

THE EFFECT OF MOTHERHOOD ON CONSUMERS' BRAND ATTITUDE AND
PURCHASE INTENTION ON SOCIAL MEDIA: THE MEDIATING ROLE OF
PERCEIVED AUTHENTICITY AND PERCEIVED MOTIVATION



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JANUARY, 2020

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APPROVAL

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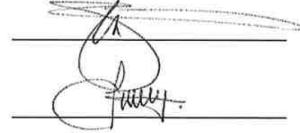
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ABSTRACT

Today, influencers play a key role in social media marketing. Studies of influencer marketing show the importance of collaborating with influencers to reach target audiences. The aim of this study was to develop a better understanding of the role of motherhood, consumers' perceptions about influencers' authenticity and motives, and the effects of these perceptions on consumers' purchase intention and brand attitude. In this thesis, the positive effect of motherhood on consumers' perceptions and decisions is tested through experimental design. We conducted a mediational model in which a child status of an influencer impacts perceived authenticity which, in turn, affects perceived motivation, ultimately, influences consumers' purchase intention and brand attitude. An online survey conducted via Instagram provided quantitative data from 660 participants. Findings of the experimental study show that influencer who has a child is found more authentic and this perception of high authenticity increases consumers' perceptions about intrinsic motivation. Moreover, the perception of high authenticity and intrinsic motivation affect consumers' purchase intention and brand attitude.

Key words: influencer, influencer marketing, authenticity, motives, social media, purchase intention, brand attitude.

ÖZ

Günümüzde influencerlar sosyal medya pazarlamasında büyük rol oynamaktadır. Tüm influencer pazarlama çalışmaları hedef müşteri kitlesine ulaşmak için influencerlarla çalışmanın önemini göstermektedir. Bu çalışmanın üç temel amacı vardır. Bunlar influencerların çocuk sahibi olup olmamalarının etkisini, müşterilerin influencerların otantikliği ve motivasyonları hakkındaki algılarını ve bu algıların müşterilerin satın alma ve marka tutumlarına etkilerini araştırmaktır. Bu araştırmada anneliğin pozitif etkisi deneysel yolla test edilmiştir. Deneysel çalışmada, influencerların çocuk sahibi olmasının algılanan otantikliğe, algılanan otantikliğin algılanan motivasyona, ve sonuç olarak da algılanan motivasyonun müşterilerin satın alma niyetine ve marka tutumuna etkisi test edilmiştir. Instagram aracılığı ile online anket paylaşılmış ve toplamda 660 katılımcıdan veri toplanmıştır. Deneysel çalışmanın sonuçlarına göre çocuk sahibi olan influencerlar daha otantik olarak algılanmakta ve bu yüksek otantiklik algısı müşterilerin içsel motivasyon algısını arttırmaktadır. Ayrıca, yüksek otantiklik ve algılanan motivasyonun müşterinin satın alma niyeti ve marka tutumu üzerinde etkisi olduğu belirlenmiştir.

Anahtar kelimeler: influencer, influencer pazarlama, otantiklik, motivasyon, sosyal medya, satın alma niyeti, marka tutumu.

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1. INTRODUCTION

Today, the population of the world has reached almost 8 thousand million and more than half of them are internet users. Basically, this number shows us that more than half of the world has access to the internet. In the new information era, businesses are obligated to keep up with the digital world to be successful because social media involve a big part of our lives. People use social media for communication, interaction, meeting, working, shopping, searching, exchanging information, and learning. This social media revolution has a big effect on the marketing area. In particular, influencer marketing is a major area of interest within the field of marketing (Brown and Fiorella, 2013). Influencers have become a central issue for Turkish marketers because according to Digital (2019) Turkey report by Hootsuite and We Are Social, almost 60 million people are active internet users. This enables brands to reach 72% of the population online easily. However, the biggest challenge for marketers is still on how to find, establish, and strengthen the connection with the target market. It is a crucial decision to choose social media influencer who will meets brand expectation to connect with customers who have a higher value to the brand.

Through the increasing number of social media influencers, we can see that the concept of influencer has many variances and one of them is the phenomenon of influencer mom. Influencer moms are important because studies show that they affect the power of influencer marketing (Sine and Yorgancı, 2017; Freedman, 2019). As more than half of influencers worldwide aged between 25 to 34 (Statista, 2018), it is reasonable to expect that some of them are married even have a child. When we consider Turkish influencers, we see that some of the highly successful social media

influencers have a child; Buse Terim, Gizem Hatipoğlu, Sebile Ölmez, Zeynep Zor, Gizem Sarı Tekin, Selin Balarısı, and 2019's most successful fashion influencer Rachel Araz Kiresepi, for instance, all of them are influencer moms. They had influencer identities before they had mother identities. Furthermore, we can see many examples of successful influencer moms around the world. Nevertheless, the effects of motherhood have not been closely examined. It is known that motherhood is shaped by culture and according to Turkish culture, motherhood is holy. Females have many social roles such as girls, women, mothers. All of these roles give females different identities. Once a female has a baby, she gains maternal identity as well as daughter identity and wife identity. This new identity changes women in different ways. Her way of thinking and manners changes because she has an individual to raise and educate. Moreover, her emotions change and caring for her baby becomes a priority because she is responsible for her baby's life. In other word, maternal and high protective instincts cause thinking the best for the baby (Yücebaş, 2019). These changes in a woman's life affect people's perceptions of motherhood. In Turkish culture, mothers are expected to be sincere, candid, thoughtful, devoted, unselfish, sensitive, detail-oriented, and protective individuals (Uğurlu, 2013 and Yücebaş, 2019). These distinctive characteristics differentiate them in society and affect others' attitudes toward mothers. For this reason, it is important to understand how consumers' perceptions of motherhood of an influencer will affect the effectiveness of influencer marketing campaign.

To examine effects of influencer moms, we focus on specific social media platform, Instagram. It is known that, brands use social media as a part of the business to reach target audiences, interact with them, make instantaneous responses to changes, and accommodate new trends. Instagram is one of the most popular social

media platforms and also the most important influencer marketing channel for brands (Mediakix, 2018). According to the digital marketing agency, Omnicare, the number of active Instagram users every day is more than 500 million and the number of Instagram post uploaded per day is more than 100 million (Omnicare, 2019). Instagram is an easy and effective way to reach target audiences and also it enables creating and sharing visual content. Moreover, Instagram users spend several hours for checking their Instagram daily and this gives a great opportunity to the brands to draw potential consumers' attention. For these reasons, it is important to use Instagram as a part of a social media marketing strategy. Thus, brands can affect more than half of the population across all demographic groups with an effective social media channel and the people who have significant networks, followers' trust, and influence on followers' decisions.

Influencer marketing has been attracting academicians' attention. Recently, a considerable literature has grown up around the theme of an influencer (Audrezet, Kerviler, and Moulard, 2016; Jiang, 2018; and Sudha and Sheena, 2017). Some studies focus on the characteristics of an influencer and some focus on the effects of an influencer. In this study, we focus on both important descriptive factors about influencer and effects of influencer marketing. Within this context, we examine mediating role of perceived authenticity and perceived motivation on the relationship between child status of an influencer and purchase intention and brand attitude of consumers. When we review relevant literatures, we see some important studies which are related to perceived authenticity, perceived motivation, purchase intention, and brand attitude.

In recent years, there has been an increasing amount of literature on perceived authenticity. Several studies have investigated self-authenticity (Kernis and Goldman,

2006; Harter, 2002), message's authenticity (De Veirman, Cauberghe, and Hudders, 2017), brand authenticity (Morhart, Malar, Guevromont, Girarding, and Grohmann, 2014; Moulard, Raggio, and Folse, 2016; Tron and Keng, 2018), blogger authenticity (Fischer, 2017), influencer authenticity (Audrezet, Kerviler, and Moulard, 2016), and celebrity brand authenticity (Moulard, Garrity, and Rice, 2015; Ilicic and Webster, 2016; Cruikshank, 2018). Up to now, very little attention has been paid to the role of perceived social media influencer authenticity on effectiveness of marketing campaign. The impact of perceived authenticity on perceived motivation is understudied, particularly for the social media influencer. This research examines the emerging role of authenticity in the context of influencer marketing.

A considerable amount of literature has been published on motivation. These studies investigate word of mouth (WOM) motives (Dichter, 1966; Engel, Blackwell, and Miniard, 1993; Sundaram, Mitra, and Webster, 1998; Hennig-Thurau, Gwinner, Walsh, and Gremler, 2004), sponsor motives (Rifon, Choi, Trimble, and Li, 2004), opinion leader's motives (Shi and Wojnicki, 2014), endorser motives (Choi, 2012), and influencer motives (Jiang, 2018). The issue has grown in importance in light of recent developments of influencer marketing. Even though understanding what motivates social media users' behavior is an important issue, there is very little published research on social media influencer's motives for creating and sharing content on the social media platform Instagram addressing this gap. This research examines the relationship between perceived social media influencer authenticity and perceived motives and their effects on consumer's purchase intention and brand attitudes.

A large and growing body of literature has investigated purchase intention. Several studies found that peer communications (Wang, Yu, and Wei, 2012), opinion

leaders (Kotler, 2012), social influencers (Sudha and Sheena, 2017), personal sources information (G.E. Belch and M. Belch, 2011), Instagram celebrities (Djafarova and Rushworth, 2017), celebrity endorsers (Pradhan, Duraipandian, and Sethi 2016; Adnan, Jan, and Alam, 2017), and non-celebrity endorsers (Ranjbarian, Shekarchizade, and Momeni 2010) have an impact on customer's purchase intention. Overall, these studies provide strong evidence for the efficacy of influencers on customer's purchase intention. However, what is not yet clear is the roles of motherhood, perceived influencer authenticity, and influencer motivations. This study set out to gain further understanding of how do influencer mom's authenticity and motivation affect customer's purchase intention?

Moreover, existing researches recognize the critical role played by influencers on brand attitude. It is known that influencer marketing affects people's attitudes about a brand (eMarketer, 2018). Previous researchers have found peer endorser (Munnukka, Uusitalo, and Toivonen, 2016; Wang et al. 2012) and celebrity endorser (Ranjbarian et al., 2010) have an impact on customer's attitude toward the brand. Recently, Kim and Lee (2017) have shown that source type has an impact on attitude toward the brand. Content posted by a friend drives a more positive attitude than content posted by a celebrity. Although studies have recognized the impact of people on other's attitudes about brands, research has yet to systematically investigate the effect of social media influencer on brand attitude.

In a nutshell, previous studies of influencer marketing have provided information on different variables that are related to influencer effectiveness and the effects of influencers. However, according to my research, I have not come across any study examining impact of child status of an influencer. One of the greatest challenges is that we still do not know how do influencers affect customer's

consumption behaviors because it is still hard to measure the effect of influencer marketing efforts. Nevertheless, what we know is these rapid changes in social media usage are having a serious effect on customer's perspectives on marketing.

In sum, this study aims to develop a better understanding of the importance of perceived influencer authenticity and perceived influencer motivation as mediators on the relationship between child status of an influencer and purchase intention and brand attitude of consumers.

The experimental work presented here provides one of the first investigations into how the child status of an influencer affects perceived influencer authenticity and motivations and eventually customer's purchase intention and attitudes toward the brand. This study theoretically contributes to the literature on the impacts of motherhood on influencers, the importance of authenticity, and the decisiveness of perceived motives. Furthermore, this study offers some important insights into influencer marketing for brands, influencers, marketers, and customers. If it is considered that Instagram on Turkey has the highest number of addressable advertising audiences all around the world (Hootsuite and We Are Social, 2019), it is important to gain a deeper understanding of influencer marketing and effects of it.

The overall structure of the study takes the form of six chapters. This paper begins with an introduction about the current status of social media. I will then go on to background about social media then introduce influencer marketing, influencer characteristics, and influencer motives. Chapter 3 focuses on a theoretical model and hypothesis development. The next chapter focuses on the methodology employed for this study. Chapter 5 analyzes the data gathered and addresses each of the research questions in turn. The final chapter discusses the significant findings, implication of the findings to future research into influencer marketing, and limitations of this study.

2. THEORETICAL BACKGROUND

2.1. Social Media

Social media, is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan and Haenlein, 2010, p.61). User generated content is distinct characteristic of social media and Web 2.0 as seen in the definition. Web 2.0 allows generations of contents and software by all social media users. This definition is supported by Kietzmann, Hermkens, McCarthy and, Silvestre (2011) who write that social media allows people’s interaction by providing its users sharing and generating contents in the social media platforms. As seen in this definition, it enables to its users communicate and interact with others. Similarly, Safko and Brake (2009) define social media as interactive communication between group of people who use online media channels to utilize each other’s experiences and knowledge. It connects people, helps effectively communicate with others, and facilitates information sharing. Kent (2010) broadly define social media as “communication channel” and characterized it by its “potential for real-time interaction, reduced anonymity, a sense of propinquity, short response times, and the ability to ‘time shift,’ or engage the social network whenever suits each particular member” (p. 645). Social media is the way of creating personal friends’ network and having interaction with them (Trusov, Bodapati, and Bucklin, 2009). People use social media in order to entertain, gain knowledge, post contents such as photos and videos, find new friends, reinforced communication with immediate surroundings, gain rewards, and express themselves (Powell, Dimos, and Groves, 2011). It is a channel where people give and seek ideas and opinions. Marketers use this channel to promote and sell brands’ products since allows marketers to reach masses in a fast

and easy way and get quick feedbacks from audiences (Papasolomou and Melanthiou, 2012). These reasons make social media crucial marketing tool for brands.

2.1.1. How does it work?

Social media functions as an important communication instrument for individuals, consumers, influencers, and firms. Social media websites allow people to interact with others by connecting people. It enables to follow others' social media profiles which have personal information about owners. With the growing usage of social media, brands have more opportunities to strengthen interaction with the customer through social media networks (Kelly, Kerr, and Drennan, 2010). Kaplan and Haenlein (2010) argue that social media interaction refers to dynamic communication between brands and consumers. According to Wang et al. (2012), social media leads customers to socialize with others who is similar to themselves in three ways. First, social media networks help easily communicate with others. Second, a high number of users enables interaction among users. Last, social media offers information and recommendations of others.

Social media platforms help this communication in their own way of communicate. In other words, all social media websites have different styles from each other's (Tsimonis and Dimitriadis, 2014) and they offer distinct features to users (Smith, Fischer, and Yongjian, 2012). Some of them use images for communication, some focus on video posts. For example, Twitter uses limited character written text, YouTube offers videos, Instagram provides a presentation of both image and video, and Facebook offers a multiform of posts to its users. Zhu and Chen (2015) argue that there are two broad categories of social media, which are profile-based and content-based. Profile-based social media refers to personal social media accounts that encourage users to attach and communicate with others through social media accounts

such as Facebook and Instagram. On the other hand, content-based social media refers to content and comments on the social media posts which reflects users real like of post.

2.1.2. Why is it important?

Social media is an important channel because it enables the communication between brands and consumers. Brands need to reach great among of audience since everyone is the potential customer of brands. In 2016, active social media users were 2.307 billion while this number increased to 3.484 billion in 2019 (We Are Social, 2019). Social media websites have gained more power and have grown rapidly in recent years. This growth makes social media websites remarkable for marketers. The report showed that 41% of influencers bought something they saw on social media in last week (indaHash, 2017). This high percentage shows the powerfulness of social media to reach potential consumers. The CMA Survey (2018) shows that social media spend has grown by 243% since 2009 and marketers expected to expand social media spend by 71% in next 5 years mostly for brand building and brand awareness. Even though social media is highly important for marketers, marketers are unable to measure and demonstrate the impacts of social media (CMA Survey 2018).

Social media is a useful source for also consumers because they get information about brands and products from social media (Li and Bernoff, 2011) and personal social media websites (Ellison and Boyd 2013). They use social media for gaining knowledge about unknown and untried brands. Moreover, information on social media helps potential customers to gain knowledge from others who have experiences about product. Sharing information with a personal audience makes easy to get informed about product or brand and affects consumers purchase decisions (Graham and Havlena, 2007). Similarly, the social media report by MAVRCK (2014)

shows that friends' post is an important factor that affects people's purchase decision.

2.1.3. Differences Between Social Media and Traditional Media

Although social media is a media channel, it is different than traditional media channels in some ways. Social media allows users to interact with each other where traditional media involve one-way communication. Engagement level of social media is higher than the engagement level of traditional media. Social media allows customers to share their experiences about brand where traditional media allows a brand's expression about a brand or product. In social media, contents are created by users while in traditional media, contents are created by the brand. Moreover, social media has a higher probability of increasing awareness than traditional media. However, the fact that both media types require customer's evaluation of messages (Powell, Dimos, and Groves, 2011).

There are two interesting reports that focus on consumers' preferences and perceptions about both traditional and social media channels (Nielsen, 2015). The first report (Trust in Advertising) shows that, while trust on consumer opinion posted online is ranked 3, trust on ads on TV is ranked 5 for the gen X (ages 35-49) and millennials (ages 21-34). On the other hand, gen Z (ages 15-20) ranked trust in advertising on consumer opinions posted online as number 4 and ads on TV as number 7 (Nielsen, 2015). The second report (CMO Report, 2018), shows that social media is determined as an important digital media channel for 79% of the survey participants where television is determined as an important traditional media channel for 51% of survey participants. 44% of participants agreed that digital media spent will grow in the future while 30% of participants agreed that traditional media spent will increase in the future. On the other hand, only 4% of respondents expect a

decrease in the digital media budget and 44% of respondents expect a decrease in the traditional media budget (Nielsen, 2018).

2.2. Influencer Marketing

It is important to understand the meaning of influencer marketing because the significance of using influencer marketing has been increasing day by day. Influencer marketing refers to influencer's promotions about brands to the high number of followers (De Veirman, Cauberghe, and Hudders, 2017). It contains finding and motivating key people who like to recommend your brand to others (The Word of Mouth Marketing Association, 2016) and who have an impact on others to ally to raise brand awareness and engagement (Sudha and Sheena, 2017). It is a marketing effort that employing influencer to reach to the high number of potential consumers (Johansen and Guldvic, 2017) and to convey brand's message to them (Tapinfluence, 2017). For Sammis, Lincoln, and Pomponi (2015, p.30), influencer marketing is "the art and science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content". These definitions highlight the importance of the people in other words opinion leaders or influencers who can affect others' decisions, judgments, ideas, attitudes, and believes about a thing.

There are some conditions and steps a marketer should know to conduct a successful campaign. For successful influencer marketing campaign, Esseveld (2017) identified six conditions. First, a brand alignment which refers to a concurrence between brand, influencer, and follower is highly important. Second, collaboration between influencer and brand provides control of content to both sides and drives success. Third, the loyalty of the influencer is beneficial for long-term collaborations.

Fourth, respect to the influencer help influencer to generate creative contents. Fifth, trust is another important success driver. A brand should trust the influencer to increase the success of influencer marketing campaign. Last success driver is tracking the success of influencer promotion with specific tags for the campaign, different coupon codes for each influencer, and comparing spending of the campaign with an engagement rate of influencer (number of likes and comments) (Esseveld, 2017).

