KADIR HAS UNIVERSITY
SCHOOL OF GRADUATE STUDIES
PROGRAM OF BUSINESS ADMINSTRATION

THE IMPACT OF TRUST ON SOCIAL MEDIA'S INFLUENCERS AND THE EFFECT OF INFLUENCER'S DISCOUNT CODES ON THE CONSUMER PURCHASE INVOLVEMENT

YASAMEEN THAER. A. AL MASHHADANI

MASTER'S THESIS

ISTANBUL, MAY,2019

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MASTER'S THESIS

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ISTANBUL, MAY, 2019

DECLARATION OF RESEARCH ETHICS / METHODS OF DISSEMINATION

I, YASAMEEN THAER AL MASHHADANI, hereby declare that;

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ACCEPTANCE AND APPROVAL

This work entitled **THE IMPACT OF TRUST ON SOCIAL MEDIA'S INFLUENCERS AND THE EFFECT OF INFLUENCER'S DISCOUNT CODES ON THE CONSUMER PURCHASE INVOLVMENT** prepared by **YASAMEEN THAER AL MASHADANI has** been judged to be successful at the defense exam held on **21TH OF MAY 2019** and accepted by our jury as **MASTER'S THESIS**.

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ABSTRACT

Nowadays, brands are using influencers to promote their products and services because influencer marketing and its strategies have been witnessing an increased success lately by reaching a wider potential customer through influencers. When studying these new phenomena, one of the noticeable areas of interest regarding this topic is whether trusting influencers is what drives consumers to consider a purchase. Also, one of the main features of influencer marketing is using discount codes to promote brands. The purpose of this thesis is to investigate if trust in influencers is the main reason for consumers' purchase involvement. Also, to investigate if discount codes have an influencing effect on the purchase involvement of individuals who follow such influencers. The method used in this thesis is through investigating those questions by conducting a survey analysis on 120 responders and then using a quantitative approach to evaluate the gathered data. The key findings of this research revealed that trust in influencers isn't the main factor in purchase involvement also discount codes play a significant role in consumers' purchase involvement.

Keywords: influencer marketing, social media influencers, purchase involvement, skepticism towards influencers, consumer behavior

SOSYAL MEDYA INFLUENCER'LARINA GÜVENİN ETKİLERİ VE INFLUENCER İNDİRİM KODLARININ TÜKETİCİ SATIN ALMA SÜRECİNE DAHİL OLMA ÜZERİNDEKİ ETKİSİ

ÖZET

Günümüzde markalar ürün ve hizmetlerini tanıtmak için fenomen olarak da adlandırılan influencer'ları kullanıyor. Bunun nedeni, markaların influencer pazarlaması ve stratejilerinin influencer'lar aracılığıyla daha geniş potansiyel müşteri tabanına ulaşarak başarıyı arttırdığına şahit olmasıdır. Bu yeni olgu üzerinde çalışmalar yapıldıkça, bu konuyla ilgili en ilgi çekici noktalardan biri tüketicileri satın almaya yönlendiren faktörün influencer'lara karşı duyulan güven olup olmamasıdır. Aynı zamanda influencer pazarlamanın temel özelliklerinden biri, markaları tanıtmak için indirim kodlarını kullanmaktır. Bu tezin amacı, influencer'lara olan güvenin tüketici satın alma sürecinin ana nedeni olup olmadığını araştırmaktır. Aynı zamanda, indirim kodlarının bu gibi influencer'ları takip eden bireylerin satın alma davranışını etkileyip etkilemeyeceği de araştırılacaktır. Elde edilen sonuçlar, olgunun tam olarak anlaşılması için marka reklamı ve indirim kodu kullanımına yönelik müşteri algısı yönünden karşılaştırılacaktır. Bu tezde kullanılan yöntem, 120 katılımcıya uygulanan anket çalışmasından elde edilen cevapların incelenmesidir. Daha sonra elde edilen verilen değerlendirilmesi için nicel yaklaşım kullanılacaktır. Bu araştırmanın temel bulguları, influencer'lara olan güvenin satın alma sürecine dahil olmayı etkileyen ana neden olmadığı yönündedir. Ayrıca tüketiciler temelde ürün ve hizmetler hakkında bilgi almak için influencer'ları takip etmektedir. Diğer bir bulgu ise indirim kodlarının tüketicilerin satın ama sürecine dahil olması üzerinde anlamlı bir rol oynadığını göstermektedir.

Anahtar Sözcükler: etkileyici pazarlama, sosyal medya etkileyicileri, satın alma katılımı, etkileyicilere yönelik şüphecilik, tüketici davranışı

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1. INTRODUCTION

Social media networks have altered the way consumers interact with brands and reshaped the way consumers interact with the traditional media outlets that brands often use to reach consumers. Consumers have rarely been involved in the product development and marketing development in the past. Instant feedback such as Facebook, Twitter, and crowdsourced ratings and review websites such as Yelp did not exist beyond focus groups done in person or by phone (Fromm, 2013)

The presence of social media platforms has played a significant role in reshaping people's interactions with one another. It was not for so long that this phenomenon has also affected people's procurement processes. For example, people normally take their friends and family recommendations on products or services they want to use in the future to help them in their purchasing decisions, now they are browsing the web to find brand information and looking for reviews and specialist viewpoints about the product or service before making any purchasing decisions (Jiménez, 2013).

People's attention is shifting, even today's successful marketing channels may change in the future, and it is the brand's duty to keep track of such advancement. The key is to adapt rapidly and generate innovative ways to draw the attention of their consumers.

What better way to promote a product than by a consumer promoting it themselves, that's why a special bond between sellers and consumers has surfaced with the emergence of blog sites and brand referral programs making consumers who participate in the program, vendors to other consumers. This type of individuals later became known as Influencers on social media outlets.

Giving that reviewing products or services has become a new job for social media influencers, they now receive compensation from brands in exchange of mentioning or reviewing the brand' products or services on their personal channels, in which they can have between thousands to millions followers who genuinely believe in their messages (Freberg, 2011).

Influencers are changing the way that brands use, to promote their products. The number of brand supported posts on influencers' Instagram account for the year 2018 was 3.7 million post and is expected to double up in the year 2020 for 6.12 million brand sponsored posts (Mediakix, 2019). Brands are also predicted to spend between $8.08 Billion US dollars worldwide on Instagram influencer marketing by the year 2020 since the number of spending in year 2018 has reached $5.67 billion dollars (Influencer DB, 2018). Since this new marketing strategy is newly rapidly growing, brands need to put more effort in understanding the consumers attitude towards social media influencers and the reasons behind their attraction to influencers to make up the best value for their money in this marketing category.

1.1 Why Influencer Marketing Is Considered As A Successful Marketing Tool?

What makes influencers rather more influential at brand marketing than celebrities themselves is that they can be measured precisely and are easier to identify their target audience not to mention rather cheaper than celebrities in general (Burke, 2017). Nordstrom is a chain of luxury department stores for jewelry and appeal, they often collaborate with celebrities and influencers. In 2018, the social media influencer Arielle Charnas collaborated with Nordstrom to create a line of fashion and jewelry inspired by her style blog, named Something Navy, When the online collections were launched last fall by the department store, their website crashed. The performance of this influencer outsold many celebrity collaborations like Beyoncé and Rihanna proving the powerful effect of influencers nowadays (Vora, 2019). For example, let's assume that there is an influencer with 1 million followings, if only 0.01% of his/her followers bought a $10 T-shirt. This can simply lead to a $100,000 in revenue! This revenue is achieved when the influencer is popular enough and have loyal followers

Another example is the sold-out M&S jumpsuit that influencers wore and got sold out in 24 hours immediately after launching it on their website (Bell, 2019). This demonstrates how people are affected by influencers by trying to portray their favorite influencers to feel more connected to them and in hopes to look as good and beautiful as they do (Ki, 2018). The phenomena of mimicking behavior also relates to the popularity of the

“internet challenges” a very well-known challenge around the world is the ice-bucket challenge, in which was initiated by celebrities to give awareness about a social cause by dumping a bucket of ice and water over their heads, this phenomena was able to raise more than $220 million around the world for the fight against a neocortical disease (Pressgrove, 2018). Other examples of internet challenges is chewing tide pods that are used in dish washing machines in which was adapted by influencers who had many kids as followers in order to get views on their channel it ended up making many children go to the hospital because of poisoning (Mazhari, 2018), all of these phenomena went viral because social media users were hoping to get famous or look as good or as cool as the influencer. Another example of the amplifying effect of just one influencer is the Bird box challenge that was inspired by Netflix movie Bird Box, it created a sudden popular internet challenge that few influencers who has many kids followers had done the challenge in which lead children to do the challenge and putting their lives at risks at various situations, for example one influencer has uploaded a video of themselves driving a car blindfolded, in which received bad criticism that lead YouTube to remove the video from their platform and forcing Netflix to issue a statement on Twitter urging users not to do the bird box challenge (Hern, 2019).

