are trustworthiness, expertise and physical attraction.
Table 2. Presentation of the independent variables along with its identified items.

<table>
<thead>
<tr>
<th></th>
<th>Trustworthiness</th>
<th>Expertise</th>
<th>Physical Attraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Winterich et al. (2018)</td>
<td>Honesty</td>
<td>Knowledge</td>
<td>Attractive</td>
</tr>
<tr>
<td></td>
<td>Believable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tzoumaka et al. (2014)</td>
<td>Trust</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>McCracken (1989)</td>
<td>-</td>
<td>Validity</td>
<td>Attractive</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reliability</td>
<td></td>
</tr>
<tr>
<td>Zhao et al. (2016)</td>
<td>-</td>
<td>Relevance</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reputation</td>
<td></td>
</tr>
<tr>
<td>Reingen and Kernan (1993)</td>
<td>-</td>
<td>-</td>
<td>Beauty</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Appearance</td>
</tr>
<tr>
<td>De Veirman et al. (2017)</td>
<td>Likeability</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Abidin (2016)</td>
<td>Authenticity</td>
<td>-</td>
<td>Beauty</td>
</tr>
</tbody>
</table>

What follows is an analysis of each variable showing how the items were categorized as well as which of the items that will be the ones measuring the independent variable.

3.2.1 Trustworthiness

The items sorted for trustworthiness are all applicable to the description of the variable; individuals ability of trusting the arguments of the sender and interpret these as valid (Tzoumaka et al., 2014). Therefore, arguing for the item trust and its measurement on trustworthiness. In addition, Page Winterich et al. (2018) claimed that a trustworthy influencer appears honest and believable. However, only honesty will be used as a measurement item for trustworthiness due to the similarity between the characteristics of believable and trust. Furthermore, De Veirman et al. (2017) argued that a large number of followers makes the Instagram influencers’ opinions highly valued and therefore likable by individuals. The high valuation by individuals is apprehended to reflect the ability of trusting arguments of the sender and therefore, the item likeability will be used as an item to measure trustworthiness. Going further, as the messages of a trustworthy influencer is interpreted as valid, the authenticity of influencers commercial selfies are apprehended in a similar way. Therefore,
authenticity will be used as an item to measure trustworthiness. The created hypothesis for trustworthiness follows:

**Hypothesis 1**: the trustworthiness of an Instagram fashion influencer has positive impact on consumers purchase intention for fashion.

3.2.2 Expertise
The items sorted for expertise are all applicable to the description of the variable; the extent to which the sender’s information can be viewed as a valid and reliable source of information (McCracken, 1989). Therefore, arguing for sorting validity and reliability as items for expertise. However, validity and reliability are not viewed as useful measurement items for characteristics of an influencer, instead, viewed as influencer criterions. Therefore, validity and reliability will not be used as measurement items in this study. Instead, *knowledge* will be used as a measurement item since Page Winterich et al. (2018) claimed that the interpreted celebrities’ knowledge decides to what extent the celebrities are viewed as experts. In addition, Zhao et al. (2016) defined celebrity expertise in terms of relevance and reputation. Therefore, *relevance* and *reputation* will be used as measurable items for expertise in order to find out to what extent the influencers information can be interpreted as reliable and valid sources by consumers. The created hypothesis for expertise follows:

**Hypothesis 2**: the expertise of an Instagram fashion influencer has positive impact on consumers purchase intention for fashion.

3.2.3 Physical Attraction
The items sorted for physical attraction are all applicable to the description of the variable; the level to which the consumers apprehend the celebrity as attractive (Page Winterich et al., 2018). Therefore, arguing for *attractive* as a measurable item for physical attraction as it was claimed by both Page Winterich et al. (2018) and McCracken (1989) to affect the effectiveness of celebrity endorsement. In addition, beauty was sorted as an item for physical attraction due to effectiveness of individuals interpreting the celebrity as beautiful (Reingen & Kernan, 1993) and the selfie-taking by Instagram influencers (Abidin, 2016). Therefore, *beauty* will be used as a measurement item for physical attraction. In addition, Reingen and Kernan (1993) claimed that celebrities’ physical attraction is decided by the interpreted level
of attractiveness towards their faces, bodies, deportment, grooming and clothing. Therefore, the item appearance will be used as a measurement item for physical attraction. The created hypothesis for physical attraction follows:

**Hypothesis 3:** the physical attraction of an Instagram fashion influencer has positive impact on consumers purchase intention for fashion.

### 3.3 Research Model

The research model presents the different independent variables in forms of the characteristics of an Instagram fashion influencer and how the created hypotheses will be tested on the dependent variable of consumer purchase intention.
4 Methodology

When conducting a research, Calder (1998) claimed that stating the purpose is the prior step. The overall idea with the purpose is to set the directives of the research and state what the research aims to achieve (Calder, 1998). Once deciding on the purpose, the methodology structure can be set (Bryman & Bell, 2015). This methodology chapter describes the data gathering process and what main factors that have been considered. The chapter includes a description of the research approach, research design, data source and data collecting method. Continuously, the chapter presents the sample choice, operationalization and the data analyzing tools. In addition, the quality criteria and ethical issues of this study are brought up and discussed.

4.1 Research Approach

A research approach refers to what kind of result the researcher aims to achieve (Bryman & Bell, 2015). Within this field, Bryman and Bell (2015) explained that it exists two different approaches, named inductive research approach and deductive research approach. What separates the approaches is stated by Bryman and Bell (2015) to be the hypotheses relevance in relation to the study’s purpose. An inductive approach can be described as the researcher aiming to reach new theories, whilst a deductive approach instead tests the validity of existing theories through hypotheses (Bryman & Bell, 2015).

In this study, a deductive research approach has been applied as this study aims to describe the influential characteristics of an Instagram fashion influencer. Meaning, this study tests the theories of consumer purchase intention, celebrity endorsement and influencer marketing apart from constructing new theories. To deeper define a deductive research approach, it can be explained as an approach used to describe the relationship between theory and research (Bryman & Bell, 2015). Therefore, this research has been conducted with references to the hypotheses and ideas that have emerged from the theories it is based on. Furthermore, Bryman and Bell (2015) claimed that a deductive approach can be viewed as rather linear since it consists of several steps that follow each other in a clear and logical sequence. They described these steps as to firstly gather theory, secondly construct hypotheses out of the theory, thirdly gather the data used to conduct the fourth step; confirm or reject the hypotheses, and lastly revise the theory based on the generated result. The overall idea with conducting this deductive approach is to “make a contribution to theory” (Bryman & Bell,
2015 p. 22), which will be possible through accepting or rejecting the constructed hypotheses in this study. Because of this, the deductive approach is typically associated to the positivist approach of epistemology, which is the study of knowledge understanding and questions what knowledge actually is and how it is acquired (Bryman & Bell, 2015).

The kind of research method which falls within a deductive research approach is claimed by Bryman and Bell (2015) to be quantitative. They argued that apart from a qualitative research method, the main focus of a quantitative research is not to describe how things are, but to explain why things are in a certain way. Since it is rather impossible to conduct a research on an entire population Bryman and Bell (2015) argued for that the findings need to be generalizable. They further claimed that the core idea with generalizability is that the sample should be as representative of the population as possible. Therefore, achieving a generalizable result when conducting this quantitative research was essential. Additionally, when conducting this quantitative research, the quantification was used as the main tool for analyzing data (Bryman & Bell, 2015). As quantitative research is part of a deductive approach which is described as the relationship between theory and research, this and other quantitative studies always start off in theory and then tests the hypotheses on a large scale (Bryman & Bell, 2015; Horsewood, 2011). Meaning, the research approach for this study needed to strive for data which could represent the total population and make the result generalizable. In other words, allow the researchers of this study to gather a large amount of data from the chosen sample. Furthermore, it is stated by Bryman and Bell (2015) that quantitative studies are needed to quantify the data collected as well as the analysis. Therefore, the quantitative data collecting method had an objective view of the social reality which means that the result is viewed as an external reality (Bryman & Bell, 2015). This view of the social reality could be described as “reality is seen as single and tangible within quantitative paradigms, with the knower and known being viewed as separate and independent” (Horsewood, 2011 p. 378). Meaning, the gathered quantitative data appears as knowledge once the variables are tested and found related (Horsewood, 2011).