On the other hand, Sammis et al. (2015) highlight seven conditions of successful influencer marketing campaign. First, brands should consider women influencers firstly because researches show that women influencers use social media actively and make more product reviews on social media than men. Second condition is finding influencers whose areas of interests are match with product or brand. Perfect influencer for the brand does not mean who have a high number of followers but it means who is relevant to the product. Third condition is reaching the chosen influencer in the previous step and persuading them to work for a brand. The next condition requires confirming brand-influencer partnership with a contract. The other condition is paying to an influencer for the content. Compensations what brands give to influencers for working with them are highly important. Sometimes compensation can be money, sometimes it can be free products. Unlike people's persuasions about compensation, it is not a payment for positive reviews. Receiving help from influencer marketing agencies to decrease possible misunderstandings between brand and influencer is another condition of successful campaign. The last condition is measuring the success of influencer promotion.

Today, working with influencers is easier than before. There are companies that bring together influencers and brands to generate successful influencer marketing promotion. Choosing the right influencer for the brand and product is a hard choice.

These kind of companies help brands to find the best influencer and help to compose a good relationship between them. Those agencies also help influencers to make agreements on their behalf (Woods, 2016). IndaHush, Mediakix, HireInfluence, Carusele, IMA, INF, Rosewood and Socialyte are some of the examples of these companies.

There are many different approaches to types of influencer marketing media. Some researchers believe that there are two types of influencer marketing media, some believe that it has more than two types inside. According to Sudha and Sheena (2017), types of influencer marketing media can be divided into two. The first part is earned influencer marketing that consists of unpaid relationship and influencers give recommendations about the brand to followers because of true like of product. The second one is paid influencer marketing which contains sponsorships and free products. On the other hand, Sammis et al. (2015) divide types of media into three: paid, owned, and earned. Paid media refers to media which brands pay for advertisements. Owned media refers to media which is controlled by brand. Earned media refers to media which is controlled by individuals, consumers, and influencers. Influencer marketing uses all these three media to extend its effectiveness. However, Diamond (2016) believes that there are four types of media: paid, earned, shared, and owned. Shared media refers to media that is shared on social media platforms by others. For a successful marketing mix, brands should use all these four media together. Even though, the types of marketing media are controversial, all kinds of marketing media consist of three types of target audience: influencers, individuals, and customers. Influencers are the most important group between them because they are the most effective individuals. However, all of these individuals compose of the brand's potential customers (Powell, Groves, and Dimos, p.84, 2011).

It is known that influencer marketing is an effective tool for brands (LINQIA, 2018). Successful influencer marketing campaign can provide an increase of brand sales, recognition of the brand's existence, reaching the target audience of brands, good promotions of a brand, strong relationship with customers and strong image of brand (Elli, 2017). It is not surprising that people are choosier about what to listen to and believe because options around people are more than ever before. Number of advertisement which consumers are exposed to every day has been getting higher and leads consumers to ignore traditional advertisements. Consumers perceive these advertisements as unreliable while they perceive influencers as a trustable source to learn about product (indaHash, 2017). The digital age provides people to reach information about brands and products without expecting it from marketers. Before make any purchase decision, they would like to think, search and get others' opinions about the product and brand. Report by eMarketer (2018) shows that people's feelings about brands can be affected positively by influencer marketing. Woods (2016, p.7) states that "influencer marketing has the ability to trigger 11 times more return on investment than other forms of traditional advertising". It is achieved just by bringing together people who look for information and who like to give information by just focusing on individuals who have an impact and power of influence on others and many potential customers are looking for information about brands. All these reports and states show that successful influencer marketing has a precious effect on consumers' purchase process. In a nutshell, to keep up with the change in the marketing area, brands should identify influencers and try to understand their influence on their followers (Brown and Hayes, 2008).

2.2.1. Social Media Influencer

2.2.1.1. Definition of Influencer

In recent years, there has been an increasing amount of literature on social media influencers. Academics and marketers focus on understanding of influencer marketing because it is a relatively new term. Before usage of the term “influencer”, there were opinion leaders, endorsers, peer endorsers, celebrity endorsers, and human brands who are well-known individuals and working for the brands to affect consumers’ decisions. The term “opinion leader” first used in 1944 by Lazarsfeld, Berelson, and Gaudet. According to Freberg, Graham, McGaughey and Freberg (2011), individuals who generate content and share it in their social media accounts for the change follower’s attitudes are called opinion leaders. Opinion leadership and influencer marketing have similarities. However, consumer behavior of influencer marketing differs from consumer behavior of opinion leadership (McQuarrie, Miller, and Phillips, 2012). Similar to the definition of opinion leader, endorser is a person who uses his/her perceived trustworthiness and attractiveness to show product or service and to explain information about it to affect others’ perceptions of product or service (Batra, Myers, and Aaker, 1996). Munnukka et al. (2016) define peer endorser as a contented consumer who tried brand’s product or service and share his/her knowledge about it with others to impress their attitudes. For Wang et al. (2012), peers are individuals who act like socialization ambassadors on social networks and affect others’ decisions and behaviors. Peers influence consumers with recommendations, suggestions, reviews, and experiences. In this way, peers change followers’ brand or product preferences. However, peer endorser’s impact area is limited by friends and family members and they have the ability to address more niche group of audiences (Powell, Dimos, and Groves, 2011). In contrast to peer

endorser, celebrity endorser is a well-known person who use his/her reputation as a representative for brands through show up in the advertisement. (McCracken's, 1989, p.310). In the same way as celebrity endorsers, human brands are reputable individuals. Thomson (2006) defined human brand as "any well-known persona who is the subject of marketing communication effort" (as cited in Khamis, Ang, and Welling, 2017, p.193). As defined, human brands conduct marketing promotions in their social media accounts to deliver the brand's message to human brands' followers.

The term 'influencer' has been defined in various ways. One of the oldest research about marketplace influencers by Abratt, Nell and Nezer (1995, p.31) states that market maven who is a "general marketplace influencer which may be significant constraint in the retail setting" is convenient for delivering brand's message such as product launch to potential customers. The most common definition to the influencer is being a people who has a powerful impact on others. For instance, the Business dictionary defines influencer as a person who has an impact on others' buying decisions (Business Dictionary-influencers, 2020). Another researcher who also refers impact of an influencer is Freberg et al. (2011). They define social media influencer as a new form of advocate who form receivers' opinions through social media. Influencer is a third party who meaningfully form consumer' buying process (Brown and Hayes, 2008; Peck, Christopher, Clark, and Payne, 1999). According to the definition provided by De Veirman, Cauberghe, & Hudders (2017), influencer is a person who is a trendsetter to a group of followers on social media network and has an impact on this audience. All of these definitions agree that social media influencers are individuals who have expertise in specific area and power to access their audience to influence audiences' decision-making process. In addition to all these definitions, a

more detailed definition comes from Giles (2018) who defines social media influencers as social media celebrities who are gen Y and Z users, and are called as bloggers, influencers, lifestyle influencers, YouTubers, Instagrammers, food influencers, mommy bloggers, and fashion endorsers.

Also, influencer marketing agencies and consumers have generated definitions of influencer marketing. For instance, Mediakix (2018), influencer marketing agency, defines influencers as “social media personalities with loyal audiences earned through the value of direct communication with their followers”. Furthermore, survey of 1500 American consumers shows that 80% of survey participants perceived influencers as a person who has high number of followers on a social media network or person who makes advertising about a product on a personal social media account (The 2018 Influencer Report by CPC strategy, 2018).

Influencers have the ability to affect their follower’s attitudes and decisions. Their influence on followers and consumers’ beliefs about their trustworthiness makes them highly valuable for the marketers (De Veirman et al., 2017). They can turn themselves to social media celebrities through a high number of followers and engagement rates in the social media platforms (Sammis et al., 2015). They can be everyone such as celebrities, bloggers, Instagrammers, YouTubers, journalists, consumers and everyone. They are content creators and using social media accounts for sharing experiences, giving recommendations, showing their daily lives and personal journals to the people. Moreover, their opinion is important as influencing followers’ knowledge about products and brands. They use their accounts to create content and tell followers what they like or do not like. Their interest can be everything such as fashion, beauty, food, travel, lifestyle, motherhood, fatherhood and fitness. Consumers consider them as successful experts and this kind of positive

perceptions can help them to have some benefits such as rewards or money. However, what they really need to be successful social media influencers is choosing the right social media platform to reach audience, generating effective content, communicating with other social media influencers, and using multiple social media platforms to influence audiences (Powell, Dimos, and Groves, 2011).

As social media's popularity has been growing every day, influencer marketing has been getting more and more important to marketers. They have understood the importance of to use influencers to reach their target audience rather than to use traditional advertisements channels because there is a substantial increase in the social media platforms and users. Researchers believe this increase is cause to increase of the number of influencer (Xu and Pratt, 2018).

2.2.1.2.Types of Influencers

According to Mavrck, influencer marketing company, influencer types split into three groups which are mega, macro and micro influencers, based on influencers' reach to target followers, relevance to a brand or product, and resonance, (as cited in Gottbrecht, 2016).

Mega influencers are celebrities, superstars, and singers who have more than 1 million followers with a larger reach, lowest engagement rates, and lowest resonance, for example, Kylie Jenner with 150 million followers. Macro influencers are leaders, mavens, and publicists who have 10,000-1 Million followers with high reach and good content quality. Powell, Dimos, and Groves (2011) named them as "near-celebrity". These influencers are individuals with a high number of followers and high popularity among their social media audiences. They are not as famous as traditional celebrities. Micro-influencers are individuals who are potential consumers of brands and have fewer than 10,000 followers. Because of their low number of followers, they

reach less people. However, the engagement rate of their posts is higher than other types of influencers. Because of the highest engagement rate, micro influencers engage both academicians and marketers' attention (De Veirman et al., 2017).

The concept of micro-celebrity' first used in 2008 by Senft in her book during her research about 'camgirls'. For Senft (2008, p.25) micro-celebrities are "a new style of online performance that involves people 'amping up' their popularity over the Web using technologies like blogs and social networking sites". According to Abidin (2017), ordinary people share their life on social media platforms and eventually turn into micro-celebrity influencers. Micro-celebrities' "exclusivity", "exoticism", "exceptionalism", and "everydayness" make them famous in the social media (p.19). These characteristics draw attention of followers. While exclusivity refers to being privileged because of having a high financial situation and elite life, exoticism refers to being unusual. On the other hand, exceptionalism refers to having exceptional abilities and skills while everydayness refers to showing part of daily life routines (Abidin, 2018).

Micro-influencers are different from macro and mega-celebrities in several respects. First, micro-influencers' scale is smaller than traditional celebrities. They mostly use social media platforms and reach their niche followers through online media. In contrast, traditional celebrities have global recognition. They use both traditional and social media to reach a high number of followers (Abidin, 2018). Second, accessibility and authenticity of micro-celebrities differentiate them from traditional celebrities. They have interactive relationships with their followers. This interactive relationship between micro-celebrity-and follower is a highly important factor that affects the reputation of an influencer (Marwick, 2015). Third, micro-influencers have their follower's trust which is highly important for influencer

marketing. They are one of us that's what makes their recommendations and suggestions trustable. Because of their closeness to the public, their contents are more realistic (Abidin, 2018). Their uniqueness is their desire to get deeper knowledge about brand or product. They want to try a product because they believe that a product or brand has value. Information and quality of a product are more important than promotions and deals of a product for the followers. Impact of their opinions and recommendations comes from others' trust on them and their reviews. According to the Power of Influencers Report by Expercify (2016), 94% of the respondents agreed that micro-influencers are more credible, believable, and knowledgeable than macro-influencers, and 92% of the respondents agreed that influencers are good at explaining how to use the product. Further, collaborating with micro influencers is easier than collaborating with macro or mega-influencers. Working with macro-influencers or mega-influencers, who are already known by many people can be hard to manage. Most of them have many jobs to do and their schedules are busy. On the other hand, working with micro-influencer who are known by a small amount of audience and less visible among influencers requires less effort to reach and work with them.

2.2.1.3. Identifying Influencers

90-9-1 rule helps to identify communities. According to this rule, 90% of social media users consume contents by seeking information on social media. 9% of users contribute to the content by liking or commenting on it and 1% of users are content creators (influencers) (Brown and Fiorella, 2013). Keller and Berry (2003) identified influential in their book as a person who is highly active in their job and personal lives, who is industrious on his/her work and treat his/her work as a career, who is willing to do something for the society, who likes to follow new trends

through stores and brand web sites, and who has a good network of audience with enjoys to give them recommendations and suggestions.

Previous studies of influencer marketing have emphasized the number of followers and audience size as the main determinants of influencers and opinion leaders (Zhang & Dong, 2008; Cha et al., 2010). According to the report by indaHash (2017), while 68% of social media influencers are female, more than half of them are a student and the average age of influencers is 21 years old. They mostly live in the capital or large cities. 58% of them spend a good amount of time preparing a photo for posting. 82% of influencers prefer to follow other users rather than traditional media. Moreover, the same report shows that women influencers prefer the cooperate with fashion and beauty brands, while men influencers prefer fashion and technology brand. The most published posts by influencers are selfie, fashion, travel, and food photos. There are many categories in which influencers are interested and like to collaborate with brands for them. Food, beauty, fashion, sports, health, travel, fitness, childcare, motherhood, and lifestyle are some of the categories that influencers interest in. They prefer to follow other users rather than traditional media, and their opinions are mostly formed by their friends, social media and other influencers, and these preferences shape their purchase decisions (indaHash, 2017).

Moreover, hashtag usage is also highly popular among social media influencers. Hashtag is defined by Erz, Marden, and Osadchaya (2018, p.50) as “a keyword or a string of words, denoted by a hash (#) to make it hyperlink”. According to the finding of Erz et al. (2018, p.57), there are six motivations of hashtag usage on Instagram: self-presentation, chronicling, inventiveness, information seeking, venting, and etiquette. Hashtags increase visibility (Page, 2012) and reach (Osman, 2018) of posts on Instagram. Most popular hashtags are ‘love’, ‘fashion’, ‘oodt’, ‘travel’,

‘selfie’, ‘me’, ‘happy’ and ‘photooftheday’ (indaHash, 2017).

Media consumption among influencers shows that preference of social media usage is ahead of preference of traditional media usage. The report by indaHash (2017) shows that Instagram is the most preferred media among influencers. Facebook, YouTube, and Snapchat are following Instagram respectively. The report also indicated that fewer than 30% of influencers do not read a paper press and approximately 14 % of them do not spend their time watching TV. 53% of those surveyed agreed that they prefer watching videos on the internet. Almost 90% of the respondents stated that they spend few hours per day using social media (indaHash, 2017).

2.2.1.4. Importance of Influencers

The power of the internet and social networks have been increasing, and marketers have to adapt this change. Today, more than ever before, it has become highly important for brands to use social media and collaborate with social media influencers to reach broader consumers’ networks and develop a strong relationship with them. Collaborating with influencers who engage with a high number of followers is an effective way for promoting a brand’s product. Influencers can provide knowledge about unknown brands or products. Their recommendations and opinions about a product help other consumers to learn information about product and this knowledge may drive consumers to purchase a recommended product. Influencer marketing is preferred by brands for some reason. First, the increase of social media usage led everyone to be an influencer. Regular people who have an ability to influence others’ decisions can become an influencer. It is easy to introduce brand’s product to one person instead of trying to reach larger audience. Second, there are many influencer marketing companies that ease for brands to reach and collaborate

with influencers. The other reason is a high number of social media platforms. Improvement on social media causes an increase in social media platforms which help people to communicate with and to follow others. Influencers use these social media platforms to reach their target audiences. There are many social media platforms where influencers and brands can influence others' decisions. Instead of trying to be effective in all social media channels, working with someone, who is an effective communicator in social media is easier. Another reason is the credibility of advertisements which increases credibility of influencers. Last reason is successful brand-influencer collaboration which is a highly powerful promotion for brands (Sammis et al., 2015). For these reasons, influencer marketing has been increasing its popularity in the social media.

Marketers' aim with influencer marketing is to spread brands' messages to potential consumers in a most effective way. Brands collaborate with influencers because influencers are capable of influence a brand's consumers with user-generated content (Powell, Dimos, and Groves, 2011). Since the engagement between influencer and follower determines the powerfulness of their sharing, promotions, and suggestions, a strong relationship and trust between influencer and follower are highly important. Advertisers know the importance of using influencers to reach their broad network. For this reason, brands need to use influencers to reach influencers' audience (Kaplan and Haenlein, 2010). According to the survey by Olapic (2016), survey participants think that photos of other consumers on social media are 7x more trustable than advertising, and nearly half of respondents (49%) said that if the product is displayed by a real person, their consideration to buy it is getting higher. Furthermore, it also shows that 45% of the survey participants agreed that they take a look at others' social media profiles for getting inspired by them. Influencers inspire

consumers in some ways which is important fact for brands. It might be fashion, outfit, lifestyle, or parenthood of an influencer which help consumers to get information, advice, or recommendations from an expert. Those information and recommendations are important since people are more likely to positively perceive information if it comes from peers (Solomon, Bamossy, Askegaard, and Hogg, 2006). According to the report by Nielsen (2015), 83% of consumers trust recommendations from people they know. Before making purchase decision, consumers use recommendations to gather information about a brand or product. They think that message from trusted people is more acceptable and believable than brand's sponsored contents (Woods, 2016). All of these studies show that consumers trust influencers more than traditional media. Thus, influencer marketing has been getting crucial for marketers.

2.2.2. Influencer Marketing Efforts

Brands use marketing strategies to get the maximum benefit from influencer marketing. Mechem (2018) lists ten types of influencer marketing strategies as follows: discount codes, branded blog posts, brand mentions, giveaways, long-term partnerships, events, takeovers, guest posts, free products, and challenges. First strategy is discounts codes which offer extra discounts to the influencer's followers. Second strategy is branded blog posts which give information to the customers and this post increase sales and brand awareness. Third strategy is brand mentions which occur when influencer mentions about the brand in his/her content. The next strategy is giveaways which is highly used in 2019 in Turkey. Sometimes marketers use giveaways to increase attention to the brand. Influencers announce their followers that if they can complete given assignments such as liking posts, following brand's social

media account, tagging friends, and sharing posts, they will have a chance to win product or service. This marketing effort provides participation in the content. Sometimes influencer's marketing efforts work well and consumers refer to the brand with the influencer. When they see the influencer, they may remember a specific brand or product. This generates long-term partnership (being brand ambassador) between brand and influencer. The next strategy is event which is also highly preferred strategy in 2019. Events can be used as a marketing effort to increase brand awareness. Another strategy is takeovers which refers to influencer's usage of the brand's social media page for a limited period time. Influencer announces it on his/her social media account and when the time comes influencer share contents on the brand pages. Followers of an influencer become brand followers in this way. On the other hand, guest posts which refers to influencer's posting on brand websites or brand's posting on the influencer website might be another useful tool. Free product is one of the most used marketing effort. Brands send free products to influencers as a payment. Influencer use and review products. Based on influencers' evaluations, consumers gain awareness and knowledge about product or service. Last of the influencer marketing efforts are challenges. Brands organize competitions among influencers to increase brand awareness. For example, LC Waikiki, Turkish fashion brand, throw a campaign with four social media influencers in 2018. Followers of four influencers compete with each other to gain four days of fashion training in Spain. This campaign draws followers' attention who likes to go to Spain with favorite influencers and gives reasons to shop brands' products.