On the other hand, Influencers are starting to produce and sell their own product lines individually or by collaborating with brands. Branded products by influencers has been proven to be a success as James Charles has recently closed the streets while opening a Morph store in a mall in London (BBC News, 2019).Another successful influencer branded product is Huda Kattan product line in collaboration with Sephora making her in the top 2018 America’s Self-Made women with a $550 Million net worth (Forbes, 2018). This clearly shows that influencers and brand collaborations. In the future will defiantly see more collaborations that exceed the beauty market and will defiantly jump off to travel and tech products editions to promote brand products. Influencers make consumers feel something towards the product, by which it inspires users to purchase but brands are often seen as a money making machine by consumers, brands are also considered as entities that doesn’t care about its consumers and that is difficult to overcome right away. Fortunately, brands have realized that and are trying to overcome this situation through influencers.

1.2 Purpose

The aim of this thesis is to understand the reasons behind why individuals are following influencers and if trust is the main reason for that. Also, to investigate if trust and discount codes have an influencing effect on the purchase involvement of individuals who follow those influencers and how trust and discount codes are compared to brand advertisement regarding to consumer purchase involvement by capturing the general view on social media influencers ads and brand advertisements from the influencer follower perspective.

2. LITERATURE REVIEW

The purpose of this chapter is to provide the literature perspective relevant to the research of this thesis. It begins with the definition of influencers and the development of influencer marketing in the literature and an overview of the personality of the influencer. Next is an overview of trust towards influencers and the purchasing involvement of consumers lastly, a discussion on which type of promotions brands use influencers in their marketing operations and their effect on consumers. After which the chapter ends with a theoretical framework portraying a conceptual model on the purchasing involvement of consumers towards brand products and the role of influencers in it.

2.1 INFLUENCER MARKETING

The broad definition of the word influencer refers to anyone who impacts or changes the behavior of others (McIntosh, 2013). While in the business definition for the word influencer in the marketing environment refers to influencers as the individual whose impact is noticeable or persuasive in some way on the purchasing decision of others (Cambridge, 2011).

Before the introduction of influencers through social media, influencing consumers was being carried out through Word of mouth (WOM) and it's known as the procedure of informing people about a product or service, particularly because you believe it's decent and you hope to encourage them to try it (Cambridge, 2011). This has been mainly done through friends and family suggestions without the interference of other parties. But, with the appearance of social networks, a new term was introduced as a buzz word in marketing to explain the new usage of WOM since third party individuals started to influence consumers to try new products or services by providing informal information through social networks instead of the traditional ways (Sánchez-Fernández, 2019). Through blogging, people were first introduced to EWOM in the internet world, after bloggers had received enough traffic to their webpages because of their information sharing attitude,

in the final process of it, marketers played a significant role in asking bloggers to mention their brand, in return bloggers from the start were very careful in choosing which brand to promote, since they had a large audience to maintain and letting them down would mean letting the platform down, similar to the originally known act of word of mouth (Smith, 2010). The best way to guarantee a successful brand message is through targeting individuals who possess a proof of influence in the past and a current large number of following on their social network accounts, so that the promotional message of the brand can reach the masses (Galeotti, 2009; Bakshy, 2011). Also, Galeotti (2009) suggested that brands should collaborate with influencers based on their type of content to ensure spreading the message positively to the relevant target market since the type of influencer plays a major role in shaping the success of the brand message according to Shalev (2011) because consumers appear to connect better with influencers they identify with and rejects influencers who they don't share the same values or identifies with. For example, a fitness influencer promoting a videogame will have an undesirable outcome on both the brand and the influencer since their values don't match up with the brand personality.

Booth (2011) found means to identify influencers by using a reviews customizable valuation algorithm through conversation points. The algorithm rates influencers on social media, it shows how influencers are influencing their target audience. By using the algorithm, Booth was able to categories the degree of influence into three categories according to various variables such as viewers per month, the popularity of the link, post frequency, media citation score, industry score, social rate, engagement index, subject/topic related posts, and the overall index score. It displayed three types of influencers, influencer type A: are similar to news websites that have many views and many contributors who don't necessarily share the same kind of interest, while influencer type B: is a bit more specific in their topic and talk broadly about their topic of interest, for example they talk broadly about the smartphone industry. While influencer C: has the lowest amount of views but is considered as the highest profitable influencer due to their specifies in picking their target subject, by choosing a specific niche it makes it easier for the consumer and brands to know exactly what the influencer is promoting to ensure

better message spreading and being a legitimate source hub for consumers to refer to will increase the trust in the influencer from the consumer side.

2.1.1 Influencer Personality

Influencer differ in their types from one to another, there are few studies that has been done to categories influencers in order to help brands in identifying the right influencer to collaborate with their brand.

According to DISC personality test operated by Poulopoulos (2018), to determine the personality of influencers, the researcher discovered that people who are considered as influencers ranked high in influence and dominate type of personality where influence refers to people who are interesting and interactive and dominant people are considered as driven and problem solvers, in which according to this research' test, influencers often are considered as leaders in their communities. Though Freberg (2011) claimed that people don't always consider powerful individuals who have some level of dominance and visibility as influencers. For instance, CEOs are often considered as intimidating and authoritarian but lacking the initiative to provide advice and help to large audiences unlike what influencers do.

Another study tries to identify the influencer personality and what drives them by employing a survey on car users. The study found that social identification of the user can influence their desire of belonging to a group, thus it's reflected in their purchasing activities (Sascha, 2013). What drives individuals into choosing an influencer lies within the personality of the influencer that demonstrates according to the study some individual factors that consists of expertise and knowledge of a particular subject, Involvement or their interest rate in a subject and their mavenism: people who demonstrate knowledge and help others the latter one is inspired by the desire for social power. Also, they identify social capital dimensions such as ego driven, independence, show of authoritarianism and Machiavellianism. The ability to impact others within a social group can be determined

by these factors (personality strength, leadership narcissism and leadership ability). By sorting the data, they were able to sort the participant into 4 different categories (occasional influencers, narrative experts, social leaders and social followers) the study found that social influence had the most influence on the consumption of others (Sascha, 2013). In which is kind of comparable to the findings of Booth (2011) the only difference between them is that Sascha was able to determine the personality of influencers specifically.

2.2 TYPE OF INFLUENCERS - THE ROLE OF TRUST OF INFORMATION IN INFLUENCER MARKETING

In general, people acquire information from a few number of significant people in order to make their decisions, those significant people act as observers or connectors to the others in order to transfer information and help in their decision-making process (Galeotti, 2010). Later on, another study done a visual analysis of the social network (Twitter) to determine influence, by measuring content specificity, frequency of tweets and retweets (Francalanci, 2014) found that influencers are found in 2 categories “the generalist” (influence spreaders) and the specificity influencers. Influence spreaders are considered as authors who share content about different topics and the specificity influencer are considered as authors who share information about a specific topic, they take information from the information source “brand updates for example” and distribute it to information seekers (Francalanci, 2014).

The researcher’s findings from the literature regarding this topic indicates that influencers are reached by individuals mainly because of the information they provide. In this study, the researchers will attempt to find if information is also sought by the social media influencer’s followers regardless of trust in influencers as a factor that increases purchase involvement of consumers.

Influencers with a high number of followers are perceived well by their followers, partially because of their popularity (Marijke, 2017). On the other hand, Marijke found that the amount of individuals that an influencer follows on social media influences the

consumer perception of the influencer by doing a manipulation test on few influencers on their survey. For example, an influencer with a huge number of followings, who is at the same time only is following a few number of people was perceived negatively compared to influencers who followed many people.