4.2 Research Design

Once assuring the research approach for this paper, the research design was set. The research design for this paper acted as supporting the data gathering process through constructing a framework in order to state the prioritized data aims (Bryman & Bell, 2015). It was claimed
by Bryman and Bell (2015) that it is of great importance to address what research design that should be implemented in order to correctly gather the quantitative data. However, they highlighted the importance of not mixing up the research design and the research method, as the latter stands for the actual technique used when collecting data.

The choice of research design is essential as different designs emphasize different ways and restrictions of how to conduct research and is therefore suitable for different purposes (Bryman & Bell, 2015). As this paper emphasized a descriptive purpose, meaning that the study aimed to describe what characteristics of an Instagram fashion influencer that influence the consumer purchase intention within fashion in Sweden, the research design was needed to allow to generate such data. The cross-sectional design, which can also be referred to as a social survey, involves the collection of data on more than one case at a single point of time (Bryman & Bell, 2015) and was therefore viewed suitable for the purpose of this paper. This, as the aim with the cross-sectional design is to measure the chosen variables in order to determine correlations between these (Eggert & Helm, 2003). The cases represent the different respondents which participated in the study and the reason why several cases were studied was due to the interest in variation which can only be established when more than one case is studied (Bryman & Bell, 2015). Thus, Bryman and Bell (2015) claimed that the more cases examined, the easier will it be to find variation in all the variables and thereby achieve a generalizable result. Therefore, the cross-sectional design was used as it enabled the examination of the relationships between the variables (Eggert & Helm, 2003). This however indicated the importance of emphasizing a research design framework including control questions so that only those representatives of the sample did participate in the study. This as otherwise, the hypotheses would not be able to be accepted or rejected due to the invalid gathered data (Bryman & Bell, 2015).

4.3 Data Source
When conducting a research, Bryman and Bell (2015) claimed that the data collection could be based on either primary or secondary sources. They referred secondary data source to gathering and basing a research on second-hand sources which means that the contained information was gathered from someone else. In contrast, primary data source refers to gathering research data from first-hand original sources (Bryman & Bell, 2015). Both primary and secondary sources were used in this paper, acting for different purposes. Overall, this
research is based on primary data sources due to the aim of testing existing theory in terms of describing the influential characteristics of an Instagram fashion influencer. Therefore, to fill the identified research gap, primary data was needed due to the lack of data examining this research field. Furthermore, secondary data source was used in this research to support the gathering of primary data. For example, secondary data was used in order to gather important information concerning age restrictions for participating in this research.

4.4 Data Collecting Method

Once deciding the research design and data source, the data collecting method was chosen (Bryman & Bell, 2015). Finding a suitable data collecting method is essential in order to have the best possibilities of interpretability as well as providing the opportunity for synthesizing through meta-analysis (Plonsky & Gass, 2011). As the research design chosen for this research is cross-sectional, the research method was addressed with characteristics suitable for this design in order to be able to gather suitable data (Bryman & Bell, 2015). Therefore, a survey research was used in this research as it according to Bryman and Bell (2015) is the data collecting method which falls within the quantitative cross-sectional category.

A survey research described by Bryman and Bell (2015), gathers information in forms of questionnaires or through structured interviews on several cases. This form was therefore found suitable for this research as it enabled to receive answers from many different respondents at a single point of time in order to construct a base of quantitative data (Bryman & Bell, 2015). Through this, it was possible to define connections between the variables and to specify patterns of associations in this study. The most essential thing to remember according to Sinkowitz-Cochran (2013) when conducting a survey research, is that the result is dependent on the implementation. In other words, the work put in the survey research will later reflect on the result (Sinkowitz-Cochran, 2013).

In this research, the method of questionnaires (also called self-completion questionnaires) was used due to its benefit of time claimed by Bryman and Bell (2015), as this study was time limited. Basically, they presented that a questionnaire data collecting method acts as the respondents read and answer the questions themselves, which therefore was found suitable for this research as the study could be handed out and collect large amount of data in a short amount of time. Additionally, in the construction of this questionnaire, closed questions were
emphasized. Closed questions according to Bryman and Bell (2015) refer to giving the respondents answer options in order to make sure to measure what is intended to be measured. As well, an easy-to-follow questionnaire design was applied as it according to Bryman and Bell (2015) helps the respondents to complete the questionnaire and to minimize distractions due to confusion. Furthermore, in order to enhance the response rate, the questionnaire was addressed with an attractive layout with the questions and the answer options well visible (Bryman & Bell, 2015). In addition, needed information and instructions were stated in a cover letter (found in Appendix B) informing the respondents of how to fill in and answer the questionnaire in order to avoid confusion (Bryman & Bell, 2015). In the end, Sinkowitz-Cochran (2013) claimed that if the researcher does not know what to ask nor how to correctly state the questions, no useful information will be gathered. Therefore, highlighting the preparation of this survey research as well as using a correct structure of the survey (Sinkowitz-Cochran, 2013). In order to make sure that the survey research, in this case questionnaire, was constructed in an understandable way and measured what it is supposed to measure, a pre-test was conducted (Bryman & Bell, 2015). The characteristics of a pre-test will be described later in this chapter.

When handing out the survey research, the questionnaire was handed out electronically on Facebook. Facebook was chosen due to its ability of having a wide scope and reaching a great number of individuals (Soi, 2018). The age range set for the questionnaire was stated from 18 years of age up to 76+ years of age and was divided in the age categories of: 18-25 years old, 26-35 years old, 36-45 years old, 46-55 years old, 56-65 years old, 66-75 years old, 76+ years old. The categories were set due to the significant difference in Facebook usage between the ages (Soi, 2018) and this research did not want to risk not identifying age as a moderating variable. Similarly, gender was asked about since both men and women are stated to use Facebook (Soi, 2018).

4.5 Sampling
In the conduction of any research, sampling becomes essential (Bryman & Bell, 2015). However, Bryman and Bell (2015) claimed that within quantitative research, the sample choice becomes even more essential. Independent of the research topic, they stated that it is not possible to receive answers from all individuals associated to the topic. For example,
Bryman and Bell (2015) argued that in a survey research of students it is impossible to include all students. Therefore, sampling is used (Bryman & Bell, 2015).

When choosing what sample to use within this survey research, there are according to Bryman and Bell (2015) four different steps to keep in mind. Firstly, the population in terms of what group of people this study aimed to receive answers from was needed to be defined (Calder, 1998). Population as a concept can be defined as “the universe of units from which the sample is to be selected” (Bryman & Bell, 2015 p. 187). Meaning, the population represents the specific group of individuals the research aims to receive answers from (Bryman & Bell, 2015). The population in this research are those being active on Instagram as well as being interested in fashion.

The second and third step according to Calder (1998) include deciding the sample units and to construct the sampling frame. Sample units refer to how many of the population that aim to be included in this research and the sampling frame acts as a guidance for the survey participants (Calder, 1998). A sampling frame can be defined as “the listing of all units in the population from which the sample will be selected” (Bryman & Bell, 2015 p. 187). Meaning, the sample frame acts as dividing individuals due to characteristics which the sample is later chosen from (Bryman & Bell, 2015). The sample frame in this study contained an age limit of the respondent being at least 18 years old. This was set due to the law of ethics in Sweden as it stated that science on a vulnerable group, for example children, shall never be performed if it can be applied on another sample (CODEX, 2018). In addition, the participants were needed to follow at least one fashion influencer on Instagram. To assure this, control questions were asked in order to reach the targeted sample.