While Mechem (2018) identifies ten types of influencer marketing efforts, Mediakix, an influencer marketing agency, defines four types. According to Mediakix (2018) brands form a partnership with the influencer four ways. First effort is

sponsorship content which refers a sponsored content but the brand does not necessarily involve directly in content. Instead of directly pointing brands name, associating well-prepared content with the brand. Sponsored content can be divided into six sections. These are social media posts that are “presented by” brand, branded contents, hashtags campaigns, influencers thanks to the brand on the social media post, giveaways, and discount codes. Second effort is product-focused content which focuses on directly products and reviews about them. Influencers use it or show it to followers with the recommendations and opinions about it. It is also called as product placement and can be divided into two sections. These are unboxing product, and product exclusive before it released. Third effort is event marketing which is used by brands to get brand recognition. Marketers organize events such as branded parties and product launches. The last effort is social media takeover refers to usage of brand social media account by an influencer. Companies can use one of these influencer marketing efforts or combine some of them to create impactful influencer marketing.

The partnership starts with brands’ decision about choosing an influencer who fits with the brand and product perfectly. After that, the brand sends product samples or gives the chance to try brands’ services or products in return for repayment. Repayment of influencer’s sharing can be a free trial, and free product, or money (Powell, Dimos, and Groves, 2011). Influencer tries the product and generates content to tell his/her opinion about it and give recommendations to followers. Generally, this content includes photos or videos about brands’ products or services, experiences about it and recommendations to followers (Jiang, 2018). Consumers might be confused by the reason of perceived motivations of recommendations. According to Lu, Chang, and Chang (2014), direct-monetary such as money and indirect-monetary such as free products and trials are two types of compensation. They find that an

influencer compensation type does not influence consumer's attitudes toward the sponsored post. In other word, consumers disregard what type of payment does influencer get from sponsorship. On the other hand, the survey by CPC strategy (2018) shows that approximately, 32% of survey participants never trust a paid recommendation.

2.2.3. Influencer Marketing Platforms

Social media platforms such as Facebook, YouTube, and Instagram, have been important channels for the people to communicate with each other. These kinds of platforms allow people to reach and influence each other, as well as be influenced and learned from others. As explained before, social media platforms have unique features which allow people to express themselves differently. Some of them support image content while others support video contents. Some platforms such as Facebook and Blogs supports both visual contents.

Reports state that Facebook, YouTube, and Instagram are the top three social media platforms by a number of active users (We are social and Hootsuite, 2018 and Statista, 2018). There are many social media platforms that influencers use them to reach people. Snapchat, Twitter, and Pinterest are some of them. The social media platform has different engagement rates in terms of social media engagement and advertisement engagement (Voorveld, van Noort, Muntinga, and Branner, 2018) and the potential reach. Statistics show that potential reach of Instagram adverts and Facebook adverts is higher than all other social media platforms (We Are Social and Hootsuite, 2018).

According to the data from users in Turkey, most active social media platforms are YouTube, Facebook, and Instagram respectively. The total number of monthly active Facebook users are 51.00 million mostly aged between 18-34 and

Instagram users are 33.00 million mostly aged between 18-34. These social media users spent averagely 2 hours and 48 minutes on using social media (We are Social and Hootsuite, 2018).

Although there are many social media platforms, blogs, Instagram, Twitter, Facebook, Pinterest, and videos are the most official and marketing-friendly ones. Blogs are mostly accepted to be the first user-generated content produced by bloggers, which allow communication between bloggers and followers. Instagram is one of the most important influencer marketing platform (indaHash, 2017) where individuals share posts about their daily lives. Brands like to work with Instagram influencers, because Instagram allows visual contents which makes easy to show a product to potential customers. As another social media platform, Twitter affects people's access to news. More importantly, it helps its users to see incidents in the world in real-time and to learn and seek information about products and brands through others. On the other hand, Facebook is a social media platform that influencers are perfect for spreading the brand's message to the high number of audiences. Pinterest is an also another popular platform to engage with influencers and to reach target audiences. In particular, video influencers are highly important for influencer marketing. They create video content about products and make reviews about it. Followers of video influencers see video contents and gain knowledge and awareness about the brand (Sammis et al., 2015). Report by Statista (2018) shows that 78% of influencers who responded indicated that they prefer Instagram for brand partnerships and blogs follow it with 16% of influencers. Similarly, the report by IndaHash (2017), influencer marketing agency, find that 93% of digital influencers who responded indicated that they mostly use Instagram on daily basis, while Facebook follows it with 80% of respondents.

2.2.4. Influencer Partnership Style

Marketers want to have the best influencer for their company to reach the target audience and influence their consumers through influencer. Influencer's relationship with a follower is built on trust. If a brand's goal fits in influencer's value and target audience, a brand can get more impactful effects from influencer marketing (Mediakix, 2018). When marketers decide to use influencer marketing, they should decide on partnership style, platforms and all kinds of marketing strategies related to influencer marketing. Partnership style based on a channel can be categorized into a single channel and multi-channel partnership, whilst partnership style based on time can be categorized into a short-term and long-term partnership (Mediakix, 2018).

Marketers can use a single-channel of social media networks such as Facebook or multi-channel of social media networks such as Facebook plus Instagram or others. If a brand prefers to work with an influencer through single-channel, influencer posts photo or video in only one specific social media network. On the other hand, collaborating with the influencer through a multi-channel network requires influencer's posting on more than one social media network. According to Stone, Hobbs, and Khaleeli (2002), multichannel customer management requires reaching customers from more than one media channel to having a relationship with customers in a coherent form. They argue that using the multichannel strategy increases convenience, accessibility, and customer experiences. However, it also increases cost of influencer marketing because influencer promotes a brand's product in the numerous social media channel.

Brands can collaborate with influencers for the short-term or long-term. Both kinds of partnerships have some pros and cons. According to Mediakix (2018), long-term partnership requires more effort to find and agree with the influencer because

finding the best influencer for the long-term partnership takes a long time and extra works. Compared with a long-term partnership, a one-off (short-term) partnership can be useful for the brands since it does not require long-term relationships and agreements with the influencer and it does not consume a long time to select the best influencer for the partnership. Brand's expectations from an influencer are described openly in a long-term partnership. It increases content quality because influencer spends more time with the brand, and have more chance to get more knowledge about a brand. Furthermore, it helps consumers to trust the influencer and increases brand awareness of followers. Also, the influencer who have long-term partnerships with brands are perceived as more relatable. Influencers consider a long-term partnership with a brand, if the brand gives them creative freedom, competitive compensation, respect and understanding of influencer's interests and values. Long-term partnership causes to reach the same audience over and over. In contrast to a long-term relationship, brands collaborate more than one influencer in a short-term relationship and improve the influence of brand-influencer partnership. More than one influencer for marketing the brand's product or services means to reach more potential consumers. However, a short-term partnership might cause less effective posts and collaborating with fake influencers.

2.3. Content

Traditional marketing treats advertising as the most important factor in marketing. Brands use advertising to convey their message to the society. These kinds of marketing activities allow only one-way communication: brand to the consumer. With the increasing importance of social media advertising, rules have changed and content has become the most important factor of social media marketing. New media

allows people to interact with others and learn more information about the product from others. By generating content, brands can achieve teaching, giving information, forming a connection between brand and consumer, providing entertainment, and creating credibility (The Internet Marketing Academy, 2011). Traditional media and social media together provides us two types of content; brand-generated and user-generated. Both types of contents are important for marketers and brands.

Brands intent to gain people's awareness, confidence, loyalty, and belief by using content marketing (Lieb, 2012). Improvement of media technologies such as photo and video editing apps simplify generating content (Marwick, 2015). Content producers can generate them in various types such as photos and videos. These contents can include opinions, recommendations, and reviews about product or service and contribute to a brand's marketing efforts. Social media platforms, websites, and blogs are some of the important channels to generate high-value content (Lieb, 2012). According to Powell, Dimos, and Groves (2011), content quality shows the power of content to influence others, and number of likes and comments are determinants of content quality. If the content helps people, inspire them, perceived as real and relevant, and reach at the right time, it becomes highly valuable for the brand (Jefferson and Tanton, 2015).

Several studies have been concentrated on consumer spending, some focusing on a positive relationship with brand-generated content (Kumar, Bezawada, Rishika, Janakiraman, and Kannan, 2016), others on positive impacts of user-generated content to consumer spending (Stephen and Galak, 2012). A study by Schivinski and Dabrowski (2016) explain that both user-generated content and brand-generated content has an impact on brand attitude.

Stackla (2017) shows that consumers think user-generated contents are more authentic than brand-generated contents. The same report shows that %60 of consumers affected while they giving purchase decision by contents which are created by family or friends. Similarly, a report by Olapic (2016) articulates that almost half of the 4578 respondents agree that user-generated content is the most trusted content and just 27% of respondents trust brand-generated contents. We will review both brand generated and user generated contents below.

2.3.1. Brand (Firm) Generated Content

The first type of content is Brand-generated content which is one of the important marketing tool for brands in the digital era. High social media usage leads consumers seeking information about brands or products on social media. This digital improvement has simplified brand-consumer communication. For example, most of the brands have official accounts on social media websites, which make possible to reach target followers, tell them company's promotions, keep informed about the latest products and engage with costumers. Brands use these contents to form a relationship with consumers and reinforce this interactive communication with the contents (Singh and Sonnenburg, 2012). Mangold and Faulds (2009) believe that brand-generated social media communication is an important part of brand's promotion mix. For brands, using brand-generated content is an effective marketing tool not only because brand-generated content on traditional and social media have proceeded together, but also they reinforce each other (Kumar et al., 2016).

2.3.2. User Generated Content

The second content type is user-generated content which we highly see on these days since the constant change of social media and the rise of social media platforms enable consumers to state their opinions openly, which induce a change in

creators of the content. With this growth, consumers influence each other, and this influence replaces the importance of firm-generated media with user-generated media (Daugherty, Eastin, and Bright, 2008). Key influencers with user-generated contents took brand-generated content's place. With increase in internet usage, sharing information among them grows every day (Berthon, Pitt, and Campbell, 2008). Consumers easily share their opinions with others because the internet enables them to communicate and interact. Increase in internet usage lets consumers share their opinion with other consumers and learn from others easier than before. It is highly important because when consumers need any information about brand, product or services, they turn to social media to gain knowledge about it (Christodoulides, Jevons, and Bonhomme, 2012)

While variety of definitions of user-generated content exist, there is a consensus on the following definition; being created by regular people who are social media users and creating content not as part of their job but as a hobby (Tang, Fang, and Wang, 2014; Daugherty et al., 2008; Advertising Bureau of United States, 2008; Christodoulides et al., 2012; Burmann and Arnhold, 2008). One of the most used definition suggested by Rajamma and Paswan (2016), who define user-generated content (UGC) as a content created by consumers who tried the brand's product or service and have ideas, opinions, and experiences about it to tell other consumers. User-generated contents are important not only because generating content gives consumers the power to promote and influence the brand's product and service (Riegner, 2007), but also it enables to attract of potential consumer's attention (Lieb, 2012).

Based on the creator, there are two types of user-generated content: group created content and individual created content. Group created contents are generated

by cooperation of group members and shared on Wikis. Individual created contents are generated by users who are experts, influencers, and endorsers and contains user's reviews and opinions (Krishnamurthy and Dou, 2008). Friends and celebrities are the most used sources of UGC (Kim and Lee, 2017).

Based on the sponsorship type, there are two types of UGC: organic and sponsored. Organic user-generated content is created by users without expecting payment in return from marketers. On the other hand, sponsored content is created by users in return for compensations. Furthermore, while organic user-generated content's source is perceived more credible than sponsored user-generated content, attitude toward a brand is also apprehended as more favorable in the source of organic user-generated (Kim and Lee, 2017).

According to Shao, people participate in user generated media in three ways: "by consuming", "by participating", and "by producing" brand-related media. Consuming refers to consumer's viewing of the brand's image on media regardless of the firm created or user created. Participating (contribution) refers to interact with media by commenting or liking it while producing (creation) refers to generating content which contains visual brand or product. The individual can be consumer of one brand and creator of another brand. Similarly, individuals can consume, contribute, and produce content for the one chosen brand (As cited in Schivinski, Christodoulides, and Dabrowski, 2016, p.66). As mentioned on the identifying influencers part, 90% of users are consumers, 9% of users are participators, and 1% of users are producers of UGC (Brown and Fiorella, 2013).

There are some drivers which cause UGC's comes into prominence rapidly. Drivers of user-generated content can be list as follows: technological, social, economic, and institutional. Technological drivers are high-speed connections, high-

speed data processing, and more accessible software tools, where one can share UGC. These drivers increase content quality and simplify creating and sharing content. Social drivers are an increase of young generations who like to create and share content, want to express one selves, and want to have interactive relationships on social media platforms. Economic drivers are low cost to generate content, low cost of internet connections, and increment commercial attention on UGC. Institutional drivers are new legal treatments that allow and ease the generation of UGC (OECD, 2007).

User-generated contents can be shared in blogs, podcasting, and social media platforms. User-generated content types can be texts, photos, videos, and audio. Health, fashion, food, parenting, travel destinations, and fitness are some of the UGC topics (OECD, 2007). Marketers can choose two different ways for using UGC as an advertisement. They can use professionally prepared advertisements and UGC together or they can require user-generated content for a product from users (Krishnamurthy and Dou, 2008). According to the report by influencer marketing platform MAVRCK (2014), user-generated content is 50% more trusted and 35% more memorable than other types of media. 4 out of 5 social media users search for information and recommendations from social networks and 59% of consumers trust online reviews. Also 4 out of 5 people negatively affected by negative online reviews. The study by Daugherty et al. (2008) find that consumers who create users generated content have more potential to share reviews and recommendations about brands with others. Research by Stackla (2017) shows that 60% of consumers think content which is created by users is more authentic than others. Global Trust in Advertising report by Nielsen (2015) indicates that 83% of consumers whom participants in survey said that they trust recommendations from people they know. Similarly, research by

Olapic (2016) demonstrates that 76% of the respondents indicated that they consider consumer-generated content more truthful than advertising.

Both influencers generated contents and user-generated contents influence consumers to get inspired by influencers, drive consumers to purchase, and show influencers' brand experiences (Gotthbrecht, 2018). However, researches show that user-generated content is more effective than brand-generated one. Consumers perceive user-generated content more trustworthy (Christodoulides et al., 2012), more credible (Cheang and Morrison, 2008), and more reliable (Kudeshia and Kumar, 2017) than brand-generated contents. Moreover, it is known that user-generated content has an indirect effect on purchase intentions (Chevalier and Mayzlin, 2006) and consumer-based brand equity (Christodoulides et al., 2012). For these reasons it is highly important for brands to use user-generated content in the new digital era.

2.4. Perceived Influencer Characteristics

Brands want to use the most appropriate influencer as brand ambassadors. For this reason, giving a decision about an influencer who fit perfectly with the product and brand is a hard process. According to Charest, Bouffard, and Zajmovic (2016), it is significant to use social media influencers to have better interactions with other social media users. As discussed earlier, one reason of collaborating with influencers is influencing consumers' attitudes about brands positively. Researches shows that attitude towards the influencer has a positive relationship with attitudes toward the brand (Silvera and Austad, 2004), and influencers have an effect on followers' behaviors and decisions about the endorsed brand (Watts and Doods, 2007). Similarly, Schemer et al. (2008) expose that using celebrity who has a good impression on consumer's mind drives a positive attitude toward the brand. Studies show the impact of influencer characteristics that have an effect on consumers'

perceptions about brand or product. Consumers' perceptions of influencers credibility, reliability, sincerity, and genuineness may help to persuade consumers to prefer the endorsed product. Therefore, it is necessary to understand influencer characteristics and effects of those characteristics on consumer's purchase decision. Even though, the importance of credibility is expressed clearly on the literature, there is no empirical evidence showing the importance of authenticity in understanding purchase intention and brand attitude which increases importance of authenticity in this study. There are two important characteristics of an influencer: credibility (Munnukka et al., 2016; Freberg et al., 2011; Park, Lee, and Han, 2007; and Chu and Kamal, 2008) and authenticity (Audrezet et al., 2018; and Kowalczyk and Pounders, 2016). These are explained as below.

2.4.1. Credibility

The most known one of the most important characteristics is the credibility of the influencer. Research into credibility has a long history. It has been extensively studied by many researchers. Studies have been concerned with especially source credibility in other words endorser credibility. The credibility of an endorser defines trustworthiness, expertise, and attractiveness of the endorser (Ohanian, 1990; Munnukka et al., 2016; Goldsmith, Lafferty and Newell, 2000). All of these three dimensions have an important role on changing one's attitude. Much of the available literature on dimensions of credibility agree that it has three dimensions, which are trustworthiness, expertise, and attractiveness.

Previous studies mostly define trustworthiness as people's attributions about the accuracy of one's words. Hovland, Janis, and Kelley (1953, p.21) define trustworthiness as "the degree of confidence in the communicator's intent to communicate the assertion s/he considers most valid". This definition is close to those

of McCracken (1989, p.311) trustworthiness is “the perceived willingness of the source to make valid assertions”. Chu and Kamal (2008) demonstrate that trustworthiness has an impact on the receiver’s perception of the message. Consumers determine the persuasiveness of the message by evaluating source trustworthiness (Hovland and Weiss, 1951). According to Engel (1995), trustworthy sources are perceived more credible and have more influence on recipients.

The second dimension of credibility is the source’s expertise. Consumers who see receiver as an expert believe that receiver’s decisions are valid decisions and receiver have knowledge about a certain topic (Major and Coleman 2012). It is known that consumers trust reviewers who have expertise in the specific area (Yang, Mai, and Ben-Ur, 2012). Hovland et al. (1953, p.21) define expertise as “the extent to which a communicator is perceived to be a source of valid assertions”. Similarly, McCracken (1989, p.311) define expertness as “the perceived ability of the source to make valid assertions”. Thus, if a consumer thinks that celebrity endorser is an expert with a good amount of knowledge in a specific area, it makes celebrity endorser more influential (Ohanian 1991).

The last dimension of the credibility is attractiveness which refers to desirable characteristics of an individual such as likeability and beauty (McCroskey and Teven, 1990). Attractiveness has a direct impact on the impressiveness of the message (McGuire, 1969). Attractive source has ability to influence consumer’s attitude (Kahle and Hamer, 1985) and consumers’ purchase intention (Erdogan, 1999) because message from an attractive source has been accepted more easily.

Credibility of an influencer is crucial because it affects consumer’s response to the message (Freberg et al., 2011; Chu and Kamal, 2008) and the receiver’s decision about the acceptability of the message (Ohanian, 1990). Previous researches has

shown that credibility has a positive influence on brand attitude (Ohanian, 1991; Petty, Cacioppo, and Schumann, 1983; Erkan and Evans, 2016), brand loyalty (Sudha and Sheena, 2017), and purchase intentions (Park, Lee, and Han, 2007). It is an important characteristic of influencer marketing to increase the effectiveness of influencer marketing efforts (Chu and Kamal, 2008) and the effect of influencer's promotion (De Veirman, Cauberghe, and Hudders, 2017). As a result, credibility is the key determinant of influencer effectiveness and it helps to create a good relationship between brand and consumers (Halvorsen et al., 2013). Together, these studies indicate importance of credibility for the influencer and influencer's promotion. Although, numerous studies have shown that impacts of credibility on purchase intention and brand attitude, in recent years the phenomenon of authenticity has become as a vital issue for both consumers and brands. Despite its increasing importance, we know little about authenticity, which is unpacked as below.

2.4.2. Authenticity

Previous studies have shown that authenticity is the other most important characteristic of influencers. Several definitions of authenticity have been proposed. While some researchers have mainly interested in definition of human authenticity (Kernis and Goldman, 2006; Molleda, 2010; Pirttimaki, 2018; and Petersen, 2017), others have focused on brand (Moulard et al., 2016; Audrezet et al., 2018) and message authenticity (De Veirman et al., 2017).