This manipulation test shows that brands should be careful in choosing their influencers according to the number of their following since influencers with high number of followings may cause consumers to disassociate themselves with the brand because this reduces the presumed unique qualities of the brand and ultimately the attitudes towards the brand, thus brands should know when is the best time to use micro and macro influencers, in order to ensure the success of the influencer campaign (Marijke,2017). People tend to compare themselves to influencers and thus they buy a product based on the reason that they relate to the influencer. Marijke confirms that the view of the product is related to self-congruity and this impression is relocated to social media influencers. Social comparison and self-congruity towards an influencer, for example, are associated with product perception (Marijke, 2017).

Trust in influencers is difficult to gain, but far easy to lose right away. For example, a famous vegan influencer who has more than one million followers spread across her social network accounts, was caught eating a fish in another youtuber video. This event in particular, made her lose more than 9000 online subscribers in one month on her social network account as a way of her fans to express their anger and frustration of the fact that she wasn't being truthful with her followers (Mahdawi, 2019). This shows how influencers should be authentic with their followers in order to be influential and avoid dishonesty as much as possible, because at the end followers will not follow an influencer who is not being truthful at presenting his/her values in the right way.

Although declared sponsored posts results in better content production, it's perceived somehow negatively by the consumer concerning the product quality perception (Stephen, 2012). This perception in Today's influencer marketing is starting to be perceived differently, because of the new regulations which are starting to lay guidance laws on influencer in USA, UK and UAE (Hosie, 2018) to disclose that they are getting paid to endorse a product or a service of a brand because unfortunately often times a few

number of influencers miss use their position to promote bad products for the highest bidder (Abidin, 2016). Stephen (2012) noted that controversy may reduce the confidence of people in talking about a product, in which might not be true in most cases nowadays, since controversy goes viral and people take action right away about a brand by boycotting the brand or expressing their thoughts about a brand in which is itself is bad for the brand. For instance, Gillette commercial titled (we believe) addressed the METOO movement topic in such a way that it presented men in a stereotypical way, resulting people to resent Gillette and threatening to boycott the brand. More than 1.4 million dislikes have been received on the video commercial itself to date, making it one of the world's most disliked video commercial. Despite the negative remarks regarding the brand, it genuinely made people more aware of Gillette and it did not influence sales in the same extent as they received negative remarks (Meyersohn, 2019). In conclusion, sometimes bad advertisements may not necessarily imply bad sales, but being relevant in the market is the most important thing for a brand to survive in the long run.

2.3 PURCHASE INVOLVEMENT OF CONSUMERS AND THE ROLE OF INFLUENCERS PROMOTIONAL ACTIVITIES

One of the successful cases in identifying and measuring the performance of influencers is (Kumar,2013) worked on an Indian Ice cream company named Hokey Pocky that used social media influencers to increase their online presence, interaction and sales by developing three new metrics to measure the overall influence by introducing three new metrics (CIE) The customer Influence effect that evalutes the influence a user has on other users in the network and the other metric (SI) the stickiness Index in which defines special category of words to be tracked of a potential influencer in order to determine their relevance to the brand and if they were suitable for the brand message, lastly the (CIV) customer influence value that measures the monetary gain or loss of an influencer by using the CIE and their unique contribution by their own purchases (discount codeschanges). The result of using these measurement techniques in their social media

campaigns led the company to increase their sales revenue by 40%, and social media ROI by 83% and increased their brand awareness by 49%.

Brands should be careful about choosing their influencers and investigate the influencers beyond the number of their followers and evaluate the mutual points that they share with the brand. Brands should utilize the use of tools that measures the success of an influencer campaign and how much profit they could bring to the brand, since this type of measurement is still difficult for marketers to measure, brands should further look into using tools that are similar to Hocky Pocky ice cream company.

A strong social media presence of a brand is received positively. Brands should monitor the conversations that are happening in the name of the brand to gain new perspective and control the message if it was negative or be able to control a negative situation since stakeholders usually express their sadness about a brand through social media (Schlich,2011).In order to create content that makes people talk about it, it should be entertaining and fascinating and this research suggest 3 steps strategy to achieve this goal, first one is providing value, something that is interesting and connect it with the brand message in a way to create an emotional connection with their customers, then the second step is viral content and that is presenting the content in a way that attracts people's attention and the last one is seeding strategy, how to spread the message successfully and a successful way is making sure to seed it to well-connected people such as influencers or celebrities in order to spread the message massively (Chatzigeorgiou, 2017).

With the appearance of social media accounts and people sharing their thoughts about products and services they use, brands started to pay attention and listen to those thoughts to enhance their products. According to Xie, (2016), the consumer involvement in firm's new product development is becoming important and it has proven its success through working with consumers by consistently taking their feedback before launching a product and Xie (2016) confirmed in his research that there is a link between the performance of company who takes their consumer's opinions and the amount of involvement of those consumers. For example, many tech companies offer an exclusive access to reviewers (People who are considered as experts in tech and are considered influencers in the tech

area) before the release date of their products to test if the product is useable or not, the new Galaxy fold that was supposed to launch this year was retrieved quickly from reviewers due to its disfunction as of what those reviewers said and this incident made other companies cancel their pre-orders from Samsung forcing it to delay the launch date of the product until enhancing its features (Valinsky, 2019).

On the other hand San (2014)'s study tries to categories the purchasing process into three stages [(input stage: recognition) (Process stage: Phycological factor or what's the motivation to buy) and (output stage: purchase and pot purchase behavior)]. In this study San tried to make a comparison between old and young generation, his findings concluded that millennials research their product first and then they make their purchasing decision. The younger generation would be keener into trying innovative products and therefor they are in general considered as opinion leaders since they tend to influence others. They are also less brand loyal

2.4 THE CONCEPTUAL FRAMEWORK OF THE RESEARCH

The Researchers have developed a conceptual framework through the collected theory presented in the previous chapter that illustrates how the study will be conduct.