In addition, the sample units, or sample size, in quantitative research is according to Bryman and Bell (2015) commonly decided by time and cost and could therefore be restricted. However, the larger coverage of the sampled population increases the likely precision of the sample (Bryman & Bell, 2015). In terms of this study, the research was restricted by time which was therefore needed to be considered. To decide the sample size in this study, the following formula was used: 50 + (8 x P) where P = number of predictor variable (Hennig & Cooper, 2011). This particular formula was found preferable for research’s containing less than seven variables, which applied for this study. Therefore, the sample size was calculated to be: 50 + (8 x 3) = 74. However, to be able to define correlations between the variables, it
was claimed that a study must have at least 100 participants (Hennig & Cooper, 2011). Therefore, the minimum number of participants in this research was set to be 100. A minimum criterion was set due to sampling errors, defined as “the difference between a sample and the population from which it is selected” (Bryman & Bell, 2015 p. 187). Meaning, the sample and the population can never totally conform, but the larger sample size the smaller the difference, which highlights the importance of using as large sample size as possible in this study (Bryman & Bell, 2015).

The last step argues for choosing an appropriate selection method (Calder, 1998). According to Bryman and Bell (2015), there are two different methods for sampling called probability sampling and non-probability sampling. They further explained that probability sampling stands for the randomness of respondents, whilst within non-probability sampling the respondents are chosen. In this research, a fully random sample could not be applied as the respondents were demanded to fulfill the created sampling frame. Therefore, the non-probability sample method of convenience sampling was used. Convenience sampling is a sampling method where the respondents which are of easiest reach will be chosen, however, they are still part of the sample criterion (Bryman & Bell, 2015). This form of sampling was beneficial for this research due to its time-saving characteristics (Bryman & Bell, 2015).

4.6 Operationalization

It was claimed by Bryman and Bell (2015) that once setting the theoretical framework, methodology research approach, research design, data source, data collecting method and sample for this research, an operationalization can be conducted. An operationalization can be defined as the measurement of a concept and is used in order to construct the items of what and how to measure the concept (Bryman & Bell, 2015). The table presents the dependent variable and independent variables of this paper, followed by its definitions and items. Additionally, this operationalization presents the questionnaire questions constructed through the items of each concept. The complete questionnaire and its visual design is found in Appendix B. The operationalization conducted for this study is found in Table 3.
### Table 3. Operationalization.

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>Independent Variables</th>
<th>Definition</th>
<th>Items</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumer Purchase Intention</strong></td>
<td>-</td>
<td>“Conscious plan to make an effort to purchase a brand” (Spears &amp; Singh, 2012, p. 56)</td>
<td>Willingness Impact Self-expression Self-presentation</td>
<td>Q11, Q12, Q13, Q14</td>
</tr>
<tr>
<td>-</td>
<td><strong>Trustworthiness</strong></td>
<td>Individuals ability of trusting the arguments of the sender and interpret these as valid (Tzoumaka et al., 2014).</td>
<td>Trust Honesty Likeability Authenticity</td>
<td>Q1, Q2, Q3, Q4</td>
</tr>
<tr>
<td>-</td>
<td><strong>Expertise</strong></td>
<td>The extent which the sender’s information can be viewed as a valid and reliable source of information (McCracken, 1989).</td>
<td>Knowledge Relevance Reputation</td>
<td>Q5, Q6, Q7</td>
</tr>
<tr>
<td>-</td>
<td><strong>Physical Attraction</strong></td>
<td>The level of which the consumers apprehend the celebrity attractive (Page Winterich et al., 2018).</td>
<td>Attractive Beauty Appearance</td>
<td>Q8, Q9, Q10</td>
</tr>
</tbody>
</table>
4.7 Pre-Test

When conducting a survey research, in this case a questionnaire, the questions were tested beforehand in order to assure the validity and reliability of the structure (Bryman & Bell, 2015). This process was referred by Bryman and Bell (2015) as a pre-test. The relatively simple conduction of a pre-test contributes in the benefit of advancing the interactivism on several levels (Plonsky & Gass, 2011). As the participants themselves must interpret the questions, Plonsky and Gass (2011) argued for assuring that the questions are interpreted in the right way. Pre-testing was used as a tool to measure the self-completion questionnaire before gathering the actual data in order to avoid gathering data which does not measure what is intended to be measured (Bowden, Fox-Rushby, Nyandieka & Wanjau, 2002).

As known, survey research is part of a quantitative research method; however, this research did benefit from using a qualitative pre-test method (Bowden et al., 2002). A qualitative pre-test was claimed by Bowden et al. (2002) to help to cover the validity and reliability of the constructed questionnaire. To do so, four steps were followed when conducting the pre-test. The first step was referred to as “establishing the intended referential and connotative meaning of each question” (Bowden et al., 2002 p. 323). Meaning, making sure that the intendent meaning of each question was actually measured (Bowden et al., 2002). This statement was considered in combination with the second step: “judge the appropriateness of survey questions” (Bowden et al., 2002 p. 324). This step includes the consideration of the implementation of how to evaluate the appropriateness of the questionnaire questions (Bowden et al., 2002). These steps were achieved through sending the questionnaire to a field expert of quantitative studies who approved the included questions.

The third step referred to finding “methods for judging appropriateness of survey questions” (Bowden et al., 2002 p. 324). Meaning, once assuring on the questions relevance, it is essential to find a suitable pre-test method (Bowden et al., 2002). The pre-test method used in this research was qualitative in form of expanded interviews, which were conducted through asking and receiving answers from five respondents representative of the sample of the constructed questionnaire. The method of expanded interviews was used in order to identify potential confusion and mis-constructions of the questions (Bowden et al., 2002). The last step referred to “reviewing questions for inclusion, revising the question or intended meaning, or dropping questions” (Bowden et al., 2002 p. 327). Through conducting the expanded
interviews and receive feedback from the field expert, it was possible to revise the questions in order to achieve validity and reliability of the structure (Bryman & Bell, 2015). In addition, the pre-test made sure that the characteristics of an Instagram fashion influencer and its impact on consumers purchase intention for fashion could be measured in this research. Not only by the perception of the researchers, but by qualified respondents. The pre-test is found in Appendix A.

4.8 Data Analysis Method
When analyzing the gathered data, Disman, Ali and Syaom Barliana (2017) argued for the importance of using a method which goes hand in hand with the data collecting method. As a survey research has been used in this research, a quantitative analysis method which allows such data was needed (Bryman & Bell, 2015). In this research, the statistical program named IBM SPSS Statistics (from now on SPSS) was used for analyzing the quantitative data. This program was chosen due to its abilities of interpreting and analyzing the quantitative data through measuring and finding patterns and correlations (Bryman & Bell, 2015).

4.8.1 Data Coding
Once receiving the completed questionnaires, the data was needed to be entered into SPSS. When entering the generated data, there were several aspects kept in mind. Firstly, the data was needed to be coded (Bryman & Bell, 2015). This process was explained by Bryman and Bell (2015) as to correctly transferring the data into SPSS. In the process of transferring the data, potential problems could arise (Bryman & Bell, 2015). For example, Bryman and Bell (2015) stated that the tested variables induced in the questions might not completely be the same. Therefore, they claimed that these variables needed to be divided into different categories. Bryman and Bell (2015) stated four types of variable categories and two of those were emphasized in this paper: Ordinal variables; stands for variables which can be asked in an order, however, the different answer options are not equally large (Bryman & Bell, 2015). This category included the age ranges. As well, the questions which the answer options concerned to mark the respondents level of agreement (strongly agree/strongly disagree) was sorted as ordinal variables, however, presented as Scale in SPSS due to its metric-characteristics. Nominal variables; these kinds of variables cannot be stated in an order, instead, each answer option refers to different things (Bryman & Bell, 2015). This category included the yes and no questions as well as gender.
4.8.2 Descriptive Statistics

To get an overview of the generated data, descriptive statistics was used. According to Nolan and Heinzen (2011), descriptive statistics can be described as a method that “organizes, summarizes and communicated a group of numerical observations” (p. 2) and helps to receive a statistical overview of the gathered quantitative data. Nolan and Heinzen (2011) further claimed that this type of method enables the researchers to describe a large set of data in either a single number or in a few numbers. This method was therefore chosen as it enabled to summarize the large amount of gathered data to simplify the statistical data analysis. Bryman and Bell (2015) presented two ways of describing a variable, namely the central tendency and the dispersion. The central tendency was described by Nolan and Heinzen (2011) as the descriptive statistic that represents the center of a data set in the best way, that all other data is gathered around. The mean, also known as the arithmetic average, is the most common measure of central tendency (Nolan & Heinzen, 2011) and was as well considered in this research due to the interest in finding the average value of the measurements. Bryman and Bell (2015) explained that the arithmetic mean is calculated by adding all the values in a data set and dividing it by the number of values.