Kernis and Goldman (2006) define authenticity as the unhindered actions of an individual's real-self in his/her everyday life. Authenticity is related to the meanings behind the actions. Accordingly, one shows his/her authenticity through actions which compliant with one's lifestyle (Marwick, 2013). It indicates the perceived originality, reality, and unusualness of an object, an individual or a

company (Molleda, 2010). An authentic person or source is described as “genuine, unbiased, relatable, passionate, charismatic, and funny” (Pirttimaki, 2018, p.51).

According to Petersen (2017), authenticity is intentionally sharing all aspects of one’s real-life with all flaws and flawless. Thus, authentic influencers post on social media to show their audience their real personal lives and daily routines with all roughness.

A recent study has shown that consumer’s perception of the human brand’s authenticity comes from human brands acting like his/her self (Moulard et al., 2016). This view is supported by Deci and Ryan (2000), who developed self-determination theory. Self-determination theory employs one’s inherent psychological desires as complementary distinctions of one’s aim and the estimations which are consequences of those distinctions. According to the theory, humans are dynamic creatures inclined to be adopted to their social surroundings and to join engaging activities. Relatedness, autonomy, and competence are three important needs for human beings. Relatedness refers to human needs which are related to bond with others, to be part of a group, and to share emotions with others. Autonomy refers to human needs which are related to the self-control of self-actions freely. Competence refers to human needs that stimulate actions. Internally driven actions are activities that come from human’s internal preferences and humans do them automatically. These scholars believe that the harmony between people’s act and his/her real-self shows his/her authenticity. Moreover, this theory explains that people engage self-determined behaviors automatically when they pursue their inherent interests. Thus, authentic people require internally driven behaviors while inauthentic people require externally driven behaviors, because those behaviors are guided by compensations (Deci and Ryan, 2000).

Brand authenticity is related to costumers’ perceptions about brand managers’

intrinsic motivation such as passion and devotion to their commodity. Consumers may perceive a brand as authentic when a brand manager has intrinsic motivation such as focusing on the product. In contrast, the consumer may perceive a brand as inauthentic when brand manager has extrinsic motivations such as focusing on consumers and revenue. In other words, consumers assess authentic brands positively while they assess inauthentic ones negatively (Moulard et al., 2016). In the context of branding, authenticity is crucial since brand's authenticity determines consumer's perceptions about it (Audrezet et al., 2018).

The message's authenticity is also as important as the source's authenticity in terms of consumer's response to it. De Veirman et al. (2017) find that consumer's perception about message's authenticity determines the amount of resistance to it. According to Silvera and Austad (2004), it is highly important to choose the influencer who actually uses and loves the product or service because consumer's perception about the influencer's real attitude towards the product or service has an impact on the effectiveness of the influencer's advertising.

According to Kernis and Goldman (2006) authentic functioning is "characterized in terms of people's (1) self-understanding, (2) openness to objectively recognizing their ontological realities (e.g., evaluating their desirable and undesirable self-aspects), (3) actions, and (4) orientation towards interpersonal relationships" (p.284). They determine that authenticity has four components: 'awareness', 'unbiased processing', 'behavior', and 'relational orientation'. First component is awareness which indicates to gain more information about one's emotions, ambitions, targets, frailties, hopes, and personality. It is the first step of authenticity. The second component is unbiased processing which indicates neutrality to one's feelings and personal information. Another component is behavior refers to acting according to

one's needs, desires, and choices. The last component is relational orientation which refers to be honest, real, believable and candid in one's relationship (Kernis and Goldman, 2006).

Similarly, according to Gilpin and Palazzolo (2010), there are four key dimensions of authenticity; authority, identity, transparency, and engagement, and authenticity is grouped into two types. First one is indexical authenticity which indicates a genuine object. Another one is iconic authenticity that indicates the impeccable presentation of an object (Grayson and Martinec, 2004). To measure authenticity, two main factors are important: rarity refers 'the degree to which the celebrity is seen as uncommon' and stability refers 'the degree to which the celebrity is perceived as unwavering' (Moulard et al., 2015). These two factors are based upon the Kelley's attribution theory (Kelley, 1963). Attribution theory argues that individual can know the accuracy of his/her perception of one if one's action is (1) distinctive (rarity), (2) steady (stability), and (3) congruent (Kelley, 1973). In terms of brands and celebrities, steadiness and congruence are significant to attribute their behaviors as extrinsic or intrinsic (Moulard et al., 2016).

Audrezet et al. (2018) conducted a research with social media influencers who have partnership experience with the brand to find social media influencer's authenticity signs and strategies. After observations of 36 influencers and interviews with 27 influencers, researchers find that influencers' contents show authenticity through adding to content personal interests, satisfaction, excitement, personal preferences, details about product or service, and positive feelings about brand, real opinions for the product or service, congruence between product and influencer, and information about partnership. They also show that there are two types of characterization of influencer authenticity. First one is passion which requires mutual

respect in the association, balanced relationship in the partnership, creativity in the expression, appreciate to the brand, and congruence between the brand and social media influencer. Additionally, they expose the importance of selecting a perfect partner whose style fit with brand and product. The second one is transparency which requires to provide objective product or service valuations, truthful presentation of the reality, and avoiding to give excessive information about disclosure in unpacking perceived authenticity. Another research conducted by Kowalczyk and Pounders (2016) argue that if social media influencer conducts over promotion in the content, it will decrease the perceived authenticity of an influencer. In a similar vein, Petersen (2017) argues that being authentic does not mean being perfect but rather it's mean being oneself with all the mistakes and imperfect life. Her findings about the relationship between real experiences and authenticity fit with findings of Audrezet et al. (2018), who argue that social media influencers show their authenticity through being trustable and showing reliable information and true passion of them.

Indeed, social media influencer's authenticity can be seen in his/her expression and in the content. According to Marwick (2013), authenticity describes the emotional connection between influencers, followers, and products. She believes that to be an authentic fashion blogger sincerity, honesty, and originality are highly important. Furthermore, she finds that influencers who act and talk natural, review products fairly, and form real relationships with followers are perceived as authentic bloggers.

In an important sense, literature review implies the impact of authenticity on the receptiveness of message, perceived quality, and purchase intentions (Audrezet et al., 2018). For example, Kowalczyk and Pounders (2016) find that celebrity authenticity has a positive influence on WOM and purchase intention. Consequently, authenticity is highly important characteristic of an influencer since customers want to

see more real and reliable reviews from authentic celebrities and influencers for the effectiveness of marketing promotion.

2.5. Perceived Influencer Motivations

2.5.1. Persuasion Knowledge Model

For Campbell and Kirmani (2000, p.69), “persuasion knowledge refers to consumers' theories about persuasion and includes beliefs about marketers' motives, strategies, and tactics; effectiveness and appropriateness of persuasion tactics; psychological mediators of tactic effectiveness; and ways of coping with persuasion attempts”. They believe that persuasion knowledge is highly important to help customers to react to the brand’s persuasion efforts to selling product (2008). According to Friestad and Wright (1994), there are three types of knowledges: knowledge of persuasion, agent knowledge, and topic knowledge. Persuasion knowledge refers to “all knowledge related to persuasion, including persuasion-related knowledge of an agent or topic”, agent knowledge refers to “all non-persuasion-related knowledge having to do with characteristics of the agent”, and topic knowledge refers “all non-persuasion-related knowledge about the topic or content of the persuasion attempt” (p.552). Persuasion knowledge comprises of consumer’s perceptions of brand’s motivations to sell its product while agent knowledge comprises of consumer’s beliefs and knowledge about brands or products. On the other hand, topic knowledge comprises of known information about the topic (Campbell and Kirmani, 2008). According to Ham et al. (2015), there are two types of persuasion knowledge: dispositional and situational persuasion knowledge. Dispositional persuasion knowledge refers to “the culmination of consumer’s knowledge, skills, abilities, exposure to, and experience with persuasion and advertising (Wojdyski, Evans and Hoy, 2017, p.5) while situational persuasion

knowledge refers to “the evaluations and behaviors consumers carry out in response to the recognition of a persuasive communication or advertisement (Wojdyski et al., 2017, p.5)”.

Based on Persuasion Knowledge Model, prior studies focus on determining motivations of sponsored content and websites. For example, Tuttaaj and Reijmersdal (2012) find that there are three intentions of sponsored content. First intention is the selling intent which focuses on selling product or services. The second intention is the persuasive intent which focuses on impressing other’s beliefs and thoughts. Last intention is the informational intent which focuses on giving information to others. On the other hand, Jeong and Lee (2013) state that there two types of “ultimate motives” behind websites. First motive is customer-oriented which refers to providing help and satisfaction to costumers. The second motive is firm-serving which focuses on selling products or services. To sum, Persuasion Knowledge helps to understand reason behind the social media influencers’ recommendations.

2.5.2. Attribution Theory and Correspondent Inference Theory

Attribution Theory and Correspondence Inference Theory can help to understand motivation behind the action. Attribution theory shows that how receivers make deductions about the reasons behind communicators’ message. Kelley (1973)’s Attribution Theory focuses on the receiver’s deductions about communicator’s motives. This theory assumes that receivers ground on the communicator’s behaviors on external factors such as situation or internal factors such as personality (Jiang, 2018). Kapitan and Silvera (2016) argue that when consumers frequently see the endorser in marketing promotions, they judge endorser’s motivation as monetary instead of thinking endorser’s liking the product.

Choi (2012) states that three reasons for endorsement which are product attribution, money attribution, and image management attribution. Product attribution refers to consumer's real liking and positive beliefs about a product, money attribution refers to the commercial part of endorser-brand cooperation, and image management attribution refers to present positive images. According to Attribution Theory, motivations could be extrinsic and intrinsic. Product attribution is internal attribution, while money and image attributions are external (Jiang, 2018). Internal and external motives can exist together (Rifon et al., 2004). Jiang (2018) believes that when consumers perceive extrinsic influencer motivations, they will generate resistance toward post but this situation can change if consumers perceive intrinsic influencer motivations. Intrinsic influencer motivations will decrease consumer's resistance. Rifon et al. (2004) unpack the motives of sponsorship and find that strong congruence between brand and motives of sponsorship drives consumers to think motives of sponsorship is intrinsic and increases credibility and attitude of the sponsor.

Previous studies have focused Attribution theory to explain consumers' inferring of the motivations of celebrity endorser (Choi and Rifon, 2012;), the motives of sponsorship (Rifon et al., 2004), and the motives of the source of WOM (Curren and Folkes, 1987).

Similar explanations in understanding humans' motivations is also manifested by Correspondence Inference Theory (Jones and Davis, 1965, p.222), which "systematically accounts for a perceiver's inferences about what an actor was trying to achieve by a particular action". It focuses on the reasons behind behaviors. According to Kamins (1990, p.5) "Correspondence theory, specifically focusing upon the conditions under which an individual will attribute either "internal" (a

correspondent attribution) or "external" (a non-correspondent attribution) causes to an event". Personality and the situation of the person are decisive factors about his/her behavior. According to theory, people infer about possible reasons of the act and the fundamental character traits of the person. Impact of the action is a possible cause of the reason behind the action. It is important because receiver's judgment about one's intention influences receiver's perception about that person. Intention comes from internal factors such as wishes and hopes not from external factors. It shows the disposition of the person and affects his/her behavior somehow (Jones and Davis, 1965). In a nutshell, Attribution Theory and Correspondence Inference Theory provide insightful explanations on a better understanding of motivation of social media influencers.

2.5.3. eWOM and Social Media

Previous studies focus on eWOM motives (Hennig-Thurau et al., 2004, p.48), social media usage motives (Powell, Dimos, and Groves, 2011, p.48), reading blogs motives (Fischer, 2017), creating content motives (Berthon et al., 2008; Burmann and Arnhold, 2008; Krishnamurthy and Dou, 2008; and Christodoulides et al., 2012) and influencer motives (Jiang, 2018).

According to eWOM literature, there are eight motivations behind consumer's eWOM communication: "platform assistance", "venting negative feelings", "concern for other consumers", "extraversion/positive self-enhancement", "social benefits", "economic incentives", "helping the company", and "advice seeking" (Hennig-Thurau et al., 2004, p.48). On the other hand, there are five influencer motives for using social media: "be considered an expert", "become an influencer", "help others", "lead a cause", and "find a job" (Powell et al., 2011, p.48). Users, likewise, have

some reasons to read and engage with influencer generated contents on social networking sites. Fischer's (2017) study about blogs and bloggers finds that respondents of the study read blogs because of gaining useful information, reading authentic experiences, and gaining knowledge about interests.

Previous studies find that people create user-generated content for several reasons. Some researchers believe that people create UGC because of self-promotion, intrinsic enjoyment, and wants to change audiences' perceptions about brand (Berthon et al., 2008), while other researchers believe that the motivation behind creating and sharing content is wanting to associate with brand, spreading brand-related information, and being creative (Burmam and Arnhold, 2008). Krishnamurthy and Dou (2008) argue that rational and emotional reasons are two types of motivations behind generating UGC. Rational motives comprise sharing, knowledge, and advocacy while emotional motives contain social connections and self-expression. For Christodoulides et al. (2012), co-creation, empowerment, community, and self-concept are the motives of generating UGC. More specifically, co-creation refers to customers' contributions to creating value. Customers prefer co-created contents rather than firm created experiences. Empowerment refers to enhancing online engagement, changing people's attitudes and affecting their decisions. Customers have power on decision-making process with empowerment. Community refers to customers sharing information, connecting with others, wanting to interact with others. "Digital natives" is a community of mostly UGC creation and contains young generations who have ability to use social media platforms. Self-concept refers to the expression of ideas and opinions of users (Christodoulides et al., 2012).

Jiang (2018) combined PKM literature, eWOM literature, and Attribution Theory literature to generate influencer motivations of social media posts. She

conducted three surveys to develop a new scale for influencer motives. Based on three surveys, six dimensions of influencer motives are founded. 'Money' motive indicates that influencer exchanges sponsored content with the free product and free trials or payment and shows influencer's desire to sell a product or convince others to purchase product or service. 'Image' motive refers to influencer's desire to be liked from others or feeling positive about themselves or wanting to hear positive comments by others. 'Love' motive refers to influencer's liking product features or founding it to be good quality and high value or convincing about product performance. 'Sharing' motive indicates that influencer wanted to generate a good relationship with the others. 'Helping' motive indicates a desire to help others by showing them good quality products or services and by protecting them from undesirable experiences. 'Selling' motive indicates influencer's desire to sell products or services (Jiang, 2018, p.28). Money, image and selling motivations are extrinsic while helping, sharing, and love motivations are intrinsic motivations. While variety of motives have been suggested, this paper will use the motivation of social media influencers suggested by Jiang (2018) because inspiring from variety of theories explaining social media influencer's motivation such as Persuasion Knowledge Model, Attribution Theory, and Correspondence Inference Theory. Jiang (2018) constructed the first comprehensive scale measuring social media influencers motivation which explains sharing motivation of influencers.

2.5.4. Importance of Motivations

Motivations are important since they have ability to affect consumers' attitudes. Heider (1958) argues that people have tendency to believe that person who has a good characteristic will act in good behaviors, while person who has a bad characteristic will act in bad behaviors. Moreover, Regan, Straus, and Fazio (1974)

find that feeling positive about a person has an effect on perceiving a person's behavior as more internal motivation than external motivation. Morales (2005) believes that brand's over promotions for selling product and persuading consumers to purchase them might drives consumers to feel depreciation toward the brand, although brand's effort is appreciated by consumers. In other words, if consumers feel brand's motive is persuading consumers to buy something, consumers will show resistance to the brand and their desire to reward the brand will decrease. This appreciation directs consumers to not to purchase product or services of the brand. Similarly, Jiang (2018) argues that money and selling motivations influence resistance indirectly because these motivations makes consumers to see posts as an advertisement. Moreover, Sørum, Grape, and Silvera (2013) show that consumer's attributions about extrinsic motivations positively impress consumer's ideas about the advertising. This is also shown in the study of Campbell and Kirmani (2000) who find that when consumers feel the dealer's selling motivation, they doubt his/her sincerity.

Shi and Wojnicki (2014) state that intrinsically motivated individuals create content because they like the product and want to help others. On the other hand, for Kruglanski extrinsically motivated individuals are driven by external motivations such as money and free products. (as cited in Shi and Wojnicki, 2014). They write that if the advocate of the brand's past advocating were shaped by intrinsic motivations, audience's perception about current advocating will assume to be intrinsically motivated. However, if the audience has no knowledge about the advocate's past motivations, the audience will probably perceive current promotion as performed by extrinsic motives. Perceived motivation is affects also consumers' perceptions about a brand. Yoon et al. (2006) demonstrates that extrinsic motives behind the company's social responsibility activities damage brand image where

intrinsic motives cause the reverse effect. In short, perceived motivation influences perceptions about influencers, advertisements, dealers, and brands.

According to the report by indaHash (2017), influencer marketing agency, respondents agree that like of a brand's products or services is a good reason to work with the brand. The report shows that money contributed 20% of important reasons to work with the brand and 78% of participant state that they would collaborate for free with the brand they love. Also half of the respondents chose money as a reason to cooperate with brands.

Sometimes influencers may be clear about what kind of motives they desire to have in returns of brand-influencer collaboration. They may prefer extrinsic compensations to work with a brand. For instance, Shi and Wojninicki (2014) find that opinion leaders generally do not prefer to mention the web sites on their social media accounts for intrinsic motives but when they receive extrinsic rewards their preference for mentioning will increase. On the other hand, consumers may prefer to trust influencers who recommend brand because of real liking and interest. For this reason, perceived motivation of an influencer might be important both for brands and consumers.

3. THEORETICAL MODEL AND HYPOTHESIS DEVELOPMENT

In this study, we first evaluate whether influencer's child status has an impact on purchase intention and brand attitudes. To find out relationship between child status and consumer outcomes (purchase intention and brand attitudes), we generate a causal model in which child status of an influencer affects perceived influencer authenticity, which, in turn, affects perceived influencer motives, ultimately leading to perceived influencer extrinsic or intrinsic motives to consumer's behaviors or decisions. To confirm our debate for the mediational model, we refer to eight different kinds of literature.

First, to corroborate the idea that the child status of an influencer might have an influence on consumers' perception about influencer's authenticity, purchase intention, and brand attitude we draw upon Kelman's (1953) Social Influence Theory and McCracken's (1989) Meaning Transfer Model.

According to Social Influencer Theory, people tend to follow others. People more likely to act in a specific way if the others act like that. In other words, people tend to think that if people buy it, it is worth to buy it. Moreover, how a person wants to be seen affects a person's buying decisions (Levy, 1959) because consumers' brand choices are the way of introducing themselves to others (Escalas and Bettman, 2005). Thus, when people decide to buy a product, they use other people around them as a signal of identity because they want to be seen as the person they are admired. We follow social media influencers because their lifestyles, fashion preferences, quality of lives, interests, habits, success, and shopping preferences inspire us. They represent the group we want to look like. One of the most influential social media influencers is influencer moms who are inspirational individuals with a compassionate parent, loving wife, and successful woman identities (O'Donohoe, Hogg, Maclaran, Martens,

and Stevens, 2013) because all of these identities together make her life desirable in Turkish culture. Thus, we predict that the mother influencer affects a consumer's attitudes and desires; eventually purchase intention and brand attitude.