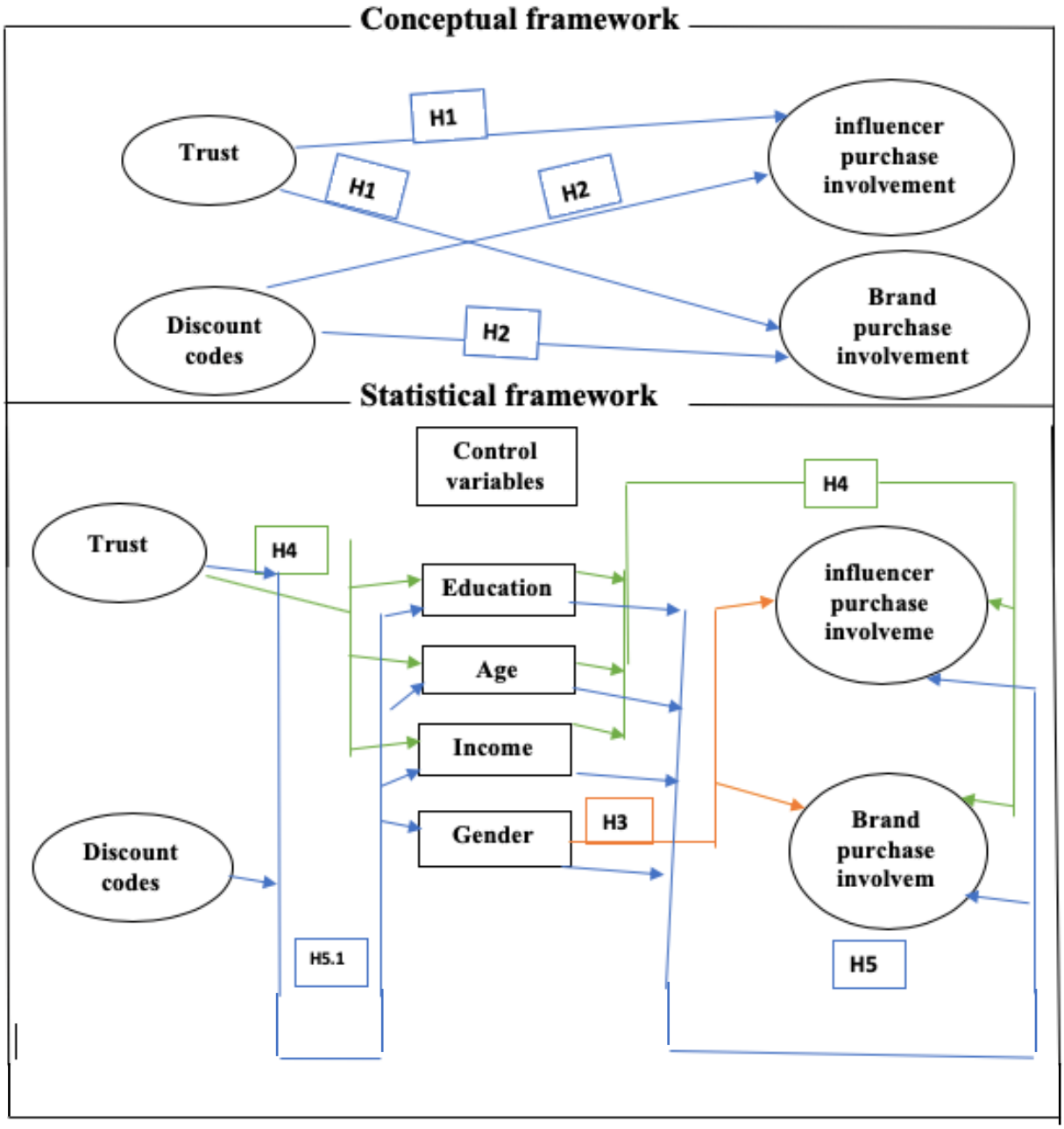

Figure 2.1: Conceptual framework of the research.

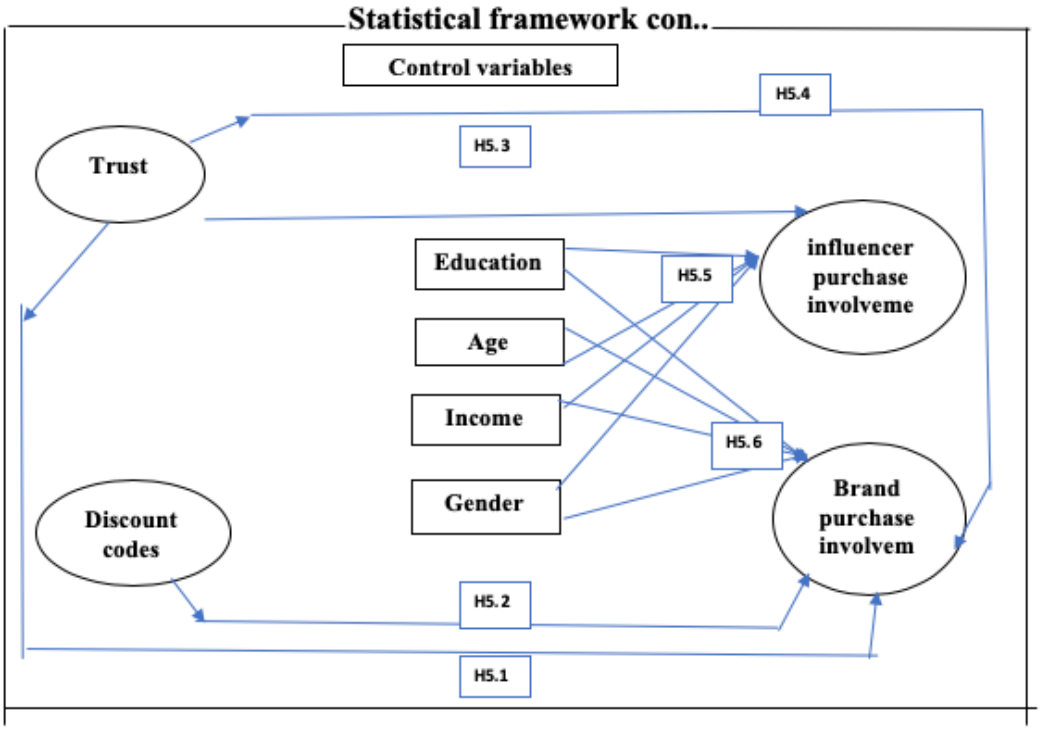

Figure 2.1: Conceptual framework of the research.

In this study, the selected variables of significance relevance to the purchase involvement of consumers influenced by influencers are trust and discount codes. As shown in the conceptual framework above in (figure 2.1). The control variables of this research is gender, age, income and educational background. In addition, to the knowledge of the researcher, no previous research has examined these chosen aspects together in relation to the purchase involvement of consumers influenced by influencers. Trust seems to be a vital component for consumers to follow influencers on social media networks (Liu, 2015). Since marketers often use promotional activities to attract consumers in their marketing communication activities (McKelvey, 2015), most Influencers started to also provide consumers with discount codes when promoting a brand that they are partnering with (Dalstam, 2018).

2.5 RESEARCH QUESTION & HYPOTHESIS

Research questions of the current study are given below:

Research question 1: Does trust in influencers, increase the brand and influencer purchase involvement of consumers for the products/services they promote?

Research question 2: Does the discount codes offered by influencers and the brands to their followers increase the consumer purchase involvement?

Research question 3: Is there a difference between influencer purchase involvement and brand purchase involvement?

According to the research questions, the following hypothesis are developed.

H1: Brand and influencer Purchase involvement is increased due to the trust that the consumer has in influencer.

H2: Brand and influencer Purchase involvement is increased due to the availability of discount codes.

H3: There is no difference between influencer purchase involvement and brand purchase involvement according to gender.

H4: There is no difference between influencer purchase involvement and brand purchase involvement according to their education level, age, and income level.

H5.1: Trust has a significant effect on brand purchase involvement.

H5.2: Discount code has a significant effect on brand purchase involvement.

H5.3: Trust has a significant effect on influencer purchase involvement.

H5.4: Discount code has a significant effect on influencer purchase involvement.

H5.5: Customer demographics such as age, gender and income have significant effects on brand purchase involvement.

H5.6: Customer demographics such as age, gender and income have significant effects on influencer purchase involvement.

3.METHODOLOGY

This chapter presents the methods used to conduct a descriptive research by using the survey method to generate empirical data and analyze it based on the empirical study results to determine which traits of online users that possess (gender, country of origin, income, and education) that effect their view on influencers and if their purchase is influenced by it and how influencers effect their purchase involvement different from the effect of brand advertisement. The definitions of the terms associated with the method are stated, also this chapter provides information about the characteristics of the participants, validation of the research and the reasons behind the selected approach.

3.1 RESEARCH DESIGN

Since this study is concerned with finding relationships between the traits that affect consumers purchase involvement based on the influence of influencers, for this reason, an explanatory research design was chosen. Because, an explanatory study reveals an accurate analysis of a events or situations in order to explain the relationships between the variables , (Saunders, 2011), by searching for individuals who have the answers (Martelli, 2015). The purpose of this thesis is to detect whether trust in influencers and discount codes offered by influencers have an effect on their purchasing involvement, this requires an investigation into the purchase involvement of consumers and whether influencers are sufficiently reliable to affect the consumer's purchasing involvement.

The reason for not choosing the descriptive research design is because the descriptive study is concerned with showing an accurate profile of people, events or a situation (Saunders, 2011), that is contrary to the subject of this research . Also, the reason for choosing an explanatory study is this research is trying to find the relationship between variables (Saunders, 2011) in order to determine the main effects on the purchase involvement of consumers.

3.2 QUANTITATIVE RESEARCH METHOD

This thesis is quantitively situated. It is crucial to understand quantitative research method more generally in order to justify the selected research method in relation to the topic at hand. According to (Bell, Bryman, and Harley, 2018) quantitative research method is a research strategy that deals with the quantification and analysis of the data collected. Quantitative data can be as simple as the frequency of a phenomenal occurrence to a more complicated data such as stock prices and game scores (Saunders, 2011) Quantitative research helps answering most business and management research projects since they are likely involving some form of numerical data, and in order to make sense of the collected data, analysis techniques are applied to simplify, understand and find relationships between variables that could help in solving the research problem (Saunders, 2011).
Quantitative research is either descriptive or experimental, since the main research design is explanatory in its nature in which creates relations between its variables and measures the results once compared to the experimental in which subjects are measured before and after the event that is being tested (McNabb, 2008). Furthermore, quantitative method tries to understand the magnitude of effect that a phenomena has on a current event , situation or people. This means that the subject is studied by simplifying it's results into the numerical data, then the gathered results are interpreted numerically by using statistical data analyzing programs that specializes in social sciences such as SPSS or STATA.