The dispersion on the other hand can be described as “a statistic, like the range or standard deviation, that summarizes the amount of variation in a distribution of values” (Bryman & Bell, 2015 p. 716). Bryman and Bell (2015) explained that the most common way of measuring the dispersion is by the range. The range was included in this research in order to define the difference between the minimum and the maximum value in the data set (Bryman & Bell, 2015). In addition, the dispersion was measured through standard deviation which was explained by Bryman and Bell (2015) as “the measure of dispersion around the mean” (p. 719) in order to define to what extent the measure deviates from the mean.

4.8.3 Multiple Linear Regression Analysis

After coding the data and receiving descriptive statistics, the relationship between the independent variables and the dependent variable was investigated. In order to do so, a multiple linear regression analysis was used. A multiple linear regression analysis acts as examining relationships between a dependent variable and several independent variables (Hair, Black & Babin, 2010). This method was therefore viewed suitable as this study aimed
to test the independent variables of trustworthiness, expertise and physical attraction on the dependent variable of consumer purchase intention.

When conducting the multiple linear regression analysis in SPSS, several numbers were received and the Beta coefficient as well as the coefficients Standard Error was looked for. The Beta coefficient was claimed by Saunders, Lewis and Thornhill (2009) to explain the slope in terms of degree of change in the dependent variable when changing the independent variable. They explained that if changing the independent variable by 1, the Beta describes the affected outcome on the dependent variable. In addition, Saunders et al. (2009) claimed that the coefficients Standard Error describes the level of how precisely the generated result can estimate unknown values. Furthermore, to examine whether it consists a causal relationship between the independent variables and the dependent variable and if the created hypotheses should be accepted or rejected, the statistical significance of the relationships was investigated. The level of significance refers to the degree of risk through inferring a relationship between two variables which is not found to exist (Bryman & Bell, 2015). The level of risk of potentially falsely stating correlations was set in this study to include maximum five chances out of 100. In other words, out of 100 samples, Bryman and Bell (2015) argued that five of these explore a relationship between two variables which does not exist in the population. The significance level is expressed through P, for probability, and denoted by $P < 0.05$ (Bryman & Bell, 2015). Therefore, Bryman and Bell (2015) argued that the level of significance refers to the degree to which the hypotheses are rejected, when in fact the hypotheses are apprehended to be supported. They claimed that if the hypotheses are rejected, this implies that the result most commonly has not been reached by chance.

As always when conducting research, Bryman and Bell (2015) explained that the risk of errors exists which as well was considered in this research. When inferring the statistical significance, there are two kinds of errors which could occur, called Type I and Type II (Bryman & Bell, 2015). It was claimed by Bryman and Bell (2015) that Type I concerns the act of falsely rejecting hypotheses whilst Type II refers to the act of falsely accepting hypotheses. When using a significant statistical level of $P < 0.05$, the Type I error is the most potential occurred one and it was therefore demanded to carefully decide whether to reject the constructed hypotheses or not (Bryman & Bell, 2015).
If the statistical significance level is found to be accepted, further analysis can be made concerning the $R^2$ and the adjusted $R^2$. Both $R^2$ and adjusted $R^2$ act as describing the degree of variation of the independent variable applied on the dependent variable (Saunders et al., 2009). What separates the two was explained by Saunders et al. (2009) that the apart from $R^2$ which examines all independent variables and its variation on the dependent variable, the adjusted $R^2$ expresses the degree of variation including those independent variables that have an effect on the dependent variable in reality. They further argued that the adjusted $R^2$ lies between 0 and 1 and shows the percentage of which the independent variable can describe the dependent variable. Similar as $R^2$ and adjusted $R^2$, the standard error of the estimates was investigated. The standard error of the estimates can be defined as “a statistic indicating the typical distance between a regression line and the actual data points” (Nolan & Heinzen, 2011 p. 433). Meaning, Nolan and Heinzen (2011) explained that the standard error of the estimates examines how far away the identified data points are from the calculated regression line.

4.9 Quality Criteria

To assure the quality of this study, the criterions of validity, reliability and replication was considered and applied in this research. Each of these will be further discussed.

4.9.1 Validity

According to Bryman and Bell (2015), validity is one of the most important criterions to consider when conducting a research. Validity was considered in this research as a measure in order to confirm that the indicators measured what it was supposed to measure (Adcock & Collier, 2001). The later definition of validity can also be defined as measurement validity, but there are also several other concepts of validity which was found important for this study (Bryman & Bell 2015).

*Internal validity* is according to Bryman and Bell (2015) known as the measurement of variables and if they actually are the ones affecting the outcome of the conclusion, also known as causality. This form of validity was achieved through the conducted pre-test as it made sure that the used questions were measuring the stated variables. Bryman and Bell (2015) further explained that in order to be certain if this study contains a high quality, it has to be applicable to other studies beyond the specific context of this research. This is due to the strive for generalizability (Bryman & Bell, 2015). This form of validity is known by Bryman and Bell
(2015) as *external validity* and was achieved through the usage of a representative sample of the population. In addition, as the targeted sample in this research involved a natural stance, meaning that it was not arranged, this made the research achieve *ecological validity*. This form of validity means that the study is applicable to the social reality (Bryman & Bell, 2015).

Furthermore, *content validity* refers to the extent of representativeness of all of the aspects included in the research (Bryman & Bell, 2015). This form of validity was covered through using an expert within the field of quantitative research methods which made a visual review of the variables and the identified items. To make sure that the quality criterion was fully achieved, the *criterion validity* was considered. The concept covered the notion of the validity of the operationalization (Bryman & Bell, 2015). According to Bryman and Bell (2015), this form of validity answered if the conducted measurement can be applied on another study. This criterion was achieved through presenting the dependent variable, independent variables, definitions, items and related questions in the operationalization to show the connection between them all.

In addition, to assure that the operationalization constructed in this research was measuring the variables it was supposed to measure, *construct validity* was needed to be considered (Bryman & Bell, 2015; Bamberger, 2018). Construct validity in this research was assured through conducting a correlation analysis. According to Hair et al. (2010), variables are connected to each other if they show covariation, which can be described as when a variable change in relation to another variable. They further argued that to determine the linkage between the variables, the correlation coefficient is used. Having a large correlation coefficient indicates a strong relationship between the variables and high covariation, whilst a small correlation coefficient argues for a weak relationship and small covariation (Hair et al., 2010). This was explained by Hair et al. (2010) as the covariance and correlation helps to determine the linear association between the variables. The correlation analysis used in this research was Pearson’s Correlation due to its characteristics of measuring the linear relationship between two variables (Hair et al., 2010). Bryman and Bell (2015) claimed that the Pearson’s Correlation, also referred to as Pearson’s *r*, explains the strength of the relationship. They further stated that the coefficient will end up in a result between -1 and +1, where 0 stands for no relationship and 1 stands for an absolute relationship (Bryman & Bell, 2015). If the correlation is found significant, the coefficient range strength of association varies from +0.00 - +0.20 (almost negligible), +0.21 - +0.40 (small however definite), +0.41 -
+0.70 (moderate), +0.71 - +0.90 (high) and +0.91 - +1.00 (very strong) (Hair et al., 2010). However, the coefficient should not exceed 0.8 due to the risk of the variables measuring the same thing (Hair et al., 2010). Therefore, Pearson’s $r$ being between 0 and 0.8 was the acceptable level for achieving construct validity in this research.