Therefore, we proposed that mother influencer affects consumer's brand attitude and purchase intention directly.

H4. Influencer with a child has a direct and positive effect on consumer's purchase intention.

H7. Influencer with a child has a direct and strong influence on consumer's brand attitude.

According to Levy (1959), products have meanings as well as functions. Those meanings help us to choose the product which perfectly fits with our aim, desires, and self-identities. Those meanings are transferred to products through the influencer. Based on the Meaning Transfer theory, endorser's differences of sex, age, marital status, characteristics, and lifestyles are some of the meaning that endorsers transfer to the advertisement where she/he sports the products. McCracken (1989) argues that endorser's lifestyles are different from each other. Some of them are perceived as perfect fathers, some perfect mothers, some powerful women, and all of them consist of many meanings at the same time. Those sets of meanings that endorsers have come together to influence the endorsed product and eventually consumer's lifestyles. It is important to understand the importance of meaning because sometimes those meanings that brands transfer to consumers are the reason for buying a specific product. Meanings shape consumers' lifestyles, families, attitudes, and decisions. These meanings are also important for the effectiveness of the influencer. For example, if the mother influencer wears a specific brand's clothes, the meaning of being mother transfer to the brand and

cause follower to desire to buy that specific brand to feel and seen like her. The link between meaning and commodity is not mandatory. For instance, a perfect mother can promote anything irrelevant with motherhood and the meaning of being a perfect mother can still be transferred to the product. Woman with a child is a woman as every other woman but also a mother. So, a woman with a child carries many meanings together including maternity. As a mother, they show every aspect of being a parent with the whole unique experiences. As mentioned in the introduction section, motherhood is a highly important title in Turkish culture. Motherhood means being caring, reliable, trustable, unselfish, sincere, candid, and sensitive (Uğurlu, 2013; Brown, Small, and Lumley, 1997, Yücebaşı, 2019). Those meanings might affect consumers' perceptions about influencer mom's authenticity and cause to perceive her more real and genuine. Moreover, influencer moms might gain followers' perception of authenticity through sharing real aspects of being mom. Petersen (2017) argues that being authentic does not mean being perfect but rather its mean being oneself with all the mistakes and imperfect life. Thus, being mom can act as a signal of being a parent despite all difficulties. We expect that consumers will perceive mother influencers as authentic information sources because the positive meaning of being a mother might affect consumers' perceptions and attitudes. If as influencer mom recommends the specific product, meaning of motherhood transfer to the promotion and the product. Furthermore, those positive meanings of motherhood transfer to the promotion and affect consumers' perception about the motivation of promotion. For example, when an influencer mom recommends a product, meaning of motherhood transfer to the promotion and confidence in motherhood identity might influence perceptions about the motivation of promotion.

Therefore, we predicted that consumers would consider mother influencer more authentic and more intrinsically motivated than an influencer who does not have a child.

H1. Influencer with a child has a positive effect on perceived authenticity.

H6. Influencer with a child makes consumers generate more perceived intrinsic motives than those who do not have a child.

Second, to corroborate the idea that perceived influencer authenticity might have an impact on perceived influencer motives, we turn to two different kinds of literatures. These are Deci and Ryan's (2000) Self Determination Theory and Kelley's (1973) Attribution Theory.

Self-determination Theory (Deci and Ryan, 2000) shows that there is a relationship between authenticity and motivation. The theory employs one's inherent psychological desires as complementary distinctions of one's aim and the estimations which are consequences of those distinctions. Based on the theory, there are two types of actions; internally driven and externally driven actions. Internally driven actions are the actions, in which human acts satisfy inherent curiosity and enjoy. On the other hand, externally driven actions occur to gain reward or to avoid punishment (Ryan and Deci, 2000). Humans' internal preferences determine intrinsically motivated actions, while external compensations determine extrinsically motivated actions. For example, an influencer who creates content only because she/he gains money from the collaboration is extrinsically motivated because she/he sharing the image to get a monetary reward. Activities that are intrinsically motivated can be turned extrinsically motivated actions by giving extrinsic compensation. Extrinsic or tangible compensations cause people's moving away from the main reason for the action and weaken intrinsic motivation behind the action (Deci and Ryan, 2000). Self-determination theory holds the view that motivations are related to authenticity.

Authenticity is the unhindered actions of an individual's real self in his/her everyday life (Kernis and Goldman, 2006). Influencers show their authenticity mostly by giving real information and opinions about the product, details about it, real preferences about it, and information about partnership (Audrezet et al., 2018). In other words, those unhindered actions of an authentic person concur with the person's inherent interest. According to self-determination theory, authentic people's behaviors are driven by internal factors while unauthentic people's behaviors are driven by external factors because those behaviors guide by compensations (Deci and Ryan, 2000). People's self-determined and authentic behaviors "reflect their true self which ultimately fulfills their basic psychological needs and increases intrinsic motivation" (Emmerich and Rigotti, 2017, p.2). If consumers feel that the influencer is not authentic, in other words acting unnaturally, for example, by promoting things she never wears, consumers' perceptions about her motivation will be earning money, selling a product, or enhancing an image. Therefore, if the perception of an influencer is unauthentic, the motivation will be extrinsic. On the other hand, if the perception of an influencer is authentic, perceived motivation will be intrinsic. Attribution Theory also supports this view.

More specifically, Attribution Theory (Kelley, 1973) is about the reason for behavior. People evaluate other people's behavior to explain the reasons behind the specific actions. For the evaluation process, information such as the personality of the source, entity, conditions, and time are important factors for the people who attribute. According to the theory, if the attributor has information about the influencer (authentic or not), it affects the attributor's inferences about the influencer or his/her motives. For example, consumers perceive inauthentic brands' motivation as selling, while they perceive authentic brands' motivation as intrinsic (Audrezet et al., 2018).

Thus, consumer's perception of influencer's authenticity helps as a clue while consumers attribute influencer's sharing to a reason.

There is also evidence linking perceived influencer authenticity to perceived influencer motivation. The survey by State of the Creator Economy Report (2017) by IZEA, influencer marketing agency, shows that just over 30% of followers can understand influencers' having or not real experiences with the product by looking user-generated content. Working with an influencer who already likes the brand might make consumers believe that she is genuine and sincere. If brands do not collaborate with influencers who like with the brand, consumers will not believe her even though she has high credibility. The best way to reaching the target audience with the right message is to using influencer who is recommending the brand authentically. Otherwise, the brand's target audience might think that she is recommending it just as part of gaining money and the brand is doing it for persuading followers to buy its products. In other words, if the user-generated content does not look natural, real followers' perceptions about influencer's motivation will be extrinsic.

Overall, these theories provide reasonably consistent evidence of an association between perceived characteristics and perceived motivation. Perceived characteristics, personality, and lifestyle of an influencer could help consumers to deduce the reason for specific action. Thus, we expect consumers to perceive authentic influencer's motivation intrinsic while they perceive unauthentic influencer's extrinsic. Therefore,

H2. Consumer's perception of an influencer authenticity affects perceived influencer motives.

Third, to test the effects of perceived authenticity and perceived motives of the influencer to the consumer's purchase intention, we turn to purchase intention literature and Persuasion Knowledge Model (Friestad and Wright, 1994).

For Spears and Singh (2004, p.56), purchase intentions are “an individual's conscious plan to make an effort to purchase a brand”. It refers to people's conscious tendency to buy the brand (Spears and Singh, 2004). Recent studies related to the purchase intention show that influencer recommendations, contents, and eWOM influence on consumer's purchase decision on a specific product. Gaining information about brand on social media (Graham and Havlena, 2007), both influencer generated contents and user-generated contents (Gotthbrecht, 2018), reviews and recommendations (Powell et al., 2011), and eWOM (Chu and Choi, 2011; Park et al., 2007; Wang et al., 2012; Farzin and Fattahi, 2018) have an impact on consumer's purchase intention. Previous studies provide evidence on the impact of peer communication (Wang et al., 2012), opinion leaders (Kotler, 2012), social influencers (Sudha and Sheena, 2017), personal source information (G.E. Belch and M. Belch, 2011), Instagram celebrities (Djafarova and Rushworth, 2017), celebrity endorser (Pradhan et al., 2016; Adnan et al., 2017), and non-celebrity endorser (Ranjbarian et al., 2010) on consumer's purchase intention.

Persuasion Knowledge Model (Friestad and Wright, 1994) proposes that consumers deduce about the source's motivation by using their perceptions, beliefs, experiences, and knowledge. Based on the theory, consumers think about the reason behind the persuasion attempt. Consumers evaluate marketer's motivation, which influences their response. Thus, persuasion knowledge enables one to understand consumers' responses to the brand persuasion efforts.

Based on the findings of previous studies, we know that influencer marketing affects consumer's purchase intention but relatively little attention has been given to the roles of perceived influencer motives and perceived influencer authenticity on consumer's purchase intention. According to Campbell and Kirmani (2008), consumers evaluate the source's behavior to attribute his/her behavior to some motivations. While consumers make their decision to purchase an endorsed product, they will use gathered information about the influencer, influencer's authenticity, and influencer's motivation to trust the recommendation. If a consumer feels influencer's selling motivation or earning money motivation, it might affect consumer's purchase intention negatively. Similarly, if a consumer's perception about an influencer is unauthentic, consumer might doubt about her honesty and eventually it might influence consumer's purchase intention. All of these factors help the consumer as a clue on the purchasing process. We expect that perceived authenticity and perceived motivation influence consumer's purchase decisions. In other words, an authentic influencer causes more purchase intention than an unauthentic one; an intrinsically motivated influencer generate more purchase intention than an extrinsically motivated influencer. Therefore,

H3. Perceived intrinsic motives make consumers generate more purchase intentions than perceived extrinsic motives.

H5. Authentic influencers make consumers generate more purchase intention than unauthentic influencers.

Forth, to support the idea that perceived authenticity and perceived motivation might affect consumer's brand attitude, we turn to brand attitude literature and Thorndike's (1920) Halo Effect Theory.

For Mitchell and Olson (1981, p.318) brand attitudes is “individual’s internal evaluation of the brand”. It has been important topic for the marketers for decades. People’s attributions determine their attitudes. Baker (1977) demonstrates that positive characteristics of a person can affect the persuasiveness of the message by generating a halo effect. One well-known study that is often cited in research on The Halo Effect is that of Thorndike (1920), who discovers halo effect and find positive or negative features of an individual can influence others’ perceptions about an individual. Based on this theory, people tend to attribute positive features to someone if they perceive him/her as a favorable person. Thus, motives of disliked person will be attributed to external factors while motives of liked person will be attributed to internal factors (Regan, Straus, and Fazio, 1974). According to the theory, consumer’s evaluation of the brand is affected by an influencer who is recommending it (Djafarova and Rushworth, 2017). When loveable and admirable influencer recommends a specific product, we tend to believe her because of the halo effect. It is expected that an admired influencer would have an influence on consumers’ attitude toward brands. Campell and Kirmani (2000) finds that feeling the dealer’s selling motivation affects consumer’s attitudes toward the dealer. Based on the perceived motivation of the dealer, consumers decide on how to act as a response to the dealer. It is likely to be same with the influencer and her motives. Feeling influencer’s motivation may influence attitude toward the brand. In other words, positive features of the influencer such as authenticity and intrinsic motivation might affect our attitude toward that specific product or brand. We suggest that perceived influencer authenticity and motivation affect brand attitude. Therefore,

H8. Perceived intrinsic motives make consumers generate a more positive brand attitude than perceived extrinsic motives.

H9. Authentic influencers make consumers generate a more positive brand attitude than unauthentic influencers.

Based on the previous findings, we propose that perceived authenticity and perceived motivation mediates the relationship between child status of an influencer and purchase intention and brand attitude of consumers.

H10. Child status of an influencer indirectly influences consumers' purchase intention through perceived authenticity.

H11. Child status of an influencer indirectly influences consumers' purchase intention through perceived motivation.

H12. Influencer with a child increases perceived authenticity, which increases perceived intrinsic motives, which, in turn, increases consumer's purchase intention.

H13. Child status of an influencer indirectly influences consumers' brand attitude through perceived authenticity.

H14. Child status of an influencer indirectly influences consumers' brand attitude through perceived motivation.

H15. Influencer with a child increases perceived authenticity, which increases perceived intrinsic motives, which, in turn, positively affects consumer's brand attitude.

Figure 1 presents the final conceptual framework.

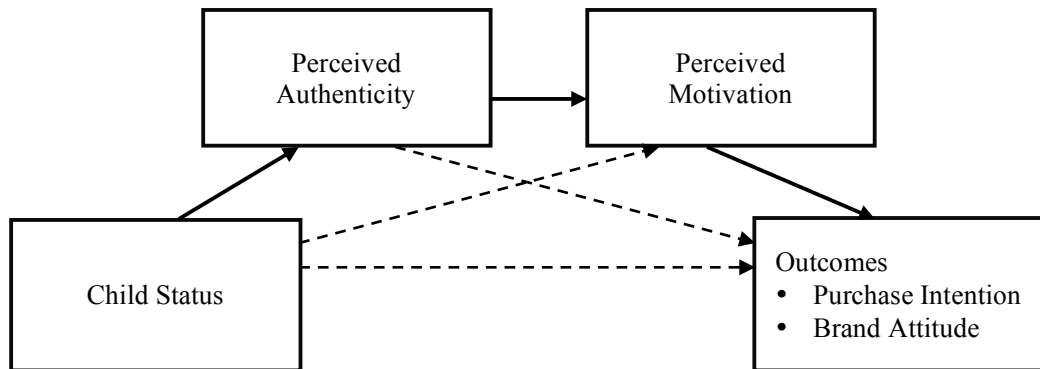


Figure 1. Proposed theoretical model

4. MAIN STUDY METHOD

4.1. Design

While we designed an experimental study, we wanted to manipulate child status. We examined some of the influencers' Instagram pages and realized that their number of followers and promoted brand origins differ. Some of them have a small number of audiences while some have a large audience. Moreover, examinations showed that some of them prefer to collaborate with global brands while others prefer to work with Turkish brands. Thus, we conducted a 2*2*2 experimental design, with child status (having child vs. no child), as an independent variable, the number of followers (micro vs. macro) and brand origin (local vs. global) as control variables.

Presence of a child is manipulated by the Instagram biography which is telling that she is a mom and by the image which is showing influencer with a child in the having child status and influencer alone in the no child status.

Influencer type is manipulated based on its main determinant number of followers and number of likes and comments. While we chose the number of followers for two influencer types, we considered that the highest number of micro influencer's followers can be 10.000 and the highest number of macro influencer's followers can be 1.000.000.

Brand origin is manipulated by local or global brand. Participants will be asked to read information about the post. The information shows brand-influencer collaboration and includes the brand name with its origin.

However, as will be explained in the result section, interactions of control variables were not significant and they did not affect our results.

4.2. Manipulation Stimuli

4.2.1. Influencer Name Choice

Instagram posts were created with the fictitious influencer name, manipulated number of followers and followings, manipulated number of likes and comments, manipulated Instagram biographies, and the photos which were chosen from a real influencer's Instagram account.

Zeynep was chosen as the fictitious influencer name because the Republic of Turkey Ministry of Interior General Directorate of Civil Registration and Citizenship's statistics of most popular names shows that Zeynep is the most popular female name on last two decades. Since it is the most used name, it is expected help to eliminate any bias related to the name.

4.2.2. Influencer Type and Presence of Child Choice

There are three types of influencers: micro, macro, and mega. We chose micro and macro influencer types to test their effects on consumer's perceptions of the influencer. Micro influencer conditions had 3890 followers and 389 followings while macro influencer conditions had 893,000 followers and 389 followings. We set 1179 likes and 483 comments for the micro-influencer situation and 30,758 likes and 689 comments for the macro-influencer situation. Both micro and macro influencers' total number of posts was set as 1664 posts.

Presence of a child is manipulated by having or having not child. Four conditions have the image of influencer and her child together and the other four conditions have the image of influencer alone. Before answering questions, participants saw the influencer's post and then they were asked to read influencer's short Instagram biography. "Lifestyle and Fashion Influencer" was used in the no child situation (presence of a child) while "Lifestyle, Fashion Influencer, and Mom"

was used in having child situation as influencer biography. As a result, having a child situation was manipulated by the image of the woman with a child and telling the influencer has one child while having no child situation was manipulated by the image of influencer and telling the influencer does not have a child.

4.2.3. Brand Name and Image Choice

A fictitious brand name used to eliminate any attitudes toward existing brands. We chose eight fictitious fashion brand names from the brand name generator website. While choosing names, we are taking into consideration that chosen names should be easy and usable for both as local brand name and global brand name. Participants were asked to evaluate eight fashion brand names' likeability and familiarity.

Six pairs of photos were selected from real influencers who have both photos with child and without child on their Instagram accounts. As this study's subject of interest is the fashion industry, while choosing the photos of real influencers, we paid attention to influencer who shows clearly her outfits on her Instagram posts. Also, we chose the posts which have the same outfit on both with child and without child photos. Twelve images were shown to the participants in pairs and then participants were asked to rate images' likeability.

Brand name and image were pre-tested by 27 adults to decide on most likeable and familiar fictitious brand name and image. 56% of them were female and 44% of them were male.

Pretest shows that participants rated "Purestyle" as a most likeable and familiar fictitious brand name both for the local and global brand name. As a local brand name, participants rated Purestyle as most likeable name (mean=3.00, SD=0.853) and most familiar brand name (mean=2.58, SD=1.240). As a global brand

name, participants rated Purestyle as most likeable name (mean=3.07, SD=0.961) and most familiar brand name (mean=2.60, SD=1.352). Participants chose the most likeable pair of influencer images (mean=4.04, 0.808). Based on the result, most likeable brand name and influencer image were chosen.

Table 1.

Results of Pretest

Likeability					
Turkish Brand	Mean	SD	Global Brand	Mean	SD
Trendwear	2,60	,828	Trendwear	2,92	,996
Shoplux	2,60	,910	Shoplux	3,17	1,030
Beautyle	3,20	1,146	Beautyle	2,92	,793
Clothink	3,20	1,082	Clothink	3,50	1,000
Firstyle	3,00	,953	Firstyle	2,93	1,100
Pinksy	3,33	,985	Pinksy	2,87	1,060
iclothe	2,83	1,193	iclothe	2,80	1,207
Purestyle	3,00	,853	Purestyle	3,07	,961
Familiarity					
Turkish Brand	Mean	SD	Global Brand	Mean	SD
Trendwear	2,60	1,242	Trendwear	3,58	,996
Shoplux	2,40	,986	Shoplux	2,83	1,030
Beautyle	2,67	1,175	Beautyle	3,50	1,000
Clothink	1,87	,990	Clothink	2,08	1,240
Firstyle	2,75	1,357	Firstyle	2,40	1,242
Pinksy	2,92	1,443	Pinksy	2,40	1,183
iclothe	3,50	1,624	iclothe	2,87	1,246
Purestyle	2,58	1,240	Purestyle	2,60	1,352

4.2.4. Message Design

After viewing some of the Turkish social media influencers' Instagram posts, we decided to use "Çok sevdiğim eteğim sizler için indirimli fiyatta... @Purestyle internet sitesinde "ZEYNEP" kodunu kullanarak bu eteğe %10 indirimli sahip

olabilirsiniz #işbirliği” in English “My favorite skirt is on sale for you... use “ZEYNEP” code for 10% off at @Purestyle’s website #sponsorship” as a sponsorship disclosure because it is short, clear and does not cause any confusion in the mind of the reader. The information about the brand was given in the part where the influencer information such as a number of followers, followings, posts, and the short biography was given.