The reason for choosing quantitative research for this particular master thesis is based on the fact that this method allows for insightful exploration of the objects under study here, and aims to draw a picture on the effect that influencers have on the behavior of consumer's purchase involvement of the young and middle age internet users, therefore this type of research requires taking inputs from a rather large number of people in which these needs are met by quantitative research method.

3.3 RESEARCH APPROACH

For this thesis, research will begin with a pre-survey inquiry to determine the topic of the thesis according to the influencers followers analysis of interest in order to focus the research on a much needed area of research. by performing an inductive and abductive approach that are when combined is known as abductive approach to gain basic knowledge to structure the basic foundation of the research and a pre-survey that assisted in shaping the subject at hand by gathering inputs from people about influencers to draw a narrower picture about the subject. In the end, after addressing the theories, new data will be collected in an inductive manner through conducting survey questionnaires.

The inductive approach begins with evaluating a particular instance, seeks to build initial theories and brings preliminary thoughts and ideas to generalize the occurrence under inquiry and sees whether certain generalizations can be applied to the occurrence while remaining open and receptive to possible alternative explanations at the same time (Hyde, 2000). Going to the abductive type of approach selected for this kind of thesis, it requires a dual use of the inductive and deductive approaches, essentially allowing the researcher to begin with the known facts and work towards finding an explanation. Abductive approach can be explained as an interrelationship between the theory and the collected data (Dubois and Gadde, 2002). With an abductive approach, the researcher aims to understand the underlying phenomena in terms of social actors actions, making it necessary to research relevant literature to understand the social environment behind it (Ong, 2012), which are the influencers in this case and their effect on the involvement of online young consumers.

The researcher somehow is testing existing theory on the sole basis of the empirical data collected, nonetheless, from an academic standpoint, an entirely deductive approach would be unacceptable mainly due to the under - researched nature of this trend. The goal here is to combine different theoretical areas into a coherent structure, hence the abductive

approach is appropriate, as new perspectives can be acquired from the raw data obtained (Saunders, 2011). Another justification for using this approach is that it acknowledges that human's behavior is affected by how people perceive the contexts in which they find themselves in. This assures the suitability of using abductive approach for this study (Reichertz, 2007).

3.4 RESEARCH PHILOSOPHY – SUBJECTIVISM

The aim of this study is to gain insights of the young consumers about influencers and whether they are affecting their purchase involvement process. Therefore, subjectivism was chosen since it's concerned with understanding the subjective aspect of the consumer to make sense and understand their involvement behind their actions in a meaningful way (Saunders, 2011). The subjectivism in general takes the perspective that is the viewpoints and resultant motives of social actors in which results in creating a social phenomenon (Saunders, 2011). The approach used to understand the phenomenon subjectively is through studying the details of the event in order to explain the actual reality or potentially the reality behind it (Remenyi et al.,1998). Since the aim of this thesis is to understand the human behavior towards influencers in a statistical manner by collecting a sample of answers from online users this research philosophy was found to be suited.

3.5 DATA COLLECTION METHOD – SURVEY QUESTIONNAIRE

Researchers may use different data collection tools, based on if it was a qualitative or quantitative study that is being carried out (Bryman and Bell, 2011). This thesis is a quantitative research, thus completely excluding methods of collecting qualitative data such as focus groups, unstructured interviews, semi-structured interviews and unstructured observations. The data is collected by experiments, structured observations, structured interviews or questionnaires when carrying out a quantitative study (Ghauri and Gronhaug, 2005).

The primary data collection method for this thesis is through collecting data by performing an online-survey questionnaire to understand the purchase involvement of young online consumers who follow influencers. The gathered information from reading the literature and the pre-survey inquiry, it was used as a guidance for the theoretical framework and survey questionnaire.

3.5.1 Survey Questions

A survey research method is organized by collecting answers of similar questions from many people to understand their behavior, attitude and thoughts about a certain subject (Bryman and Bell, 2011). Surveys are used widely because they enable a massive amount of data to be gathered from a large population in a highly economically efficient manner (Saunders, 2011) The survey questions should be standardized in order to allow easy comparison, also surveys are supposed to be easy to read and to explain in order to make it easy for people to answer the survey questions without risking their abandonment to the questioner in which often happens due to people's impenitentness and the complexity of the survey (Saunders, 2011) and (Alabaum et al., 2010). Data obtained using a survey method can be used to discuss potential reasons for specific relationships between variables and to generate models of such relationships (Saunders, 2011).

Surveys are administrated in two ways: quantitively and qualitatively, A survey with closed questions is considered as a quantitative survey where respondents are restricted in choosing their answers, while a survey with an open-ended question, respondents can answer the way they want with no restriction of answers to choose from (Bryman and Bell, 2011). It is very important for a survey to be relevant in its questions and sample.

This thesis has followed the stated guidance previously mentioned to produce a high-standard survey. The researchers thoughtfully chose several number of questions to enable the respondents to participate in the survey by putting questions related to influencers exclusively in general, in order to acquire a general understanding of the influencer phenomena since most of the influencer studies that has been done so far are

focused mostly on a specific product category, this thesis tends study consumers who follow influencers according to their interests and aspirations and the influencers they follow belong to many categories and also by generalizing the influencer topic we can determine by which category the consumers are focusing on the most in which many researchers hasn't focused on yet so far and what the general thoughts about influencers are , at the same time the researchers took into full consideration that the data to be obtained was adequate. The survey questions are closed-ended questions to make responding to the survey easier for the respondents as well as for the researchers to analyze the data. The survey publishing method is through an online survey-based data collection website in order to reach as many respondents as possible (Christensen et al., 2010).

3.5.2 Survey Structure

This thesis survey is arranged in a way to gather 3 types of data from the respondents based on the gathered information from the literature review and personal work experience in the field of influencers. The data collection includes the individuals demographics (age, gender, education, country and income), general influencer questions such as[the bases an individual consider in following an influencer, what influencer discount code an individual would use to purchase and what are the most preferred categories an individual prefers when following an influencer] and trust scale and purchase involvement scale in which would be further explained in the next sections. Age was categories into three groups according to their generational differences due to their unique experiences, values, lifestyle and historical events in which influences their purchasing behavior (Williams,2011). Since the influencer marketing topic was found based on the existence of the internet, one of the main generational differences between those categories related to our research subject is the internet, some people were born in the internet age, others were born in the middle between pre-internet and were introduced to the internet when they were kids or teens and others were born before the internet age and were introduced to it later in their lives. Researching generational differences according to that matter specially since the subject of research is internet related , it

became a need to categories them according to their age groups. According to (Williams,2011) and (Williams,2010) who has extensive research in this topic categorizes the age groups that represents our sample research into 3 categories (Generation X:Born between1965-1977, Generation Y: Born between (1977-1994 and Generation Z: Born between (1994-2008).

Scales

In this survey Likert-style rating scale is used in this thesis, which is considered as a type of question that is designed to examine how strongly an individual agrees or disagrees with a statement on a certain number of point scales such as a four-, five-, six- or seven-point rating scale (Sekaran, 2016). For this study a five-point rating scale was chosen to make it easier for respondents to differentiate between values on the rating scale and also to minimize the potential measurement error (Saunders, 2011)

Trust scale

This thesis uses the developed skepticism towards advertising scale (Obermiller and Spangenberg, 1998) that deals with investigating the claims against the disbelief towards advertising. This scale in particular measures and evaluates a generalizable feature rather than reactions to particular advertisements or ad (Obermiller and Spangenberg, 1998). This scale in particular inspects the relationship between the views and feelings about advertising in consumers and it categories consumers' reactions towards advertising into four segment groups by considering their ad skepticism along with other evaluative beliefs about advertising (Obermiller and Spangenberg, 1998). The first group considers consumers who really enjoy advertising but doubt that it is true, the second group approaches advertisement with carefulness and curiosity but they don't enjoy advertisement at all, the common fact those two groups share is that even though it's suspicious for them, advertising messages would be processed by both groups. The third group would feel indifferent towards ads but would not process them because they believed that they could not trust their claims. This skepticism is deeply ingrained in a

perceived lack of value for information provided by advertisement. At last, due to their skepticism, some consumers may be unreceptive to advertising. This group would mistrust ad claims and, because of its perception, would view advertising as misinformation negatively. It is unlikely that these two latter groups will process advertising. This thesis is going to also investigate, if consumers are processing the information that influencers are providing of products.