4.9.2 Reliability
An additional quality criterion that was applied in this study was reliability, which measured to what extent this research is repeatable (Roberts, Priest & Traynor, 2006). Reliability is an important measure in the sense of consistency which according to Roberts et al. (2006) refers to if this study can be made several times with the same result. There are three main parts in reliability according to Bryman and Bell (2015) and each of these will be further discussed.

Firstly, stability refers to the consistency in the research over time. The research should be able to be re-administered with a small variation in result over time to be labelled as reliable (Bryman & Bell, 2015). One factor that facilitates stability is according to Bryman and Bell (2015) known as the internal reliability. They claimed that the indicators in this study are needed to correlate with each other in order to assure having a high internal reliability. It is therefore important to assure that the questions within the questionnaire correlates with each other and do not generate different results from similar questions, i.e the respondents answer the questions in the questionnaire in a similar way (Roberts et al., 2006). To determine this, Cronbach’s Alpha was used as it is according to Roberts et al. (2006) viewed as a useful tool when analyzing quantitative data. Cronbach’s Alpha estimates the proportion of variance that is consistent in a set of questionnaire answers and is used to determine the internal reliability (Roberts et al., 2006; Vaske, Beaman & Sponarski, 2016). In addition, Cronbach’s Alpha measures the correlation between the answers in the survey to see if these are responded in a reliable way (Roberts et al., 2006; Vaske et al., 2016). To decide whether the generated result is viewed reliable or not, Kline (2000) argued that the suggested acceptable level should be at least 0.7. Below 0.7 was viewed by Kline (2000) as somehow acceptable, although not good. If Cronbach’s Alpha is shown to be below 0.5, the result is considered to be unreliable (Kline, 2000).

Lastly, according to Bryman and Bell (2015), the reliability in the questionnaire and questions can as well be applicable to the researchers of this study. In order to get a consistent research, they argued that the questions need to refer to the factor inter-observer consistency. Meaning
that as it is more than one researcher in the evaluation process of this study, subjective interpretations could occur resulting in potential problem of inconsistency (Bryman & Bell, 2015). The minds of the researchers in this study might not according to Bryman and Bell (2015) be objective enough to be able to keep the research consistent and therefore difficult to re-administer with the same outcome. This once again highlights the importance of the conducted pre-test as it according to Bryman and Bell (2015) helps to assure achieving a valid and reliable result.

4.9.3 Replication
Quite similar as reliability, replication or replicability is the third important criterion to consider in terms of Bryman and Bell (2015). They argued that although replicating a study is very rare in business research, it is highly important. According to Bryman and Bell (2015), replication as a concept means that a research is transparent enough to be able to be replicated with the same result. They further claimed that a reason to why a replication is done could be to develop the original study in order to find more results and evidence. If this study was conducted without the possibility of replication, the results would have turned out unstable and unreliable (Bryman & Bell, 2015). This as then, the study lacks generalizability (Kaufmann & Tatum, 2017). As the overall idea with this research was to draw conclusions through generalizing the result conducted from the sampled population, it was essential that the findings were in accordance to the reality (Bryman & Bell, 2015). The main reason for replication argued by Bryman and Bell (2015) is that someone suspects that the findings are not in accordance to the reality. This therefore highlights the importance of transparency and revealing how, and in what steps this research has been conducted (Bryman & Bell, 2015). Furthermore, a “well-constructed replications refine our conceptions of human behavior and thought” (Brandt, Ijzerman, Dijksterhuis, Farach, Geller, Giner-Sorolla, Grange, Perugini, Spies & van ‘T Veer, 2014 p. 222). Which indicates the importance of replicability, both on this particular study and on others (Brandt et al., 2017). Therefore, the concept and idea of replication was viewed as a tool in this study to assure its reliability and validity (Kaufmann & Tatum, 2017).

4.10 Ethical Issues
It has been made known by Bryman and Bell (2015) that when studies involve people, potential ethical issues can occur. Therefore, highlighting the understanding and importance
for the researchers of this study being ethical (Bryman & Bell, 2015). The ethical principles have however changed through time, meaning that it is essential to make sure to be updated with present ethical behavior (Sieber, 1994). According to Bryman and Bell (2015), the present ethical principles could be divided into four parts and each of these will be further discussed.

Firstly, the ethical issue of potential harm was kept in mind by the researchers of this study as Bryman and Bell (2015) claimed that the participants’ emotions and reactions towards a study are sometimes hard to define. This in turn makes it difficult to determine if the respondents are being harmed or not (Bryman & Bell, 2015). In attempt to minimize the risk of harms described by Bryman and Bell (2015) as physical harm, harm to participants’ development or self-esteem, stress, and harm to career prospect for future employment, a cover letter (found in Appendix B) including needed information was handed to the participants in beforehand.

The second principle which might harm a participant according to Bryman and Bell (2015), is lack of informed consent. They claimed that the act of not informing the participants about the study in order to decide if the participant in question is suitable for the task or not is something to consider. According to Bryman and Bell (2015), if the reason for a person’s participation is unclear, the participant might end up being harmed. Therefore, the reasoning for the participants attendance was clarified in the cover letter (found in Appendix B) visible before them answering the questionnaire. Additionally, the participants were informed about their ability to be anonymous and keeping their participation confidential in order to prevent them from being exposed to for example employers and family members (Bryman & Bell, 2015). It was claimed by Bryman and Bell (2015) that doing so minimizes the risk of invasion of privacy, known as the third ethical principle.

The last ethical principle according to Bryman and Bell (2015) refers to the action of withholding the main reason for the conduction of the research. Simply put, being dishonest about the research (Bryman & Bell, 2015). This again was sorted out in the cover letter (found in Appendix B) as well as stating contact information to the researchers of this study which enabled the participants to ask questions concerning how the research has been conducted. In order for this study to meet the quality criterions of being valid, reliable and replicable, these ethical issues were carefully taken into consideration.
5 Results

In this chapter, the result received from the survey research will be presented. The gathered data was collected from the sampled population and control questions assured that only those who are active on Instagram, have an interest in fashion and follow at least one Instagram fashion influencer answered the questionnaire.

5.1 Descriptive Statistics

The final number of respondents included in this research reached 223, however, 31 out of these did not fall within the sampling frame. Therefore, these 31 participants were removed from the study which left a valid result of 192 respondents. Out of the 192 respondents, 76 % (146) were in the age range of 18-25, 22 % (42) were in the age range of 26-35 and 2 % (4) were in the age range of 36-45. In addition, 86 % (165) was representative by females, and 14 % (27) was representative by males. The following tables presents descriptive statistics of each measured variable concerning the Mean, Standard Deviation, Skewness, Kurtosis as well as the Minimum and Maximum values.

Table 4. Descriptive Statistics, consumer purchase intention.

<table>
<thead>
<tr>
<th>Items</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willingness</td>
<td>192</td>
<td>3.72</td>
<td>1.323</td>
<td>-0.726</td>
<td>-0.679</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Impact</td>
<td>192</td>
<td>2.93</td>
<td>1.414</td>
<td>0.020</td>
<td>-1.294</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Self-expression</td>
<td>192</td>
<td>3.56</td>
<td>1.222</td>
<td>-0.747</td>
<td>-0.449</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Self-presentation</td>
<td>192</td>
<td>2.78</td>
<td>1.183</td>
<td>0.213</td>
<td>-0.688</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Average</td>
<td>192</td>
<td>3.25</td>
<td>1.290</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>

Table 5. Descriptive Statistics, trustworthiness.

<table>
<thead>
<tr>
<th>Items</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust</td>
<td>192</td>
<td>3.61</td>
<td>0.975</td>
<td>-0.532</td>
<td>-0.053</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Honesty</td>
<td>192</td>
<td>3.57</td>
<td>1.137</td>
<td>-0.614</td>
<td>-0.405</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Likeability</td>
<td>192</td>
<td>4.07</td>
<td>0.976</td>
<td>-0.921</td>
<td>0.339</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Authenticity</td>
<td>192</td>
<td>3.78</td>
<td>0.973</td>
<td>-0.617</td>
<td>-0.107</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Average</td>
<td>192</td>
<td>3.80</td>
<td>1.015</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>
Table 6. Descriptive Statistics, expertise.