4.3. Participants

Table 2.

Sample Characteristics (n=660)

	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Gender	140	21.21	520	78.78
Age Range				
18-25	79	56.42	282	54.23
26-32	31	22.14	174	33.46
33-39	20	14.28	44	8.46
40-46	7	5	13	2.5
47 and above	3	2.14	7	1.34
Marital Status				
Single	96	68.57	340	65.38
Married	43	30.71	172	33.07
Divorced	1	0.71	8	1.53
Number of Child				
0	105	75	340	65.38
1	21	15	172	33.08
2	40	7.14	7	1.35
3 and more	4	2.86	1	0.19
Education				
Elementary	4	2.86	9	1.73
High school	30	21.42	94	18.07
Undergraduate Degree	11	7.85	79	15.19
Graduate Degree	81	57.86	259	49.80
Master Degree or more	14	14	79	15.19
Platform Used the Most				
Instagram	128	42.10	505	38.72
Facebook	75	24.67	241	18.48
Twitter	60	19.73	240	18.40

Snapchat	22	7.23	122	9.35
Pinterest	19	6.25	196	15.03
Time Spent on Instagram				
Less than 1 hour	42	30	66	12.69
1-2 hours	69	43.57	192	36.92
3-4 hours	29	20.71	177	34.03
5-6 hours	5	3.57	55	10.57
More than 7 hours	3	2.14	30	5.76
Reasons of Social Media Usage				
Communication with friends	112	46.09	400	33.50
Shopping	24	9.87	177	14.82
Content creating	62	25.53	317	26.54
Following brands which I like and buy	45	18.51	300	25.13

Data were collected from an online survey administered to total of 1047 Instagram users. After we removed incomplete surveys, 660 participants left. We used female influencer so only women participants' answers were considered to avoid any bias related to gender. Moreover, promoted product was skirt and it was inappropriate for men to answer questions related to this specific product. Only 520 of them were women and %88 of them aged between 18-32. 70% of those surveyed reported that they spent 1-4 hours on Instagram daily. When the participants were asked the reason of their social media usage, the majority of them reported that “communicating with friends” and “following brands which I like and buy” were the most important reasons.

4.4. Procedures

We chose an online experiment to reach survey participants. Data were gathered from Instagram users during one week. Instagram stories contain survey link shared by some of the popular Instagram accounts. 1047 participants were randomly directed to one of the eight conditions. All participants were exposed to the image of the influencer with a fictitious name. Each of the conditions contained an image of a female influencer, alone or with a child, depending on which condition the participant was randomly assigned to.

Before answering the survey questions, participants were informed about the study. They were told that the study is concerned with their opinions about Instagram influencer's posts. The participants were then shown influencer's Instagram post and were asked to read the information above the post. Information was contained number of followers, followings, and posts, a short biography of the influencer, presence of a child, and brand's origin such as local and global.

After viewing the post and reading the information they were asked to fill out a questionnaire, including brand outcomes, consumer outcomes, perceived authenticity, perceived motivation, demographic information, and Instagram usage.

4.5. Measures

The survey contained five sections: perceived influencer authenticity, perceived influencer motivations, consumer outcome, brand outcome, and demographic questions. The reliability of scales was calculated using Cronbach's alpha.

We measure perceived influencer authenticity using four items scale adapted from Moulard et al. (2015) consists of four items measured with a 7-point Likert type scale, "strongly disagree" to "strongly agree" (Cronbach's $\alpha=.86$): "This celebrity seems real to me;" "This celebrity is unique in his/her ways;" "This celebrity has distinctive characteristics;" " This celebrity has something about him/her that makes him/her stand out".

Perceived influencer motivations were measured by Jiang's (2018) nineteen-item, 7-point Likert type scale, "strongly disagree" to "strongly agree". Participants respond three items for money motives (Cronbach's $\alpha=.75$), three items for selling motives (Cronbach's $\alpha=.78$), four items for image motives (Cronbach's $\alpha=.74$), three

items for love motives (Cronbach's $\alpha=.84$), two items for sharing motives (Cronbach's $\alpha=.81$), and three items for helping motives (Cronbach's $\alpha=.89$).

Exploratory factor analysis of nine items of extrinsic motivation (money, selling, and image) was examined. The analysis provided three factors explaining 68.664% of the variance. As the original scale, the analysis showed three factors; money, selling, and image. Eight items of intrinsic motivation (love, sharing, and helping) were examined. The analysis provided two factors explaining 74.023% of the variance. It combined love and sharing questions into one dimension and helping questions one dimension.

Factor analysis of the perceived motivation scale showed that 'love' and 'sharing' dimensions perceived alike in Turkish culture.

Table 3.

Exploratory Factor Analysis Results of 17-Item Motivation Scale

Item	1	2	3	4	5
Money 1	.883				
Money 2	.851				
Money 3	.650				
Selling 1		.777			
Selling 2		.892			
Selling 3		.829			
Image 1			.843		
Image 3			.812		
Image 4			.772		
Love 1				.871	
Love 2				.894	
Love 3				.802	
Sharing 1				.623	
Sharing 2				.541	
Helping 1					-.817
Helping 2					-.899
Helping 3					-.940

Purchase intention was measured by Putrevu and Lord's (1994) three-item, 7-point Likert type scale, "strongly disagree" to "strongly agree" (Cronbach's $\alpha=.79$): "It is very likely that I will buy (brand);" "I will purchase (brand) the next time I need a (product);" "I will definitely try (brand)".

Brand attitude was measured by Spears and Singh's (2004) five-item, 7-point Likert type scale, "strongly disagree" to "strongly agree" (Cronbach's $\alpha=.93$): "The brand is appealing;" "I believe the brand is good;" "I found the brand pleasant;" "The brand is favorable;" "I personally like the brand". All analyses were carried out using SPSS, version 20.

Table 4.

Reliability Results of Scales

N	Cronbach's α
Money Motive Reliability	.755
Selling Motive Reliability	.777
Image Motive Reliability	.741 (after question img2 deleted)
Love Motive Reliability	.846
Sharing Motive Reliability	.814 (after question sha3 deleted)
Helping Motive Reliability	.893
Authenticity Reliability	.856
Purchase Intention Reliability	.793
Brand Attitude Reliability	.936

5. MAIN STUDY RESULTS

5.1. Overview of Analysis

Analysis of control variables (number of followers and brand origin) shows that there were no interactions between them. These variables did not affect our mediator variables and dependent variables. Thus, we focused on child status of an influencer and its effects of consumers.

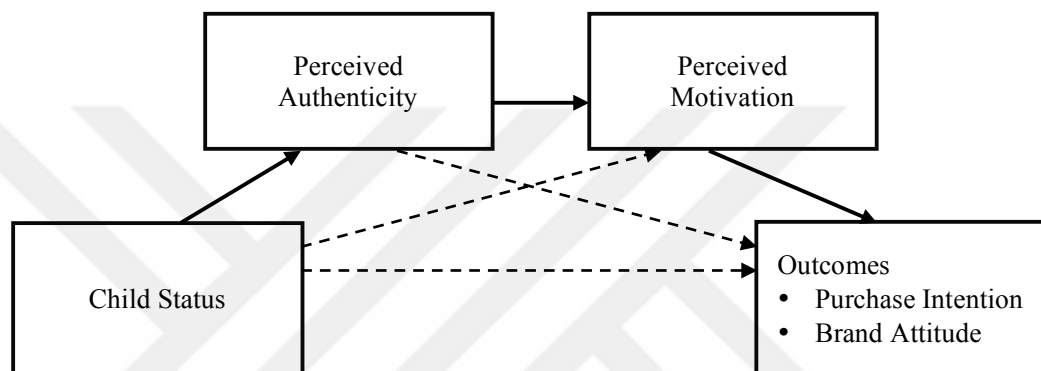


Figure 2. A serial multiple mediation model

Two separate multiple mediator analyses conducted with two different dependent variables. Model one examines the relationship between child status of an influencer and purchase intention of consumers and mediating role of perceived authenticity and perceived motives between them while model two examines the relationship between child status of an influencer and brand attitude of consumers and mediating role of perceived authenticity and perceived motives. We hypothesize that influence with a child enhances perceived influencer authenticity, which positively affects perceived influencer motives, which, in turn, positively affects consumers' purchase intentions and brand attitudes. The direct and indirect effects of child status on purchase intention and brand attitude analyzed by SPSS Macro PROCESS Model 6 (Hayes, Preacher, and Myers, 2011; Hayes, 2012). The indirect effect was tested using a percentile bootstrap estimation approach with 10000 samples.

5.1. Data Analysis

We conducted two serial mediation analysis (Hayes, Preacher, and Myers, 2011) using Hayes' SPSS MACRO PROCESS Model 6 (Hayes, 2012, 10000 bootstraps samples) with the child status as an independent variable, perceived authenticity, and perceived motives as mediators, and purchase intention and brand attitude as dependent variables.

We proposed the first serial multiple mediator model, whereby child status influences the authenticity of the influencer, which in turn influences the perceived motivation of the influencer and, in turn, consumer's purchase intention.

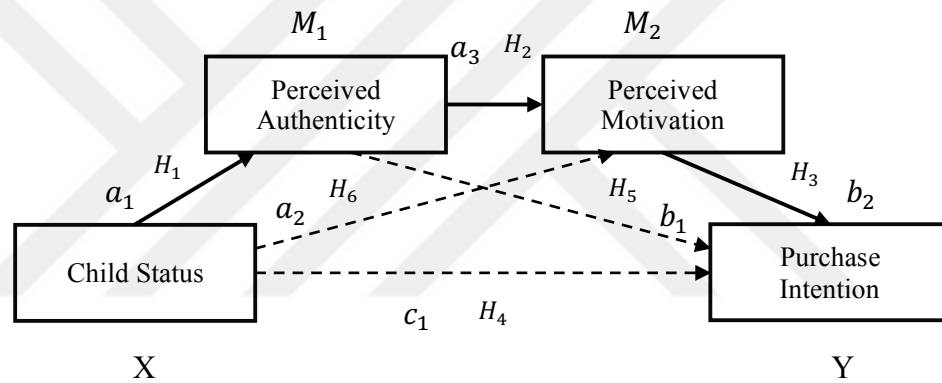


Figure 3. A multiple mediation part 1

X= Child Status

M1= Perceived Authenticity

M2= Perceived Motivation

Y= Purchase Intention

Total indirect effect X on Y= $(a_1b_1 + a_2b_2 + a_1a_3b_2)$

$X \rightarrow M_1 \rightarrow Y = a_1b_1$

$X \rightarrow M_1 = a_1 = 0.3663$

$M_1 \rightarrow Y = b_1 = 0.5031$

$a_1b_1 = 0.1843$

The first indirect effect is the effect of child status on perceived authenticity and then to purchase intention. This indirect effect is the product of $a_1=0.3663$ and $b_1 = 0.5031$ or .1843 with a 95% bootstrap confidence interval of 0.0623 to 0.3271. Those who were shown the influencer with a child perceived her authenticity higher than those shown the influencer alone, and this was associated with higher purchase intention.

$$X \rightarrow M_2 \rightarrow Y = a_2 b_2$$

$$X \rightarrow M_2 = a_2 = 0.3266$$

$$M_2 \rightarrow Y = b_2 = -0.1057$$

$$a_2 b_2 = -0.0345$$

The next indirect effect is the effect of child status on perceived motivation and then purchase intention. This indirect effect is the product of $a_2=0.3266$ and $b_2=-0.1057$ or -0.0345 with a 95% bootstrap confidence interval of -0.0795 to -0.0075. So those who were shown influencer with a child perceived her motivation more extrinsic than those shown influencer alone, and this perception of higher extrinsic motivation was associated with lower purchase intention.

$$X \rightarrow M_1 \rightarrow M_2 \rightarrow Y = a_1 a_3 b_2$$

$$X \rightarrow M_1 = a_1 = 0.3663$$

$$M_1 \rightarrow M_2 = a_3 = -0.5566$$

$$M_2 \rightarrow Y = b_2 = -0.1057$$

$$a_1 a_3 b_2 = 0.0215$$

The last indirect effect is the effect of child status on perceived authenticity, then perceived motivation, and then purchase intention. This indirect effect is the product of $a_1=0.3663$, $a_3=-0.5566$, and $b_2=-0.1057$ or 0.0215 with a 95% bootstrap confidence interval of 0.0065 to 0.0492. The perception of high authenticity resulting

from having child translates into reduced perception of extrinsic motivation, which in turn leads to high purchase intention.

$$\text{Total indirect effect X on Y} = (a_1b_1 + a_2b_2 + a_1a_3b_2)$$

$$0.1714 = (0.1843 + (-0.0345) + 0.0215)$$

$$\text{Total effect} = \text{Direct effect} + \text{Indirect effect}$$

$$0.2837 = 0.1123 + 0.1714$$

The direct effect of Child status of an influencer on Purchase Intention $c_1 = .1123$ is not statistically significant ($p = .2676$). The total indirect effect is 0.1714 with 95% bootstrap confidence interval of 0.0270 to 0.3288 and the total effect is 0.2837. Thus, child status of an influencer influences purchase intention through mediator variables.

Results indicated that child status was a significant predictor of authenticity, $B = .366$, $SE = .126$, $t = 2.91$, $p < .05$, that authenticity was a significant predictor of perceived motives, $B = -.556$, $SE = .055$, $t = -10.03$, $p < .05$, and perceived motives were significant predictor of purchase intention, $B = -.105$, $SE = .034$, $t = -3.07$, $p < .05$, also, authenticity was a significant predictor of purchase intention, $B = .503$, $SE = .043$, $t = 11.57$, $p < .05$. These results support the mediational hypothesis. Approximately, 34% of the variance in purchase intention was accounted for by the predictors ($R^2 = .339$). The indirect effect was tested using a percentile bootstrap estimation approach with 10000 samples. These results indicated total indirect effect (Child Status/Authenticity/Motivation/Purchase Intention) was significant, $B = .021$, $SE = .010$, 95% CI = [.0065, .0492] providing evidence for full mediation. Child status was associated with purchase intention that was higher as mediated by high authenticity and high internal motives.

Table 5.

Results of Direct Effect Between Subjects (model 1)

Y = Purchase Intention, X = Child Status, M1 = Perceived Authenticity, M2 = Perceived Motivation							
IV	DV	coeff	se	t	p	LLCI	ULCI
Child Status	Authenticity	<u>.3663</u>	.1259	2.9104	<u>.0038</u>	.1191	.6136
Authenticity	Perceived Motivation	<u>-.5566</u>	.0555	10.0300	<u>.0000</u>	-.6657	-.4476
Child Status	Perceived Motivation	<u>.3266</u>	.1412	2.3131	<u>.0211</u>	.0492	.6039
Authenticity	Purchase Intention	<u>.5031</u>	.0435	11.5751	<u>.0000</u>	.4177	.5885
Perceived Motivation	Purchase Intention	<u>-.1057</u>	.0344	-3.0752	<u>.0022</u>	-.1732	-.0382
Child Status	Purchase Intention	<u>.1123</u>	.1012	1.1098	<u>.2676</u>	-.0865	.3111

Table 6.

Results of The Mediation (model 1)

X=Child Status/M1=Authenticity/Y=Purchase Intention			
Effect	Boot SE	BootLLCI	BootULCI
.1843	.0673	<u>.0623</u>	<u>.3271</u>
X=Child Status/M2= Motivation/Y=Purchase Intention			
-.0345	.0179	<u>-.0795</u>	<u>-.0075</u>
X=Child Status/M1=Authenticity/M2= Motivation/Y=Purchase Intention			
.0215	.0102	<u>.0065</u>	<u>.0492</u>
• 10000 bootstrap samples * 95.00 level of confidence intervals			

We proposed second serial multiple mediator model, whereby child status influences authenticity of the influencer, which in turn influences perceived motivation of the influencer and, in turn, consumer's brand attitude.

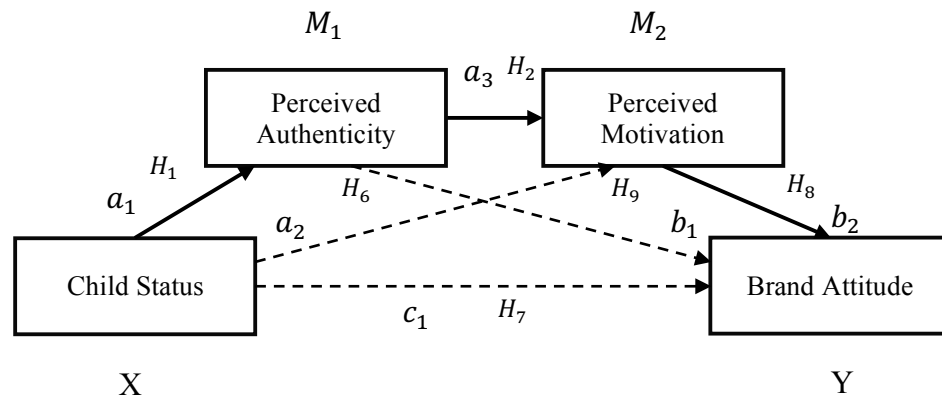


Figure 4. A multiple mediation part 2

X= Child Status

M1= Perceived Authenticity

M2= Perceived Motivation

Y= Brand Attitude

Total indirect effect X on Y= $(a_1b_1 + a_2b_2 + a_1a_3b_2)$

$X \rightarrow M_1 \rightarrow Y = a_1b_1$

$X \rightarrow M_1 = a_1 = 0.3663$

$M_1 \rightarrow Y = b_1 = 0.5625$

$a_1b_1 = 0.2061$

The first indirect effect is the effect of child status on perceived authenticity and then to brand attitude. This indirect effect is the product of $a_1=0.3663$ and $b_1 = 0.5625$ or 0.2061 with a 95% bootstrap confidence interval of 0.0681 to 0.3505.

Those who were shown influencer with a child perceived her authenticity higher than those shown influencer alone, and this was associated with more positive brand attitude.

$X \rightarrow M_2 \rightarrow Y = a_2b_2$

$X \rightarrow M_2 = a_2 = 0.3266$

$$M_2 \rightarrow Y = b_2 = -0.1231$$

$$a_2 b_2 = -0.0402$$

The next indirect effect is the effect of child status on perceived motivation and then brand attitude. This indirect effect is the product of $a_2=0.3266$ and $b_2=-0.1231$ or -0.0402 with a 95% bootstrap confidence interval of -0.0937 to -0.0092 . So those who were shown influencer with a child perceived her motivation more extrinsic than those shown influencer alone, and this perception of higher extrinsic motivation was associated with more negative brand attitude.

$$X \rightarrow M_1 \rightarrow M_2 \rightarrow Y = a_1 a_3 b_2$$

$$X \rightarrow M_1 = a_1 = 0.3663$$

$$M_1 \rightarrow M_2 = a_3 = -0.5566$$

$$M_2 \rightarrow Y = b_2 = -0.1231$$

$$a_1 a_3 b_2 = 0.0251$$

The next indirect effect is the effect of child status on perceived authenticity, then perceived motivation, and then brand attitude. This indirect effect is the product of $a_1=0.3663$, $a_3=-0.5566$, and $b_2=-0.1231$ or 0.0251 with a 95% bootstrap confidence interval of 0.0082 to 0.0530 . The perception of high authenticity resulting from having child translates into perception of high intrinsic motivation, which in turn leads to more positive brand attitude.

$$\text{Total indirect effect X on Y} = (a_1 b_1 + a_2 b_2 + a_1 a_3 b_2)$$

$$0.1910 = (0.2061 + (-0.0402) + 0.0251)$$

$$\text{Total effect} = \text{Direct effect} + \text{Indirect effect}$$

$$0.1295 = -0.0625 + 0.1910$$

The direct effect of Child status of an influencer on Brand Attitude $c_1 = -0.0625$ is not statistically significant ($p = .5295$). The total indirect effect is 0.1910 with 95%

bootstrap confidence interval of 0.0284 to 0.3534 and the total effect is 0.1295. The perception of high authenticity resulting from having child translates into reduced perception of extrinsic motivation, which in turn leads to more positive brand attitude.