Purchase involvement scale

The second Likert-style rating scale is used for measuring the purchase involvement of consumers by using the scale developed by (Slama and Tashchian, 1985). In this thesis, the scale is used after few modifications to suit the newly developed topic in marketing strategies and that is influencers. The way that this scale is organized is by creating a comparison between the effect of advertisement towards influencers and the effect of advertisement towards brand advertisement in purchase involvement, since brands messages are getting less effective due to the rise of influencers (T Murphy, 2014). The purchase involvement scale tries to measure the attitudes and behaviors towards purchasing caused by influencers. Influencers are mainly known for their large impact on the purchasing behavior of women (Djafarova,2017) found that females aged between 18-30 responds better to Instagram influencers promotions than to receive it from celebrities in their purchasing behavior attitude that proves that females in general connects better with influencers since they consider them as reliable source and able to relate to them emotionally as this study discusses. (Lim,2017) tried to analyze the purchase involvement of consumers who follow social media influencers by applying the social learning theory and this theory proposes that behavior is observed in the environment as a learning processes to understand the behavior by measuring four variables (source credibility, source attractiveness, product match-up, and meaning transfer) the study found that influencers do possess a positive effect on their followers regarding their purchase involvement. In general consumer involvement shouldn't be measured only in one theme or aspect because according to (Kapferer,1985) it must be considered as a profile that can capture the full picture of the consumer interest, their

interaction with the product/service and their own thoughts about it in order to determine their involvement.

3.6 PARTICIPANTS' SELECTION

3.6.1 Sample Size

The collection of data was conducted by administrating the survey questionnaire. The total number of submitted responds delivered enough data for analyzing and generating new insights for this thesis research. Since quantitative method is used in this research, large number of submitted answers must be collected from the sample in order to get the best results, although with larger sample it would have assisted in getting more relevant answers from the population but due to the limited resources of time and money (Bryman and Bell, 2011), the researchers weren't able to gather and analyze the whole population to get the whole picture regarding the subject of research. According to (VanVoorhis and Morgan, 2007), an appropriate sample size for 50 responses is enough when the purpose of the research involves the relationship between variables.

Through the publication of the survey link online through social media outlets to reach influencer followers by performing a snowball sampling in which helps in randomizing the sample by sharing the survey online so that others can share it as well (Goodman, 1961) and by the publication of the survey to Kadir Has University students we were able to get additional snowball sampling information , the survey reached 567 individuals, only 136 individuals responded to the questionnaire, which is above the 50 responses that (VanVoorhis and Morgan, 2007) stated as reasonable. That makes the response rate at 23.9% as (Bryman and Bell, 2011) addressed that the most respected journals had response rates of 18 – 21%. Therefore, the authors of this study are satisfied with the number of participants of the questionnaire. Only 120 responded was considered in the survey analysis since they meet the requirement of the data analysis program.

3.6.2 Sample Frame

The sampling frame must ensure that it has a complete, accurate and up to date elements (Saunders, 2011) that represents the target population (Malhotra & Birks, 2003). Also (Saunders, 2011) further illustrates that if the sampling frame is unfinished or flawed, the sample could be viewed as none population. The sample frame of this study is based on the objective of the study. The objective of this study is to explain the relationship between the independent variables trust and discount rate and dependent variables general purchase involvement and influencer purchase involvement. The sample frame was based on Kadir Has university students and the social media channel outlets of personal and public pages on social media to avoid the risk of sampling bias in which can be reduced by using various distribution channels.

3.6.3 Conditions of the sample

On the basis of which the questionnaires were carried out and how the participants were selected, certain conditions were established. Depending on the literature review and the theoretical framework, such conditions were constructed. Thus, sufficient reliable and rich data will be provided for this study by collecting the respondent's answers.
The conditions are as following:

- Consumers who are aware of influencers.
- Consumers who follow influencers on social media
- Consumers who involve influencer in their product purchase decisions.

Therefor of the 136 respondents, 8 were excluded for not following an influencer, 8 were also excluded for not completing the survey, the remaining 120 responder data is included in the study to be further analyzed.

The demographics data for the participants and their influencer interactions can be found in the results chapter.

3.7 DATA ANALYSIS METHOD

After the collection of data through questioner website. The data then was analyzed by using a software platform that performs advanced statistical analysis. The software is called SPSS, Statistical Package for the Social Sciences. The data was analyzed in order to examine relationships between dependent and in dependent variables by doing a linear regression analysis, One - way ANOVA tests were used to investigate the impacts on outcome measures of source manipulation (Saunders, 2011). For all tests, a critical alpha of .05 has been used, and T-tests to signify the difference between two population averages.

3.8 RESEARCH QUALITY

In order to reduce the possibility of having a wrong research thesis, reliability and validity must be checked to avoid having such problem in the first place (Saunders, 2011). Validity is the measurement course of testing if a concept actually measures what it aims to measure(Bryman and Bell, 2011).There are several threats to validity that must be tested in order to guarantee a successful research, such as the date of the test whether it affects the results if there was a significant event that may affect the results of the carried out test (Saunders, 2011).The chosen people to do the test and if it affects their status in the company, they might give wrong answers just to keep their status the same as it is (Saunders, 2011).Also mortality and maturation have an effect on the validity of the research, if long time has passed and significant events happened during the time that the research was taking out(Saunders, 2011). As for the reliability, Reliability investigates whether a research uses accurate variables and whether the research can be conducted many times and reach the same conclusion every time (Bryman and Bell, 2011).

3.8.1 Validity

For this thesis, to test the validity of the research questions and survey questions, they must reflect and cover the content of the material being investigated (Bryman and Bell, 2011). For this study to reach validity in content, a number of questions were asked to students who were aware of whom influencers were and asked influencer operation mangers to give their opinion and feedback on the questionnaire and its process. With this amount of support, the survey was updated and improved, to reach the content validity that this study requires.

With the theoretical framework, the questions in the survey were carefully created in this study. It indicates that the concepts in the study should be comparable to former studies in order to be valid a convergent validity should be determined. If there is a straightforward and a firm relationship among trust, purchase involvement and discount codes, a convergent validity can be accepted as the independent variable has been shown to correlate with the dependent variable in this study. The criterion validity examines if for example, theory suggests that when trust is recognized between consumers and influencers, an increase in purchase involvement should be positive and for this reason, this study has recognized criterion validity for the variable.

3.8.2. Reliability

There are two factors that need to be assessed to make a study reliable, external and internal reliability tests must be performed (Bryman and Bell, 2011). External reliability investigates in whether a study could be carried out a second time, and if the findings and arguments are the same, this element will be examined if the research has a high degree of stability, making it dependable on the long run (Bryman and Bell, 2011). Since the survey did not have the opportunity to be tested over a long period of time, it was not possible from that standpoint to confirm external reliability. The researchers have

diligently outlined the selection of procedures and the study approach to increase external reliability so that other researchers can comprehend and replicate the study. Internal reliability deals in whether the score on the respondents ' constructs is consistent (Bryman & Bell, 2011). The alpha of Cronbach is a method for evaluating the internal reliability of a study (Bryman & Bell, 2011). The scores should be over 0.6 to be considered credible (Malhotra, 2010). This research applied the alpha of the Cronbach to evaluate the internal reliability of the scales used in this study and the result for Cronbach's alpha was found to be 0.855. The SPSS reliability statistics results for the scales used in this study are shown in Table (3.1) below:

Reliability Statistics

Cronbach's Alpha	N of Items
.855	22

Table (3.1): Reliability Statistics.

3.8.3 Ethical issues

In order to perform a study, ethical principles must be addressed (Bryman & Bell, 2011). In this study, the questionnaire was conducted online with a promise of anonymity for the respondents in order to get the best possible results. The respondents were also notified of full disclosure of their answers will be included in a study upon their participation in the study. In order to protect the privacy of the respondents, information about their name, numbers or emails were not requested.