<table>
<thead>
<tr>
<th>Items</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>192</td>
<td>4.44</td>
<td>0.791</td>
<td>-1.544</td>
<td>2.438</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Relevance</td>
<td>192</td>
<td>3.83</td>
<td>0.940</td>
<td>-0.196</td>
<td>-0.684</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Reputation</td>
<td>192</td>
<td>4.49</td>
<td>0.647</td>
<td>-0.898</td>
<td>-0.274</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Average</td>
<td>192</td>
<td>4.25</td>
<td>0.793</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>

Table 7. Descriptive Statistics, physical attraction.

<table>
<thead>
<tr>
<th>Items</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive</td>
<td>192</td>
<td>4.72</td>
<td>0.634</td>
<td>-2.923</td>
<td>10.308</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Beauty</td>
<td>192</td>
<td>4.76</td>
<td>0.601</td>
<td>-3.212</td>
<td>12.416</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Appearance</td>
<td>192</td>
<td>4.78</td>
<td>0.555</td>
<td>-2.830</td>
<td>8.275</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Average</td>
<td>192</td>
<td>4.75</td>
<td>0.597</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>

5.2 Reliability and Validity

As discussed in the methodology chapter, the reliability and validity aimed to be tested through conducting a correlation analysis as well as checking Cronbach’s Alpha. What follows is the result received from conducting the Pearson’s Correlation (Table 8) to check validity as well as the Cronbach’s Alpha (Table 9) to check reliability.

Table 8. Pearson’s Correlation, validity.

<table>
<thead>
<tr>
<th></th>
<th>1. Trustworthiness</th>
<th>2. Expertise</th>
<th>3. Physical Attraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Trustworthiness</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Expertise</td>
<td>0.420 **</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>3. Physical Attraction</td>
<td>0.106</td>
<td>0.245 **</td>
<td>-</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed).

As discussed in the methodology chapter, construct validity was aimed to be achieved through conducting a correlation analysis. The result received indicates that this study has ensured construct validity as all measurements are between 0 and 0.8 (Hair et al., 2010). The significant correlation between trustworthiness and expertise ended up in 0.420 and are therefore found moderate, whilst the significant correlation between expertise and physical attraction ended up in 0.245 and are therefore found small but definite (Hair et al., 2010). The
correlation between trustworthiness and physical attraction is shown to not be statistically significant, and therefore the correlation between these variables could not be defined.

Table 9. Cronbach’s Alpha, reliability.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Purchase Intention</td>
<td>0.722</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>0.785</td>
</tr>
<tr>
<td>Expertise</td>
<td>0.537</td>
</tr>
<tr>
<td>Physical Attraction</td>
<td>0.771</td>
</tr>
</tbody>
</table>

Looking at the Cronbach’s Alpha for the dependent and independent variables, consumer purchase intention, trustworthiness and physical attraction are all reliable within this research as they exceed the limit of 0.7 (Bryman & Bell, 2015). However, for expertise, the Cronbach’s Alpha is lower than 0.7. When calculating Cronbach’s Alpha for all three items of expertise, the result turned out in a number of 0.451. Therefore, the first item of knowledge was chosen to be removed in order to increase Cronbach’s Alpha. Once excluding the item, the Cronbach’s Alpha resulted in the number of 0.537. Even if there is a significant change between the suggested limit of 0.7, the accepted limit of 0.5 expressed by Kline (2000) is still reached. Therefore, expertise was apprehended reliable enough for this research however viewed less reliable in comparison to the other variables in this research. Through considering this, all of the variables were chosen to be included for further analysis.

5.3 Hypotheses Testing

In order to decide whether to accept or reject the hypotheses, a multiple linear regression analysis was conducted. Model 1 presents the constant in terms of the dependent variable (consumer purchase intention), and control variables in terms of age and gender. Model 2, 3, 4 and 5 presents the same as in Model 1, however, in Model 2 trustworthiness is added, in Model 3 expertise is added and in Model 4, physical attraction is added. Lastly, Model 5 presents all of the variables together. Within the columns, the Unstandardized Beta is presented for the constant and the Beta coefficient for the control variables and the independent variables as well as the Standard Error (in brackets). The last sections present the R², Adjusted R², Standard Error of the Estimates and the F-value.
Table 10. Multiple Linear Regression Analysis.

<table>
<thead>
<tr>
<th></th>
<th>Model 1</th>
<th>Model 2</th>
<th>Model 3</th>
<th>Model 4</th>
<th>Model 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>3.724 **</td>
<td>2.241 **</td>
<td>2.838 **</td>
<td>3.613 **</td>
<td>2.426 **</td>
</tr>
<tr>
<td></td>
<td>(0.261)</td>
<td>(0.403)</td>
<td>(0.491)</td>
<td>(0.789)</td>
<td>(0.800)</td>
</tr>
<tr>
<td>Age</td>
<td>0.010</td>
<td>0.025</td>
<td>0.014</td>
<td>0.009</td>
<td>0.029</td>
</tr>
<tr>
<td></td>
<td>(0.165)</td>
<td>(0.157)</td>
<td>(0.163)</td>
<td>(0.166)</td>
<td>(0.159)</td>
</tr>
<tr>
<td>Gender</td>
<td>-0.161 *</td>
<td>-0.157 *</td>
<td>-0.168 *</td>
<td>-0.157 *</td>
<td>-0.169 *</td>
</tr>
<tr>
<td></td>
<td>(0.211)</td>
<td>(0.200)</td>
<td>(0.209)</td>
<td>(0.222)</td>
<td>(0.213)</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>-</td>
<td>0.318 **</td>
<td>-</td>
<td>-</td>
<td>0.309 **</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(0.082)</td>
<td></td>
<td></td>
<td>(0.091)</td>
</tr>
<tr>
<td>Expertise</td>
<td>-</td>
<td>-</td>
<td>0.151 *</td>
<td>-</td>
<td>0.029</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(0.102)</td>
<td></td>
<td>(0.111)</td>
</tr>
<tr>
<td>Physical Attraction</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.011</td>
<td>-0.032</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(0.145)</td>
<td>(0.144)</td>
</tr>
<tr>
<td>R²</td>
<td>0.025</td>
<td>0.125</td>
<td>0.048</td>
<td>0.025</td>
<td>0.127</td>
</tr>
<tr>
<td>Adj. R²</td>
<td>0.015</td>
<td>0.111</td>
<td>0.032</td>
<td>0.009</td>
<td>0.103</td>
</tr>
<tr>
<td>Std. Error of the Estimates</td>
<td>0.94461</td>
<td>0.89693</td>
<td>0.93600</td>
<td>0.94706</td>
<td>0.90111</td>
</tr>
<tr>
<td>F-value</td>
<td>2.406</td>
<td>8.989 **</td>
<td>3.132 *</td>
<td>1.603</td>
<td>5.396 **</td>
</tr>
</tbody>
</table>

* P < 0.05
** P < 0.01

Looking at the result presented in Table 10, Model 1 shows that the control variable of gender has significantly small effect on consumer purchase intention (1.5 %). However, age was not found to have any significant change on consumer purchase intention. This can be drawn as the constant variable has a high level of statistical significance (P < 0.01) and therefore, the adjusted R² is found valid for this research as well (0.015). As the level of statistical significance for the constant variable is found high within all models as well as the F-value are significant for the majority of the models, this allows to go further with the hypotheses testing.

In Model 5 where all variables are included, age was found to not significantly impact consumer purchase intention, however, gender was found to do so. The Beta coefficient of
gender was found to be -0.169 which indicates that there is a negative relationship between gender and consumer purchase intention. Furthermore, Model 5 makes it possible to determine whether to accept or reject the hypotheses. H1 concerning trustworthiness has a statistical significance level of P < 0.01, and therefore, this hypothesis is accepted. Looking at trustworthiness by itself (Model 2), the Beta coefficient of trustworthiness was found to be 0.318 which indicates that when the consumer perception of the trustworthiness of the Instagram fashion influencer increases by 1, the consumer purchase intention increases with 0.318. Furthermore, as R² resulted in 0.111, this tells us that 11.1% of the control variables and the independent variable of trustworthiness explains the dependent variable of consumer purchase intention.