We hypothesize that child status of an influencer affects perceived authenticity, which affects perceived influencer motive, which, in turn, affects consumers' brand attitude. Results indicated that there was a significant relationship between child status and authenticity, $B = .366$, $SE = .126$, $t = 2.91$ $p < .05$, a significant relationship between authenticity and motives, $B = -.556$, $SE = .055$, $t = -10.03$ $p < .05$, a significant relationship between authenticity and brand attitude, $B = .562$, $SE = .040$, $t = 13.79$ $p < .05$, and a significant relationship between perceived motives and brand attitude, $B = -.123$, $SE = .033$, $t = 3.67$ $p < .05$. Approximately, 42% of the variance in brand attitude was accounted for by the predictors ($R^2 = .417$). Results are indicated total indirect effect (Child Status/Perceived Authenticity/Perceived Motivation/Brand Attitude) was significant, $B = .025$, $SE = .010$, 95% CI = .0082, .0530 providing evidence for full mediation. Child status was associated with brand attitude that was higher as mediated by high authenticity and intrinsic motivation.

Table 7.

Results of Direct Effects Between Subjects (Model 2)

Y = Brand Attitude, X = Child Status, M1 = Authenticity, M2 = Perceived Motivation							
IV	DV	coeff	se	t	p	LLCI	ULCI
Child Status	Authenticity	<u>.3663</u>	.1259	2.9104	<u>.0038</u>	.1191	.6136
Authenticity	Perceived Motivation	<u>-.5566</u>	.0555	-10.0300	<u>.0000</u>	-.6657	-.4476
Child Status	Perceived Motivation	<u>.3266</u>	.1412	2.3131	<u>.0211</u>	.0492	.6039
Authenticity	Brand Attitude	<u>.5625</u>	.0408	13.7930	<u>.0000</u>	.4823	.6426
Perceived Motivation	Brand Attitude	<u>-.1231</u>	.0335	-3.6714	<u>.0003</u>	-.1890	-.0572
Child Status	Brand Attitude	<u>-.0625</u>	.0993	-.6292	<u>.5295</u>	-.2576	.1326

Table 8.

Results of The Mediation (Model 2)

X=Child Status/M1=Authenticity/Y=Brand Attitude			
Effect	Boot SE	BootLLCI	BootULCI
.2061	.0720	<u>.0681</u>	<u>.3505</u>
X=Child Status/M2= Motivation/Y=Brand Attitude			
-.0402	.0206	<u>-.0937</u>	<u>-.0092</u>
X=Child Status/M1=Authenticity/M2= Motivation/Y=Brand Attitude			
.0251	.0111	<u>.0082</u>	<u>.0530</u>
• 10000 bootstrap samples * 95.00 level of confidence intervals			

H1 predicted that influencer's child status would affect a consumer's perceived authenticity positively. Result showed that survey participants who exposed having child condition reported higher perceived authenticity than those in the no child condition ($p=.0038$). There was a significant difference between the two conditions having a child condition and no child condition. Therefore, H1 was supported.

H2 predicted that perceived influencer authenticity would affect perceived influencer motives. Result showed that perceived high authenticity caused perception of intrinsic motives while perceived low authenticity caused perception of extrinsic motives ($p=.0000$). Respondents who reported a low level of authenticity also reported a significantly lower levels of intrinsic motives. Therefore, H2 was supported.

H3 predicted that perceived intrinsic motivation would affect purchase intention positively while perceived extrinsic motivation was affecting it negatively. Result showed that perceived intrinsic motives caused higher purchase intention than those in the perceived extrinsic motives ($p=.0022$). A positive correlation was found

between intrinsic motives and the consumer's purchase intention. Therefore, H3 was supported.

H4 predicted that influencer's child status would affect consumer's purchase intention directly and positively. There was no evidence that child status has an influence on consumer's purchase intention ($p=.2676$) directly but it affects purchase intention through mediator variables. Therefore, H4 was rejected.

H5 predicted that perceived high authenticity would affect the consumer's purchase intention positively. Result showed that survey participants who believed that influencer was an authentic person reported higher purchase intention than those who believed that influencer was an inauthentic person ($p=.0000$). A positive correlation was found between perceived authenticity and purchase intention. Therefore, H5 was supported.

H6 predicted that influencer who have a child makes consumer to generate more intrinsic motives than those who do not have a child. Result showed that survey participant who exposed having child condition reported more extrinsic motives than those in the no child condition ($p=.0211$). Therefore, H6 was rejected.

H7 predicted that influencer's child status would affect the consumer's brand attitudes directly and positively. There was no evidence that child status has a direct influence on the consumer's brand attitudes ($p=.5295$). Therefore, H7 was rejected.

H8 predicted that perceived intrinsic motivation would affect brand attitude positively while perceived extrinsic motivation was affecting it negatively. Result showed that perceived intrinsic motives caused a higher brand attitude than those in the perceived extrinsic motives ($p=.0003$). A positive correlation was found between intrinsic motives and consumer's brand attitudes. Therefore, H8 was supported.

H9 predicted that perceived high authenticity would affect consumer's brand attitudes positively. Result showed that survey participant who believed that influencer was an authentic person reported higher brand attitude than those who believed that influencer was an inauthentic person ($p=.0000$). There was a significant positive correlation between perceived authenticity and brand attitude. Therefore, H9 was supported.

H10 predicted that perceived authenticity mediates the relationship between child status and purchase intention. Result showed that motherhood of an influencer positively affects her perceived authenticity, which, in turn affects consumers' purchase intention. Therefore, H10 was supported.

H11 predicted that perceived motivation mediates the relationship between child status and purchase intention. Result showed that motherhood of an influencer negatively affects her perceived motivation, which, in turn negatively affects consumers' purchase intention. Therefore, H11 was supported.

H12 predicted that influencer with a child increases perceived authenticity, which increases perceived intrinsic motives, which, in turn, increases consumer's purchase intention. Result showed that there was no correlation between child status and purchase intention directly but having child positively affects perceived authenticity and perceived high authenticity positively affect perceived motivation, which in turn leads to higher purchase intention. There was a full mediation between them because child status alone was not having any effect on purchase intention. Therefore, H12 was supported.

H13 predicted that perceived authenticity mediates the relationship between child status and brand attitude. Result showed that motherhood of an influencer

positively affects her perceived authenticity, which, in turn affects consumers' brand attitude. Therefore, H13 was supported.

H14 predicted that perceived motivation mediates the relationship between child status and brand attitude. Result showed that motherhood of an influencer negatively affects her perceived motivation, which, in turn negatively affects consumers' brand attitude. Therefore, H14 was supported.

H15 predicted that influencer with a child increases perceived authenticity, which increases perceived intrinsic motives, which, in turn, positively affects consumer's brand attitude. Result showed that there was no correlation between child status and brand attitude directly but having child positively affects perceived authenticity and perceived high authenticity positively affect perceived motivation, which, in turn, positively affect brand attitude. There was a full mediation between them because child status alone was not having any effect on brand attitude. Therefore, H15 was supported.

Table 9.

Results of Multiple Mediation Analysis

Hypothesis	IV	DV	p
H1	Child Status	Perceived Authenticity	.0038
H2	Perceived Authenticity	Perceived Motivation	.0000
H3	Perceived Motivation	Purchase Intention	.0022
H4	Child Status	Purchase Intention	.2676
H5	Perceived Authenticity	Purchase Intention	.0000
H6	Child Status	Perceived Motivation	.0211
H7	Child Status	Brand Attitude	.5295
H8	Perceived Motives	Brand Attitude	.0003
H9	Perceived Authenticity	Brand Attitude	.0000

Table 10.

Hypothesis Testing Results

Hypothesis	From	To	Result
H1	Child Status	Perceived Authenticity	Supported
H2	Perceived Authenticity	Perceived Motivation	Supported
H3	Perceived Motivation	Purchase Intention	Supported
H4	Child Status	Purchase Intention	Rejected
H5	Perceived Authenticity	Purchase Intention	Supported
H6	Child Status	Perceived Motivation	Rejected
H7	Child Status	Brand Attitude	Rejected
H8	Perceived Motivation	Brand Attitude	Supported
H9	Perceived Authenticity	Brand Attitude	Supported
H10	Child Status Perceived Authenticity	Purchase Intention	Supported
H11	Child Status Perceived Motivation	Purchase Intention	Supported
H12	Child Status/Perceived Authenticity/Perceived Motivation	Purchase Intention	Supported*
H13	Child Status Perceived Authenticity	Brand Attitude	Supported
H14	Child Status Perceived Motivation	Brand Attitude	Supported
H15	Child Status/Perceived Authenticity/Perceived Motivation	Brand Attitude	Supported*
Note: * Full mediation			

6. DISCUSSION

6.1. Summary of Findings

Like changing marketing trends, consumers have been evolving continuously. They have all the information they needed. They become more intelligent and more powerful. They do not want to be exposed to traditional advertising because they have social media where they can search and learn from others about specific products in a short time with small effort. Brands should adapt to new marketing trends to strengthen the market position. Working with social media influencers who have power on others' decisions is valuable for brands because with the right influencer brands can keep up with changes and reach potential consumers across all demographic groups.

The present study was designed to determine the effect of mother social media influencers on consumers purchase intention and attitude toward the brand because, despite its increasing importance, there has been a very little experimental study on the phenomenon of influencer moms. This experimental study focused on influencer moms, perceived authenticity, perceived motives, purchase intention, and brand attitude. This chapter summarizes the main findings of this research and discusses the implication of the findings to future research including limitations.

The current study conducted a 2*2*2 experimental design focused on child status (having child vs. no child) as an independent variable, the number of followers (micro vs. macro) and brand origin (local vs. global) as control variables to explore the role of motherhood, number of followers, and brand origin on consumers' perceptions about influencer authenticity and motivation and likewise brand attitude and purchase intention.

We predicted that mother influencer would be perceived as more authentic than influencer without a child and mother influencer's motivation would be perceived as more intrinsic. We hypothesized that the mother influencer would affect consumers' purchase intention and brand attitude positively. The major hypotheses of this experimental study was partly verified. The results demonstrate that mother influencer positively influences perceived influencer authenticity and experiment confirmed that motherhood has an effect on consumers' purchase intention and brand attitude through mediators, namely perceived authenticity and perceived motivation. This finding shows that influencer's child status does not directly affect consumers purchase intention and brand attitude, but rather it affects them indirectly through mediator variables. In other words, the child status of an influencer affects perceived authenticity, which affects perceived motivation, which in turn, affects purchase intention and brand attitude. This is an interesting result because almost two-thirds of the participants (65%) reported that they do not have a child. Even though the majority of participants do not have a child, they agreed that motherhood has an effect on purchase intention and brand attitude. However, unexpectedly, the motivation of influencer who does not have a child found to be more intrinsically motivated than the mother influencer. Participants who were shown the influencer alone perceived her motivation more intrinsic than the influencer with a child. In other words, when an influencer has a child, consumers' perceptions about her motives will be higher money, selling, and image motives and lower love, sharing, and helping motives if the consumer does not have any perception about her authenticity. However, perceived authenticity changes the perception of motivation. We can conclude that perceived authenticity plays key role as a mediator.

This is one of the first studies to investigate the effect of being a mother as a social media influencer. As we expected, the result shows that being a mother as an influencer has a significant impact on consumers' perceptions about her. This finding is important for marketers and brands who are curious about the effects of the influencer moms because being a mother as an influencer has an impact on consumers' perceptions about her and eventually consumers' trust on her recommendations. The results show that influencer mom has the significant role in the marketing. If we considered the increase of social media influencers who have a child, it is important to know effects of collaborating with an influencer who is a mother. Moreover, this finding provides important insight on effects of authenticity because according to marketing professionals, authenticity will become the new trends of 2020 (We Are Social, 2020). We recommend marketers to consider the motherhood effect when they are looking for influencers to collaborate with because influencer moms seem to be more authentic to social media users.

We expected that perceived authenticity has a positive influence on perceived motivation, purchase intention, and brand attitude. The results of the study confirmed that the perceived high authenticity of an influencer generates perception of higher intrinsic motives, high purchase intention, and positive brand attitude. These findings suggest that when the influencer has high authenticity, consumers will perceive her motivation more intrinsic and this high authenticity and intrinsic motivation generates positive brand attitude and high purchase intention. Moreover, we expect that perceived motivation would positively affect consumer's purchase intention and brand attitude. Results confirm that perceived high intrinsic motivation has a positive effect on consumer's purchase intention and brand attitude. In other words, if consumers believe that an influencer recommends the specific product with love, sharing, and helping

motives, it will likely to positively influence their perception about brand attitude and purchase intention.

This thesis has provided a deeper insight into the importance of authenticity as an influencer characteristic. Influencer authenticity has a big impact on consumers' perceptions of influencer's motives. Interestingly, if the perception about the influencer's authenticity is high, perception about her motives will be more intrinsic reasons automatically. Furthermore, the high authenticity of the influencer affects perceived influencer motivation, purchase intention, and also attitudes toward the endorsed brand. Unlike child status, perceived high authenticity makes consumers feel positive about the brand and want to purchase its products. Based on the findings of experimental study, we recommend marketers and brands to collaborate with social media influencers who act and seem more genuine, real, honest, reliable, and authentic. Thus, marketers should collaborate with an influencer who has high authenticity to have a successful influencer marketing campaign.

6.2. Theoretical Implications

The findings of this study make several contributions to the influencer marketing, authenticity, motivation, purchase intention, and brand attitude literatures.

First, in my knowledge, this is the first study to investigate “influencer moms” and to measure influencer moms' authenticity and motivations. The experiment examines the role of motherhood from the perspectives of Kelman's (1953) Social Influence Theory and McCracken's (1989) Meaning Transfer Model. Kelman (1953) believes that humans' behaviors and decisions are shaped by the other people whose values and lifestyle are similar to them and whom they want to be looks like. Followed influencer represents the group we wanted to be belong to. Consumers more

likely to believe endorser advices if it comes from a source similar to themselves (Sørum, Grape, and Silvera, 2003). Thus, influencers' recommendation and advices can affect followers' decisions and attitudes. Moreover, McCracken (1989) supports the idea that people have different meanings and those meanings for example "perfect mom" transfer to the endorsement process and products to shape consumers' decisions and behaviors. The finding of this study corroborate those of Kelman's (1953) and McCracken's (1989) studies. The results of this study suggests that meaning of motherhood which an influencer have transfers to the endorsement process and positively influences consumers' attitudes and decisions. The current study expands the understanding of the influencer mom and highlights its significance in the influencer marketing because few studies so far have examined influencer moms and their effects.

Second, this study makes major contribution to research on authenticity by showing how motherhood affects perceived authenticity and how authenticity affects perceived motivation. Consistent with the Self-determination theory (Ryan and Deci, 2000), this experiment found that authenticity is highly related with motivation. Ryan and Deci (2000) believed that humans' internal preferences determine intrinsically motivated actions while external compensations determine extrinsically motivated actions. As internal preferences are human's unhindered actions, those actions cause to motivated by intrinsically. Moreover, Regan, Straus, and Fazio (1974) hold the view that positive characteristics of an individual help to attribute her/his motives to internal factors. For example, consumers perceive inauthentic brands' motivation as selling while they perceive authentic brands' motivation as intrinsic (Audrezet et al., 2018). The findings of present study are highly important as they demonstrate once again that authenticity influence people's perception about the influencer motivation.

The last contribution is, this research extends our knowledge about effects of influencers on consumers' purchase intention and brand attitude. The prior literature in the area of marketing largely examines the effects of influencers on purchase intention. Purchase intention has commonly been researched as an outcome of third person's recommendations. Previous studies found that peer communication (Wang et al., 2012), opinion leaders (Kotler, 2012), social influencers (Sudha and Sheena, 2017), personal source information (G.E. Belch and M. Belch, 2011), Instagram celebrities (Djafarova and Rushworth, 2017), celebrity endorser (Pradhan et al., 2016; Adnan et al., 2017), and non-celebrity endorser (Ranjbarian et al., 2010) have an impact on consumer's purchase intention. Moreover, literature review shows that authenticity has an impact on purchase intention (Audrezet, Kerviler, and Moulard, 2018; Kowalczyk and Pounders, 2016). The experiment examines the role of the influencer moms from the perspective of Persuasion Knowledge Model (Friestad and Wright, 1994) and purchase intention literature. The present study expands the knowledge of specifically effects of influencer moms, perceived authenticity, and perceived motivation on purchase intention. Similarly, this study expands our knowledge on consumers' brand attitudes. The study examines the role of motherhood on brand attitude based on the Halo Effect Theory (Thorndike, 1920). Baker (1977) used halo effect and found that positive characteristics of a person can affect the persuasiveness of the message by generating a halo effect. Another study by Djafarova and Rushworth (2017) found that consumer's evaluation of the brand is affected by an influencer who is recommending it. It is highly important to choose the influencer who actually uses and loves the product or service because consumer's perception about the influencer's real attitude towards the product or service has an impact on the effectiveness of the influencer's advertising (Silvera and Austad, 2004).

Moreover, the findings of this study corroborate those of Sørsum et al. (2003) who found that consumer's attributions about extrinsic motivations positively impress consumer's idea about the advertising and influence their perceptions and decisions about product and brand. This study confirms that positive characteristics such as high authenticity and being intrinsically motivated affect consumers brand attitude positively. This study contributes to existing knowledge of brand attitudes by providing evidence about the effects of motherhood, perceived authenticity, and perceived motivation.

6.3. Limitations and Future Research Directions

The present study was limited in several ways. First, this study has only considered Turkish context. This makes these findings less generalizable to other cultural contexts. Second, we used fictitious influencer and followers. Further research could use real influencer and her real followers. Third, in order to avoid any gender bias, we used female influencer and female participants in our experiment. It would be interesting to compare results of both genders within the same study. Fourth, participants of this study is mostly aged between 18-32 who belong to generation Y and Z. Although they are the most active social media users, the result may not be applicable to wider population. Fifth, the current study has only considered one product category fashion. These results may not be applicable to all types of product categories. Sixth, we used discount code as influencer marketing strategy. Further studies should focus on other influencer marketing strategies to find out differences between strategies. Finally, this research focused on specific social media platform Instagram. Future studies should include other social media platforms, especially, TikTok and Pnterest which are expected to be the new trends on 2020 (We Are Social, 2020).

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APPENDICES

APPENDIX A. PRETEST QUESTIONNAIRE

Sayın Katılımcı,

Bu ankete katılmayı kabul ettiğiniz için teşekkür ederiz. Bu araştırmanın amacı, sizin gibi tüketicilerin çeşitli sosyal medya pazarlama stratejilerine nasıl yanıt verdiğini anlamaktır. Doğru ya da yanlış cevap yoktur ve dürüst görüşleriniz takdir edilecektir.