4.RESULTS

4.1 DEMOGRAPHIC PROFILES

One Hundred and Twenty respondents participated in this study. Out of the 120 participants, 42.5% were male and 57.5% were female (Table 4.1). Most of the participants were 54 years old and below (i.e. under 24 years (69.2%), in the 25 – 39year age group (27.5%), and 40–54year group (3.3%)) (Table 4.2). According to the findings in Table (4.3), the overwhelming majority of the participants had at least a bachelor's degree (75% Bachelor's degree, 12.5% High School degree, 11.7% Master's degree, and 0.8% PhD.). Figure (4.1) represents the levels of education of the participants.

31(a). what is your gender? Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	51	42.5	42.5	42.5
	Female	69	57.5	57.5	100.0
	Total	120	100.0	100.0	

Table (4.1): Table shows the gender of participants.

32.How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-24	83	69.2	69.2	69.2
	25-39	33	27.5	27.5	96.7
	40 - 54	4	3.3	3.3	100.0
	Total	120	100.0	100.0	

Table (4.2): Table shows the age group of participants.

33.What is your educational Background?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	15	12.5	12.5	12.5
	Bachelor	90	75.0	75.0	87.5
	Masters	14	11.7	11.7	99.2
	Doctoral	1	.8	.8	100.0
	Total	120	100.0	100.0	

Table (4.3): Table shows the educational background of participants.

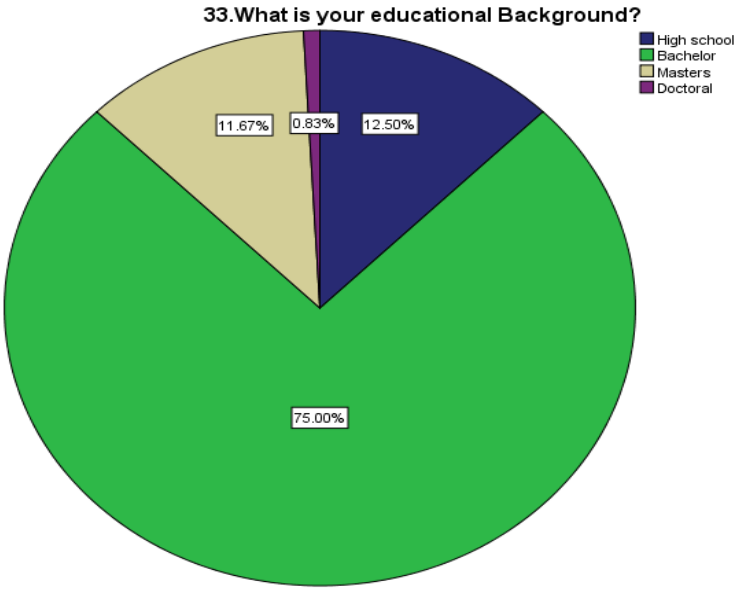

Figure (4.1): Figure shows the educational background of participants.

Furthermore, most of the participants were from Turkey (45%), Iraq (35.8%), Syria (3.3%), Saudi Arabia (2.5%) and from other countries (13.2%). Including people in Europe and the Middle East. (Table 4.4).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Afghanistan	1	.8	.8	.8
	Austria	1	.8	.8	1.7
	Azerbaijan	2	1.7	1.7	3.3
	Egypt	1	.8	.8	4.2
	Germany	1	.8	.8	5.0
	Guyana	1	.8	.8	5.8
	Iraq	43	35.8	35.8	41.7
	Jordan	2	1.7	1.7	43.3
	Kazakhstan	3	2.5	2.5	45.8
	Libya	1	.8	.8	46.7
	Nigeria	1	.8	.8	47.5
	Pakistan	2	1.7	1.7	49.2
	Saudi Arabia	3	2.5	2.5	51.7
	Syria	4	3.3	3.3	55.0
	Turkey	54	45.0	45.0	100.0
	Total	120	100.0	100.0	

Table (4.4): Table shows the country of origin of participants.

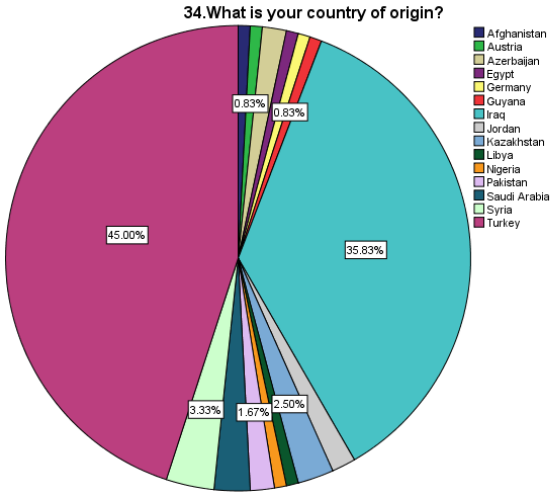

Figure (4.2): Figure shows the country of origin of participants.

Figure (4.3) shows that most respondents earned mostly $4,000 and below. Those who earned less than $400 were 56.7%, $410 – $9,00 was 25.8%, $9,10 - $2,000 was 11.7%, $2000- 4000$ was 5% and 0.8% had more than $4000 income.

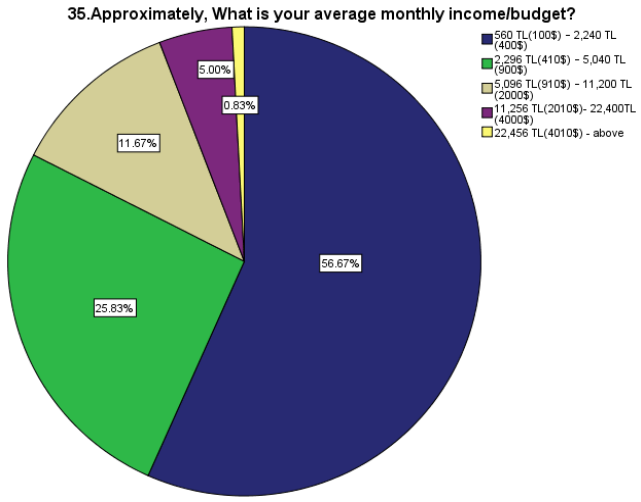

Figure (4.3): Figure shows the income levels of participants.

4.2 CONSUMER PERCEPTİON

4.2.1 Consumer Perceptions Of Social Media Influencers

About (91.54%) of social media users follow influencers and only (8.46%) does not follow social media Influencers. Since this study is concerned with Social Media users who follow influencer, (8.46%) were excluded from the study. (64.2%) stated that their most preferred social media network to follow an influencer is Instagram. Followed by

YouTube (23.3%), Facebook (6.7%) and snapchat (5.8%) See (Table 4.5). Furthermore, approximately more than half of the participants have followed between One and Ten social media influencers (59.2%), a quarter of the SMI followed (11-20) influencers and only (15.8%) have had followed more than 21 influencers on social media table (Table 4.6).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	77	64.2	64.2	64.2
	You tube	28	23.3	23.3	87.5
	Facebook	8	6.7	6.7	94.2
	Snapchat	7	5.8	5.8	100.0
	Total	120	100.0	100.0	

Table (4.5): Table shows the most preferred social media network to follow an influencer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 1-10	71	59.2	59.2	59.2
	Between 11-20	30	25.0	25.0	84.2
	Between (21 and more)	19	15.8	15.8	100.0
	Total	120	100.0	100.0	

Table (4.6): Table shows the number range of how many influencers, participants follow.

The main bases for individuals to follow influencers is for mainly for entertainment (43.70%), inspiration (37.04%) and information (34.07%), (See Figure 4.4). Surprisingly trust was in the fifth place with (24.44%) for followers' bases to follow an influencer.