In contrast, H2 concerning expertise and H3 concerning physical attraction are not found statistically significance. As the statistical significance level for this research was set to 95%, the significance level of the variables exceeding 0.05 signifies that these hypotheses are rejected. As these are rejected, the Beta coefficient value indicating the variable’s impact on the dependent variable becomes invalid. However, H2 are found significant within Model 3 which indicate that expertise does significantly impact consumer purchase intention, even though not as much as trustworthiness and gender when analyzing all of the variables together. Furthermore, due to the significance of the constant and the F-value, the adjusted R² for Model 5 shows that 10.3% of the dependent variance is explained by the control variables of ages and gender as well as the independent variables.

5.4 Hypotheses Result
The following table presents an overview of the accepted/rejected hypotheses concerning trustworthiness (H1), expertise (H2) and physical attraction (H3).
Table 11. Hypotheses Result.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Accepted/Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hypothesis 1</strong>: the trustworthiness of an Instagram fashion influencer has positive impact on consumers purchase intention for fashion.</td>
<td>Accepted</td>
</tr>
<tr>
<td><strong>Hypothesis 2</strong>: the expertise of an Instagram fashion influencer has positive impact on consumers purchase intention for fashion.</td>
<td>Rejected</td>
</tr>
<tr>
<td><strong>Hypothesis 3</strong>: the physical attraction of an Instagram fashion influencer has positive impact on consumers purchase intention for fashion.</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

5.5 Additional Findings

As gender was found to have significant impact on the dependent variable of consumer purchase intention, further analysis was made. Through running a One-Way ANOVA, it was shown that there is a significant difference ($P < 0.05$) between the genders. However, when running the multiple linear regression analysis once splitting the data by gender, the result did not differ. Meaning, trustworthiness was found significant for both males and females, whilst expertise and physical attraction was not found to have a significant impact on consumer purchase intention.
6 Discussion

The generated result from this research showed that one out of the three hypotheses were accepted whilst the remaining two were rejected. Therefore, the identified characteristics of celebrity endorsement and influencer marketing in this research do not fully conform with the characteristics of an Instagram fashion influencer. This chapter will contribute with a discussion of each hypothesis.

6.1 Hypothesis 1: Trustworthiness

This research discussed trustworthiness as an Instagram fashion influencer possessing the characteristics of trust, honesty, likeability and authenticity. The generated result showed that the H1 can be supported as it was shown that the independent variable of trustworthiness significantly influences the consumer purchase intention, known as the dependent variable. The Beta coefficient of trustworthiness was found to be 0.309 which indicates a positive relationship between Instagram fashion influencers trustworthiness and consumers purchase intention. This can as well be supported by Page Winterich et al. (2018) and Tzoumaka et al. (2014) which claimed that trustworthiness was viewed as an essential characteristic for the effectiveness of celebrity endorsement. In addition, the average mean stated in the descriptive statistics exceeded the average measurement on the scale strongly disagree (1) and strongly agree (5) which indicates that the respondents did have an overall positive perception of the Instagram fashion influencers trust, honesty, likeability and authenticity.

6.2 Hypothesis 2: Expertise

Expertise was discussed in this research as an Instagram fashion influencer possessing the characteristics of knowledge, relevance and reputation. The generated result showed that H2 cannot be supported hence the independent variable of expertise does not significantly influence the dependent variable of consumer purchase intention. The findings contradict from the findings by Page Winterich et al. (2018) and Tzoumaka et al. (2014) who claimed that expertise had significant impact on the effectiveness of celebrity endorsement. However, expertise was found to have significant positive impact on consumer purchase intention by itself, even though not enough as the others. Therefore, one can argue that expertise is to some extent an influential characteristic of an Instagram fashion influencer which is in line with the theory presented by Page Winterich et al. (2018) and Tzoumaka et al. (2014), however not supported in this research. As the average mean for the scale of strongly disagree (1) and
strongly agree (5) was shown to be 4.25, this indicates that the respondents had an overall greater positive perception of expertise in comparison to trustworthiness. However, the reliability of the independent variable of expertise was found the least reliable amongst the three independent variables. In addition, as the correlation between expertise and trustworthiness was found to be the strongest amongst the independent variables, this could explain the positive perception towards expertise even if it was shown to not significantly impact consumer purchase intention. Furthermore, it was stated by Zhao et al. (2016) that the social status of an influencer might have greater impact in comparison to expert-characteristics, this could be an additional explanation for rejecting the hypothesis even if it was shown that the overall perception towards expertise is found highly positive.

6.3 Hypothesis 3: Physical Attraction
The physical attraction of an Instagram fashion influencer was discussed in this research through possessing the characteristics of attractive, beauty and appearance. Through the generated result, H₃ could not be supported as it was shown that the independent variable of physical attraction does not significantly influence the dependent variable of consumer purchase intention. This finding is not in line with the findings presented by McCracken (1989) and Reingen and Kernan (1993) who argued that the physical attraction of a celebrity does in fact influence the effectiveness of celebrity endorsement. However, similarly as H₂, the mean for the scale of strongly disagree (1) and strongly agree (5) did exceed the measurement of 4 and had the largest mean out of all independent variables. Therefore, it can be told that the respondent’s do perceive the Instagram fashion influencer as possessing the characteristics of attractive, beauty and appearance, even though it does not have any significant impact on the dependent variable of consumer purchase intention.
7 Conclusion

After reviewing the generated result in this research, it was made known that only one hypothesis out of the three created was accepted. This means that only one characteristic defined in this study, namely trustworthiness, was shown to have a significant positive impact on consumers’ purchase intention for fashion in Sweden. However, since only 10.3 % of the dependent variance could be explained in this study, this shows that defining an influential Instagram fashion influencer is complex. Even if it was shown that the respondent’s perception of an Instagram fashion influencer was positive within all three characteristics, not all of them were found to have significant impact on consumer purchase intention for fashion. Therefore, the conclusion drawn in this study indicates that the trustworthiness of an Instagram fashion influencer has positive impact on consumer purchase intention for fashion in Sweden, however, it draws attention for further research within the field of Instagram influencers.
8 Research Implications

This research considers the theories of celebrity endorsement and influencer marketing and applies it as characteristics of an Instagram fashion influencer. As the reader was introduced to this research, influencer marketing and interest for social media influencers in Sweden increases in a rapid pace (Salo, 2018) which has demanded research for what influential characteristics an Instagram fashion influencer possesses. This chapter discusses managerial implications and suggestions for further research. In addition, faced limitations for this research are brought up and discussed.

8.1 Managerial Implications

As by reading this paper, the knowledge and the importance of Instagram fashion influencers within the fashion industry gets clarified. Although two out of three hypotheses were rejected in this study, the first hypothesis concerning trustworthiness was accepted and is therefore recommended to be considered by companies wanting to increase their consumers purchase intention. This shows that managers that strive for increasing their consumers purchase intention should make an effort to understand the concept of influencer marketing on Instagram as a platform, and in particular searching for Instagram fashion influencers who possess the characteristic of trustworthiness.

8.2 Suggestions for further Research

As this study has shown that the described characteristics of an Instagram fashion influencer do not all impact on the consumer purchase intention for fashion, further research is suggested. The only characteristic that could be strengthened in this research concerned trustworthiness, however, the characteristic does not constitute a large share of the impact on consumer purchase intention for fashion. Therefore, it is suggested to search for additional theory for further research in order to identify what other characteristics that influence consumer purchase intention for fashion. However, as previous research do not discuss the level of influence on Instagram influencers on other factors besides number of followers (De Veirman et al., 2017), this research contributes with additional knowledge and covers the research gap to some extent. In addition, the literature review conducted in this research is only representative from the company’s perspective. Meaning, further research is suggested in terms of qualitative ones due to the fact that the theory-testing of celebrity endorsement and influencer marketing was not found enough to describe all influential characteristics of an
Instagram fashion influencer that have positive impact on consumers purchase intention for fashion in Sweden.