Araştırmacılar dışında kime cevaplarınıza erişemez. Böylece cevaplarınız konusunda samimi olabilirsiniz. Katılımınız için teşekkür ederiz.



1. Yukarıdaki resmi ne kadar beğendiğinizi belirtiniz.
 - Kesinlikle beğenmedim
 - Beğenmedim
 - Ne beğendim ne beğenmedim
 - Beğendim
 - Çok beğendim



2. Yukarıdaki resmi ne kadar beğendiğinizi belirtiniz.

- Kesinlikle beğenmedim
- Beğenmedim
- Ne beğendim ne beğenmedim
- Beğendim
- Çok beğendim



3. Yukarıdaki resmi ne kadar beğendiğinizi belirtiniz.

- Kesinlikle beğenmedim
- Beğenmedim
- Ne beğendim ne beğenmedim
- Beğendim
- Çok beğendim



4. Yukarıdaki resmi ne kadar beğendiğinizi belirtiniz.

- Kesinlikle beğenmedim
- Beğenmedim
- Ne beğendim ne beğenmedim
- Beğendim
- Çok beğendim



5. Yukarıdaki resmi ne kadar beğendiğinizi belirtiniz.

- Kesinlikle beğenmedim
- Beğenmedim
- Ne beğendim ne beğenmedim
- Beğendim
- Çok beğendim



6. Yukarıdaki resmi ne kadar beğendiğinizi belirtiniz.

- Kesinlikle beğenmedim
- Beğenmedim
- Ne beğendim ne beğenmedim
- Beğendim
- Çok beğendim

(Versiyon 1)

7. Yeni bir Türk moda markası için bir marka ismi aranıyor. Lütfen aşağıdaki yeni marka isimlerini ne kadar beğendiğinizi belirtiniz.

	Kesinlikle beğenmedim	Beğenmedim	Ne beğendim ne beğenmedim	Beğendim	Çok beğendim
Trendwear					
Shopluxe					
Beautyle					
Clothink					

8. Lütfen aşağıdaki moda markası isimlerine ne kadar aşına olduğunuzu belirtiniz.

	Hiç aşına değilim	Aşına değilim	Ne aşınayım ne değilim	Aşınayım	Çok aşınayım
Trendwear					
Shopluxe					
Beautyle					
Clothink					

9. Yeni bir küresel moda markası için bir marka ismi aranıyor. Lütfen aşağıdaki yeni marka isimlerini ne kadar beğendiğinizi belirtiniz.

	Kesinlikle beğenmedim	Beğenmedim	Ne beğendim ne beğenmedim	Beğendim	Çok beğendim
Firstyle					
Pinksy					
iclothe					
Purestyle					

10. Lütfen aşağıdaki moda markası isimlerine ne kadar aşina olduğunuzu belirtiniz.

	Hiç aşina değilim	Aşına değilim	Ne aşınayım ne değilim	Aşınayım	Çok aşınayım
Firstyle					
Pinksy					
iclothe					
Purestyle					

(Versiyon 2)

11. Yeni bir Türk moda markası için bir marka ismi araniyor. Lütfen aşağıdaki yeni marka isimlerini ne kadar beğendiğinizi belirtiniz.

	Kesinlikle beğenmedim	Beğenmedim	Ne beğendim ne beğenmedim	Beğendim	Çok beğendim
Firstyle					
Pinksy					
iclothe					
Purestyle					

12. Lütfen aşağıdaki moda markası isimlerine ne kadar aşina olduğunuzu belirtiniz.

	Hiç aşina değilim	Aşına değilim	Ne aşınayım ne değilim	Aşınayım	Çok aşınayım
Firstyle					
Pinksy					
iclothe					
Purestyle					

13. Yeni bir küresel moda markası için bir marka ismi aranyor. Lütfen aşağıdaki yeni marka isimlerini ne kadar beğendiğınızı belirtiniz.

	Kesinlikle beğenmedim	Beğenmedim	Ne beğendim ne beğenmedim	Beğendim	Çok beğendim
Trendwear					
Shopluxe					
Beautyle					
Clothink					

14. Lütfen aşağıdaki moda markası isimlerine ne kadar aşina olduğunuzu belirtiniz.

	Hiç aşina değilim	Aşina değilim	Ne aşınayım ne değilim	Aşınayım	Çok aşınayım
Trendwear					
Shopluxe					
Beautyle					
Clothink					

APPENDIX B. MAIN STUDY QUESTIONNAIRE

Sayın Katılımcı,

Bu anket tamamen akademik amaçlarla kullanılacak olup, buradan sağlanan bilgiler hiçbir surette kimseyle paylaşılmayacaktır. Sonuçları bilimsel bir çalışma için kullanılacak olan araştırmanın tutarlılığını ve geçerliliğini arttırmak için cevapları dikkatlice vermeniz son derece önemlidir. Anketi tamamlamak 10 dakikadan fazla vaktinizi almayacaktır. B ankette size bir sosyal medya fenomeni olan Zeynep'in Instagram hesabındaki en son paylaşımı gösterilecektir. Paylaşımı incelerken Zeynep'in Instagram hesabını gerçek hayatta da takip ettiğinizi ve bu hesaba aşına olduğunuzu hayal etmeniz rica edilmektedir.

Yardımlarınız ve desteğiniz için teşekkür ederiz.

Gülfem Gökçe GENÇ

Çalışma hakkında detaylı bilgi almak için: gulfemgokcegenç@gmail.com

Version 1

Sosyal medya fenomeni olan Zeynep'in bir Türk moda markası Purestyle ile işbirliği yaptığı Instagram paylaşımı aşağıdadır.

Zeynep

Kişisel Blog

Lifestyle and Fashion Influencer

1664

Gönderi

3890

Takipçi

389

Takip



♡ 1179 beğenme / 💬 483 yorum

zeynep Çok severek kullandığım eteğim sizler için indirimli fiyatta...

@Purestyle internet sitesinde "ZEYNEP" kodunu kullanarak bu eteğe %10 indirimli sahip olabilirsiniz... #işbirliği

Version 2

Sosyal medya fenomeni olan Zeynep'in küresel bir moda markası Purestyle ile işbirliği yaptığı Instagram paylaşımı aşağıdadır.

Zeynep

Kişisel Blog

Lifestyle and Fashion Influencer

1664

Gönderi

3890

Takipçi

389

Takip



♡ 1179 beğenme / 💬 483 yorum

zeynep Çok severek kullandığım eteğim sizler için indirimli fiyatta...

@Purestyle internet sitesinde "ZEYNEP" kodunu kullanarak bu eteğe %10 indirimli sahip olabilirsiniz... #işbirliği

Version 3

Sosyal medya fenomeni olan Zeynep'in bir Türk moda markası Purestyle ile işbirliği yaptığı Instagram paylaşımı aşağıdadır.

Zeynep

Kişisel Blog

Lifestyle, Fashion Influencer and Mom...

1664

Gönderi

3890

Takipçi

389

Takip



♡ 1179 beğenme / 💬 483 comments

zeynep Çok severek kullandığım eteğim sizler için indirimli fiyatta...

@Purestyle internet sitesinde "ZEYNEP" kodunu kullanarak bu eteğe %10 indirimli sahip olabilirsiniz... #işbirliği

Version 4

Sosyal medya fenomeni olan Zeynep'in küresel bir moda markası Purestyle ile işbirliği yaptığı Instagram paylaşımı aşağıdadır.

Zeynep

Kişisel Blog

Lifestyle, Fashion Influencer and Mom...

1664

Gönderi

3890

Takipçi

389

Takip



♡ 1179 beğenme / 💬 483 comments

zeynep Çok severek kullandığım eteğim sizler için indirimli fiyatta...

@Purestyle internet sitesinde "ZEYNEP" kodunu kullanarak bu eteğe %10 indirimli sahip olabilirsiniz... #işbirliği

Version 5

Sosyal medya fenomeni olan Zeynep'in bir Türk moda markası Purestyle ile işbirliği yaptığı Instagram paylaşımı aşağıdadır.

Zeynep

Kişisel Blog

Lifestyle and Fashion Influencer

1664

Gönderi

893,000

Takipçi

389

Takip



♡ 30,758 beğenme/ 💬 689 comments

zeynep Çok severek kullandığım eteğim sizler için indirimli fiyatta...

@Purestyle internet sitesinde "ZEYNEP" kodunu kullanarak bu eteğe %10 indirimli sahip olabilirsiniz... #işbirliği

Version 6

Sosyal medya fenomeni olan Zeynep'in küresel bir moda markası Purestyle ile işbirliği yaptığı Instagram paylaşımı aşağıdadır.

Zeynep

Kişisel Blog

Lifestyle and Fashion Influencer

1664

Gönderi

893,000

Takipçi

389

Takip



♡ 30,758 beğenme/ 💬 689 comments

zeynep Çok severek kullandığım eteğim sizler için indirimli fiyatta...

@Purestyle internet sitesinde "ZEYNEP" kodunu kullanarak bu eteğe %10 indirimli sahip olabilirsiniz... #işbirliği

Version 7

Sosyal medya fenomeni olan Zeynep'in bir Türk moda markası Purestyle ile işbirliği yaptığı Instagram paylaşımı aşağıdadır.

Zeynep

Kişisel Blog

Lifestyle and Fashion Influencer and Mom...

1664

Gönderi

893,000

Takipçi

389

Takip



♡ 30,758 beğenme / 💬 689 yorum

zeynep Çok severek kullandığım eteğim sizler için indirimli fiyatta...

[@Purestyle](#) internet sitesinde "ZEYNEP" kodunu kullanarak bu eteğe %10 indirimli sahip olabilirsiniz... #işbirliği

Version 8

Sosyal medya fenomeni olan Zeynep'in küresel bir moda markası olan Purestyle ile işbirliği yaptığı Instagram paylaşımı aşağıdadır.

Zeynep

Kişisel Blog

Lifestyle and Fashion Influencer and Mom...

1664

Gönderi

893,000

Takipçi

389

Takip



♡ 30,758 beğenme / 💬 689 yorum

zeynep Çok severek kullandığım eteğim sizler için indirimli fiyatta...

[@Purestye](#) internet sitesinde "ZEYNEP" kodunu kullanarak bu eteğe %10 indirimli sahip olabilirsiniz... #işbirliği

Zeynep bu içeriği profilinde paylaştı çünkü o...

	Kesinlikle katılmıyorum	Katılmıyorum	Biraz katılmıyorum	Kararsızım	Biraz katılıyorum	Katılıyorum	Kesinlikle katılıyorum
bu sponsorluktan fayda sağlıyor.							
ürünü tavsiye etmek için ücret aldı.							
gelecekteki sponsorlukları almak istiyor.							
ürünü satmak istiyor.							
ürün satışlarını arttırmak istiyor.							
şirket karını arttırmak istiyor.							
takipçi (followers) kazanmak istiyor.							
beğeni (likes) kazanmak istiyor.							
paylaşım (shares) kazanmak istiyor.							
sosyal medyada kendisini guru olarak tanıtmak istiyor.							
markayı iyi bir ürün olarak görüyor.							
ürünü beğeniyor.							
üründen memnun.							
kullandığı ürünü başkalarıyla paylaşmak istiyor.							
ürün hakkında kendi görüşlerini ifade etmek istiyor.							
sosyal medyada paylaşım yapmaktan hoşlanıyor.							
takipçilerine yararlı bilgiler edindirmeyi önemsiyor.							
başkalarına daha iyi satın alma kararları vermeleri için yardım etmek istiyor.							
başkalarının istedikleri bilgiyi elde etmelerine yardımcı olmak istiyor.							

Zeynep ...

	Kesinlikle katılmıyorum	Katılmıyorum	Biraz katılmıyorum	Kararsızım	Biraz katılıyorum	Katılıyorum	Kesinlikle katılıyorum
gerçek görünüyor.							
kendi tarzında benzersizdir.							
kendine özgü bir karaktere sahip.							
kendi hakkında dikkat çeken bir şeye sahip.							

Lütfen aşağıdaki görüşlere ne ölçüde katıldığınızı belirtiniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Biraz katılmıyorum	Kararsızım	Biraz katılıyorum	Katılıyorum	Kesinlikle katılıyorum
Büyük bir ihtimalle bu markayı alacağım.							
Bir dahaki ürün ihtiyacımda bu markayı alabilirim.							
Bu markayı kesinlikle deneyeceğim.							

Lütfen bu marka hakkındaki görüşlerinizi belirtiniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Biraz katılmıyorum	Kararsızım	Biraz katılıyorum	Katılıyorum	Kesinlikle katılıyorum
Bu çekici bir markadır.							
Bu markanın iyi olduğuna inanıyorum.							
Bu markayı hoş buldum.							
Bu uygun bir markadır.							
Şahsen markayı beğendim.							

Lütfen aşağıdaki görüşlere ne kadar katıldığınızı belirtiniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Biraz katılmıyorum	Kararsızım	Biraz katılıyorum	Katılıyorum	Kesinlikle katılıyorum
Sosyal medya sitelerinde arkadaşlarım tarafından onaylanan bir ürünü satın alabilirim.							
Sosyal medyada bir ürünle ilgili çok fazla sayıda olumlu yorum görürsem ürünü satın almak isteyebilirim.							
Satın almayı düşündüğüm ürün için sosyal medyadaki görüşlere bakarım.							

Lütfen aşağıdaki görüşlere ne kadar katıldığınızı belirtiniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Biraz katılmıyorum	Kararsızım	Biraz katılıyorum	Katılıyorum	Kesinlikle katılıyorum
Sosyal medya fenomenlerinin etkisinden dolayı ürün satın aldım.							
Markayı sadece sosyal medyada markayı tanıtan fenomen yüzünden kullanmaya devam ediyorum.							
Sosyal medya fenomenleri markayı hatırlamama yardımcı oluyorlar.							

Kişisel bilgilerinizle ilgili kendinize uygun olan seçeneği işaretleyiniz.

Yaşınız?

- 18-25
- 26-32
- 33-39
- 40-46
- 47 ve üstü

Medeni haliniz?

- Bekar
- Evli
- Boşanmış

Çocuk sayısı?

- 0
- 1
- 2
- 3 ve üstü

Eğitim durumunuz?

- İlköğretim
- Lise
- Ön lisans
- Lisans
- Lisans üstü

Aylık gelir durumu?

- 500 TL ve altı
- 501 TL- 1000 TL
- 1001 TL-2000 TL
- 2001 TL-3000 TL
- 3000 TL ve üstü

Hangi sosyal medya platformlarını kullanıyorsunuz?(Lütfen size uygun olan seçenekleri seçiniz.)

- Instagram
- Facebook
- Twitter
- Snapchat
- Pinterest

Instagramda geçirdiğiniz günlük ortalama süre ne kadardır?

- 1 saatten az
- 1-2 saat
- 3-4 saat
- 5-6 saat
- 7 saatten fazla

Aşağıdakilerden hangileri sosyal medyayı kullanım nedenleriniz arasında gösterilebilir?(Lütfen size uygun olan seçenekleri seçiniz.)

- Arkadaşlarımla iletişim kurmak amacıyla kullanırım.
- Alışveriş yapmak amacıyla kullanırım.
- İçerik paylaşımı amacıyla kullanırım.
- Beğendiğim ve tüketicisi olduğum markaları takip etmek amacıyla kullanırım.

APPENDIX C. PROCESS RESULT FOR PURCHASE INTENTION

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.13 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 6
 Y = PInt
 X = ChildS
 M1 = Aut2
 M2 = Ext_Int

Sample size
 520

Outcome: Aut2

Model Summary						
	R	R-sq	MSE	F	df1	df2
p	.1271	.0162	2.0519	8.4703	1.0000	518.0000
	.0038					

Model						
	coeff	se	t	p	LLCI	ULCI
constant	3.2269	.1951	16.5414	.0000	2.8437	3.6102
ChildS	.3663	.1259	2.9104	.0038	.1191	.6136

Outcome: Ext_Int

Model Summary						
	R	R-sq	MSE	F	df1	df2
p	.4505	.2030	2.5160	50.6391	2.0000	517.0000
	.0000					

Model						
	coeff	se	t	p	LLCI	ULCI
constant	2.8097	.2776	10.1221	.0000	2.2644	3.3550
Aut2	-.5566	.0555	-10.0300	.0000	-.6657	-.4476
ChildS	.3266	.1412	2.3131	.0211	.0492	.6039

Outcome: PInt

Model Summary						
	R	R-sq	MSE	F	df1	df2
p	.5826	.3395	1.3598	82.3111	3.0000	516.0000
	.0000					

Model						
	coeff	se	t	p	LLCI	ULCI
constant	.7239	.2357	3.0716	.0022	.2609	1.1870
Aut2	.5031	.0435	11.5751	.0000	.4177	.5885
Ext_Int	-.1057	.0344	-3.0752	.0022	-.1732	-.0382
ChildS	.1123	.1012	1.1098	.2676	-.0865	.3111

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
.1123	.1012	1.1098	.2676	-.0865	.3111

Indirect effect(s) of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Total:	.1714	.0763	.0270	.3288
Ind1 :	.1843	.0673	.0623	.3271
Ind2 :	.0215	.0102	.0065	.0492
Ind3 :	-.0345	.0179	-.0795	-.0075

Indirect effect key

Ind1 :	Childs	->	Aut2	->	PInt	
Ind2 :	Childs	->	Aut2	->	Ext_Int	-> Pint
Ind3 :	Childs	->	Ext_Int	->	PInt	

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:

10000

Level of confidence for all confidence intervals in output:

95.00

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

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

APPENDIX D. PROCESS RESULT FOR BRAND ATTITUDE

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.13 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 6
Y = BAtt
X = ChildS
M1 = Aut2
M2 = Ext_Int

Sample size
520

Outcome: Aut2

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.1271	.0162	2.0519	8.4703	1.0000	518.0000
	.0038					

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.2269	.1951	16.5414	.0000	2.8437	3.6102
ChildS	.3663	.1259	2.9104	.0038	.1191	.6136

Outcome: Ext_Int

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.4505	.2030	2.5160	50.6391	2.0000	517.0000
	.0000					

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.8097	.2776	10.1221	.0000	2.2644	3.3550
Aut2	-.5566	.0555	-10.0300	.0000	-.6657	-.4476
ChildS	.3266	.1412	2.3131	.0211	.0492	.6039

Outcome: BAtt

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.6463	.4177	1.2025	117.0550	3.0000	516.0000
	.0000					

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.9267	.2075	9.2871	.0000	1.5191	2.3342
Aut2	.5625	.0408	13.7930	.0000	.4823	.6426
Ext_Int	-.1231	.0335	-3.6714	.0003	-.1890	-.0572
ChildS	-.0625	.0993	-.6292	.5295	-.2576	.1326

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
-.0625	.0993	-.6292	.5295	-.2576	.1326

Indirect effect(s) of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Total:	.1910	.0827	.0284	.3534
Ind1 :	.2061	.0720	.0681	.3505
Ind2 :	.0251	.0111	.0082	.0530
Ind3 :	-.0402	.0206	-.0937	-.0092

Indirect effect key

Ind1 :	Childs	->	Aut2	->	BAtt	
Ind2 :	Childs	->	Aut2	->	Ext_Int	-> BAtt
Ind3 :	Childs	->	Ext_Int	->	BAtt	

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
10000

Level of confidence for all confidence intervals in output:
95.00

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

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