8.3 Limitations
In the conduction of this research, some limitations were faced. Concerning the data collection, a non-probability convenience sample method was used which might have had an effect on the level of representativeness of the targeted population. Additionally, the survey research was only available for the respondents to answer during a limited period of time. This might have contributed in some missing answers due to not all of them being able to see the survey sent out on Facebook nor ability of opening their Facebook-inbox with the sent survey-link. Furthermore, as this study concerned the characteristics of an Instagram fashion influencer that have positive impact on consumer purchase intention for fashion in Sweden, the language might have been a limitation in this study. This is concerned as the survey was sent out and presented in English (found in Appendix B).
References

Abidin, C. (2015), *Communicative intimacies: Influencers and perceived interconnectedness*, [Online]. Available at:
http://adanewmedia.org/2015/11/issue8-abidin/


http://www.codex.vr.se/manniska1.shtml
[Accessed 8 May 2018].


Appendices

The appendices included in this paper includes additional information which have had impact on the conduction of this research. Appendix A presents the conducted pre-test and the full questionnaire design is found in Appendix B.

Appendix A: Pre-Test

This appendix includes the conducted pre-test questions and presents the idea with the constructed questionnaire questions. In addition, a table is stated to give an overview of the constructed hypotheses, variables and its items.

Table 12. Presentation of the constructed hypotheses along with its measurable items.

<table>
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<tr>
<th>Hypothesis</th>
<th>Variable</th>
<th>Items</th>
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<td>H₁</td>
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<td>Beauty</td>
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<td>Appearance</td>
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Control Questions

Are you active on Instagram? (Yes/No - only yes is accepted)
Are you above the age of 18? (Yes/No - only yes is accepted)
Do you have an interest in fashion? (Yes/No - only yes is accepted)
Are you following at least one Swedish Instagram fashion influencer? (Yes/No - only yes is accepted)

Independent Variables

Questions H₁ - Trustworthiness

Q1: I completely trust the Instagram fashion influencer. (Strongly agree/Strongly disagree)
Q2: The Instagram fashion influencer is being completely honest. *(Strongly agree/Strongly disagree)*

Q3: Among the individuals in my surrounding, the likeability of this Instagram fashion influencer is high. *(Strongly agree/Strongly disagree)*

Q4: The Instagram fashion influencer is being highly authentic. *(Strongly agree/Strongly disagree)*

Questions $H_2$ - Expertise

Q5: The Instagram fashion influencer has great knowledge within fashion. *(Strongly agree/Strongly disagree)*

Q6: The posts posted by the Instagram fashion influencer are highly relevant. *(Strongly agree/Strongly disagree)*

Q7: The Instagram fashion influencer has a good reputation. *(Strongly agree/Strongly disagree)*

Questions $H_3$ - Physical Attraction

Q8: The Instagram fashion influencer is highly attractive. *(Strongly agree/Strongly disagree)*

Q9: I consider the Instagram fashion influencer beautiful. *(Strongly agree/Strongly disagree)*

Q10: The Instagram fashion influencer has an appealing appearance (for example clothing and grooming). *(Strongly agree/Strongly disagree)*

Dependent Variable

Consumer Purchase Intention

Q11: I have the intention to make a purchase from this brand in the future. *(Strongly agree/Strongly disagree)*

Q12: I would purchase this fashion brand primarily to express myself. *(Strongly agree/Strongly disagree)*

Q13: I would purchase this fashion brand primarily because it reflects my values and beliefs. *(Strongly agree/Strongly disagree)*

Q14: Individuals in my surrounding have a great impact on my purchase decisions of this fashion brand. *(Strongly agree/Strongly disagree)*
Appendix B: Questionnaire Design

Here the complete questionnaire is presented as it was presented for the respondents.

Fashion influencers on Instagram

Dear Participant,
Our names are Sitav, Johan and Emily and we are three Marketing students studying our last semester at Linnaeus University in Växjö. For our final project, we are examining the influential characteristics of Instagram fashion influencers. We are therefore inviting you to participate in this study by completing this survey. The questionnaire will require approximately four minutes to complete and your participation will be highly appreciated. We would like to inform you that there is no compensation for participating and your participation is strictly voluntary. Your answer will be totally anonymous, and you are allowed to exit the questionnaire at any time. If you choose to participate in this study, we kindly ask you to complete the questionnaire as well as respond to the questions as honestly as possible. The answers received will only be used for purposes of this study.

Thank you for taking your time participating in this study and helping us complete our final project. If you would like a copy of the final paper, please email one of us and we will make sure to provide you one.

If you have any questions or want additional information about this research, please contact any of us through the available contact information below.

Sincerely,
Carlsson, Johan jc222jo@student.lnu.se
Linnér, Emily el223bo@student.lnu.se
Taha, Sitav st222ka@student.lnu.se

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Fashion influencers on Instagram

*Obligatorisk

Control Question

In order to gather valid data for this study, four control questions will follow.

Are you active on Instagram? *

☐ Yes
☐ No

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Fashion influencers on Instagram

*Obligatorisk

Control Question

Are you above the age of 18? *

☐ Yes
☐ No

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Control Question

Do you have an interest in fashion? *

☐ Yes
☐ No

BAKÅT   NÄSTA

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Fashion influencers on Instagram

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Control Question

Are you following at least one Swedish Instagram fashion influencer? *

☐ Yes
☐ No

BAKÅT   NÄSTA

Skicka aldrig lösenord med Google Formulär
If the respondent did answer no to one of the presented control questions, the following message popped up:

**Fashion influencers on Instagram**

Unfortunately you didn't fulfill the criterion to continue with this survey.

If the respondent did answer yes to all of the presented control questions, the questionnaire continued like this:

**Fashion influencers on Instagram**

*Obligatorisk

**Instagram Fashion Influencers**

Start this section by thinking of a fashion Instagram influencer which you follow.

The following section will consist of a number of statements which you should answer in accordance to the extent you agree. When doing so, you should refer to your chosen Instagram fashion influencer that you are following.

Type the name of a fashion Instagram influencer you are following: *

Ditt svar

I completely trust the Instagram fashion influencer. *

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|   | ○ | ○ | ○ | ○ | ○ | Strongly Agree

Strongly Disagree
The Instagram fashion influencer is being completely honest. *

1 2 3 4 5

Strongly Disagree

Among the individuals in my surrounding, the likeability of this Instagram fashion influencer is high. *

1 2 3 4 5

Strongly Disagree

The Instagram fashion influencer is being highly authentic. *

1 2 3 4 5

Strongly Disagree

The Instagram fashion influencer has great knowledge within fashion. *

1 2 3 4 5

Strongly Disagree
The posts posted by the Instagram fashion influencer are highly relevant.*

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The Instagram fashion influencer has a good reputation.*

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The Instagram fashion influencer is highly attractive.

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I consider the Instagram fashion influencer beautiful.*

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The Instagram fashion influencer has an appealing appearance (for example clothing and grooming).*

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<td>Strongly Disagree</td>
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Skicka aldrig lösenord med Google Formulär
Fashion influencers on Instagram

*Obligatorisk

**Fashion Brands on Instagram**

Start this section by thinking of a fashion brand this fashion influencer has or is promoting.

When answering the following statements, you should refer to the fashion brand of your choice.

**Type down a fashion brand that this specific fashion Instagram influencer has or is promoting.** *

Ditt svar

I have the intention to make a purchase from this fashion brand in the future.

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Strongly Disagree  ○  ○  ○  ○  ○  Strongly Agree
I would make a purchase from this fashion brand because the individuals in my surrounding do so. *

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<td>Strongly Disagree</td>
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I would purchase this fashion brand primarily to express myself. *

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I would purchase this fashion brand primarily because it reflects my values and beliefs. *

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Fashion influencers on Instagram

*Obligatorisk

**General Questions**

**Age?** *
- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- 76+

**Gender?** *
- Female
- Male
- Övrigt:

**Thank you for your participation. Your answer is highly appreciated and we wish you a nice day!**