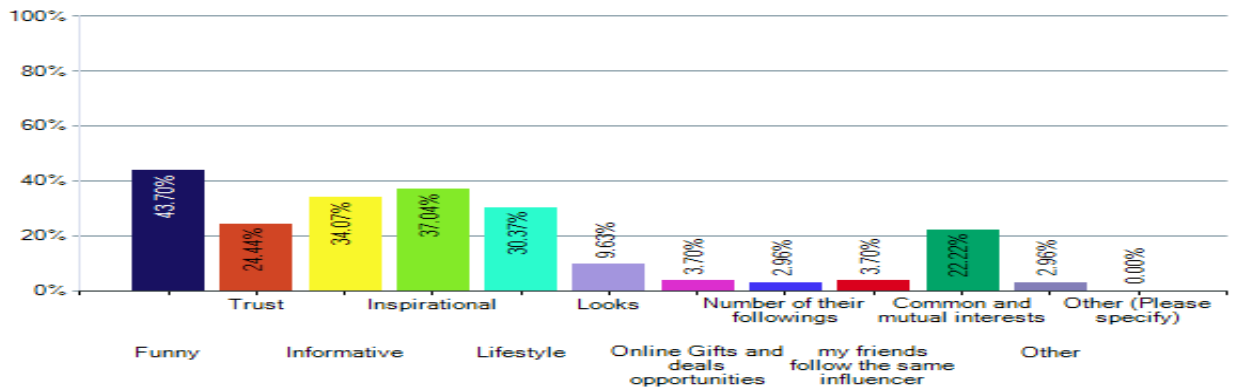

Figure (4.4): The Percentage of people reasoning for following influencer.

The majority of the respondents mentioned that they would stop following their favorite influencer if they had too much brand advertisement (41.7%). People stated that they would stop following an influencer if they lose interest in them (25%) followed by loss of trust (24.2%) and only 8.3% of them said they would stop following an influencer because of the influencer's political believes and opinions. Lastly only 0.8% said they would never stop following their favorite influencer (Table 4.7).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too much advertisements	50	41.7	41.7	41.7
	Drop in Trust	29	24.2	24.2	65.8
	Loss of interest	30	25.0	25.0	90.8
	Political/beliefs opinions	10	8.3	8.3	99.2
	I will never stop following them	1	.8	.8	100.0
	Total	120	100.0	100.0	

Table (4.7): Table shows the main reason that would make participants to stop following their favorite influencer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5%	9	7.5	7.5	7.5
	10%	25	20.8	20.8	28.3
	25%	38	31.7	31.7	60.0
	None of the above	48	40.0	40.0	100.0
	Total	120	100.0	100.0	

Table (4.8): Table shows the amount of discount code used by consumer when an influencer promotes a product or a service through discount codes.

Around 40% of consumers, wouldn't use influencer discount codes to purchase. While as expected, around 60% of consumers would use a discount code to purchase if the discount is suitable to them (see table 4.8).

		31(a). what is your gender?: Gender		Total
		male	Female	
7.Which amount of a percentage of a discount code offered by a	5%	4	5	9
	10%	13	12	25
	25%	11	27	38
	None of the above	23	25	48
Total		51	69	120

Table (4.9): Table shows the amount of discount code used by consumer when an influencer promotes a product or a service through discount codes by gender.

It's worth noting that women use discount codes more than men and they trust influencers less than men do. This indicates that women may follow influencers to get better deals on products by using discounts (See table 4.9).

4.2.2 Combined results on regular purchase involvement and influencer purchase involvement and the differences between them

a) Brands vs influencer

Regarding the relationship between people reading about products, reaching to relatives or friends for advice, checking influencers' posts about the products, we find the following:

- About 65.8% of the questionnaire participants agree and strongly agree that they would reach the brand website or other informative websites to read about the product and get to know its qualities, before any purchase process. (See table 4.10)

- In the other hand, only 46.7% of the questionnaire participants stated that they agree (and strongly agree) would check the influencers post about a service/product before getting involved in a purchase. (See table 4.11)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.7	1.7	1.7
	Disagree	8	6.7	6.7	8.3
	Neutral	31	25.8	25.8	34.2
	Agree	51	42.5	42.5	76.7
	Strongly Agree	28	23.3	23.3	100.0
	Total	120	100.0	100.0	

Table (4.10): Table shows the tendency of individuals to ask others for advice regarding products thy want to purchase in the future.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	5.8	5.8	5.8
	Disagree	13	10.8	10.8	16.7
	Neutral	44	36.7	36.7	53.3
	Agree	50	41.7	41.7	95.0
	Strongly Agree	6	5.0	5.0	100.0
	Total	120	100.0	100.0	

Table (4.11): Table shows the tendency of individuals to watch influencers and take advice from regarding purchasing products in the future

b) Brands coupons vs. influencers discount offers:

As for how brands coupons and influencers discount offers might encourage consumers to make a purchase, the questionnaire revealed the following:

- 35.3 % (Agree and strongly agree) of questionnaires participants stated that normally, their purchase activity is neutral against a coupon offered by a brand (See table 4.12). However, 50% of the questionnaire participants (Agree and strongly agree) said that brand free offers and discounts would encourage them to make a purchasing decision instantly. (See table 4.13)

- We find about the same results when it comes about the influencers' discount offers, as 35% (Agree and strongly agree) of questionnaire participants responded that their

purchase intent is neutral against these coupons (See table 4.14). In the other hand, 35.8% (Agree and strongly agree) of questionnaire participants said that influencers free offers and discounts excite me that it encourages me to make a purchasing decision instantly. (See table 4.15)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	10.8	10.8	10.8
	Disagree	25	20.8	20.8	31.7
	Neutral	42	35.0	35.0	66.7
	Agree	30	25.0	25.0	91.7
	Strongly Agree	10	8.3	8.3	100.0
	Total	120	100.0	100.0	

Table (4.12): Table shows the tendency of individuals to often take advantage of coupon offered by brands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	7.5	7.5	7.5
	Disagree	10	8.3	8.3	15.8
	Neutral	41	34.2	34.2	50.0
	Agree	40	33.3	33.3	83.3
	Strongly Agree	20	16.7	16.7	100.0
	Total	120	100.0	100.0	

Table (4.13): Table shows of consumers are encouraged to purchase , once a brand offers free products or discount

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	16	13.3	13.3	13.3
	Disagree	30	25.0	25.0	38.3
	Neutral	43	35.8	35.8	74.2
	Agree	25	20.8	20.8	95.0
	Strongly Agree	6	5.0	5.0	100.0
	Total	120	100.0	100.0	

Table (4.14): Table shows the tendency of individuals to often take advantage of coupons offered by influencers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	9.2	9.2	9.2
	Disagree	28	23.3	23.3	32.5
	Neutral	38	31.7	31.7	64.2
	Agree	36	30.0	30.0	94.2
	Strongly Agree	7	5.8	5.8	100.0
	Total	120	100.0	100.0	

Table (4.15) shows if consumers are encouraged to purchase once an influencer offers free products or discounts

b) Brands advertisements vs. influencers advertisements on preferred products

Through the questionnaire, we came to compare between consumers' following brands advertisements, and influencers brands advertisements on products that the consumer is interested in.

- 62.5% of questionnaire participants (Agree and strongly agree) said that they pay attention to brand advertisements for products they're interested in. (See table 4.16)
- However, 60.8% of questionnaire participants (Agree and strongly agree) stated that they would pay attention to influencer' advertisements for products they're interested in. (See table 4.17)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	4.2	4.2	4.2
	Disagree	11	9.2	9.2	13.3
	Neutral	29	24.2	24.2	37.5
	Agree	52	43.3	43.3	80.8
	Strongly Agree	23	19.2	19.2	100.0
	Total	120	100.0	100.0	

Table (4.16): Table shows the percentage of people paying attention to brand advertisement for products they are interested in

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	5.0	5.0	5.0
	Disagree	11	9.2	9.2	14.2
	Neutral	30	25.0	25.0	39.2
	Agree	57	47.5	47.5	86.7
	Strongly Agree	16	13.3	13.3	100.0
	Total	120	100.0	100.0	

Table (4.17): Table shows the percentage of people paying attention to Influencer' advertisement for products they are interested in

c) Purchase based on brands' advertisements vs. purchase based on influencer's advertisements:

Regarding the consumers' behaviors towards brands' advertisements and influencers' advertisements, the questionnaire results were as follows:

- 38.3% of questionnaire participants (Agree and strongly agree) responded that they have bought an item based solely on a brands' advertisement. (See table 4.18)

- However, 51.7% of questionnaire participants (Agree and strongly agree) stated that they have bought an item based on an influencer' recommendation. (See table 4.19)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	10.8	10.8	10.8
	Disagree	29	24.2	24.2	35.0
	Neutral	32	26.7	26.7	61.7
	Agree	40	33.3	33.3	95.0
	Strongly Agree	6	5.0	5.0	100.0
	Total	120	100.0	100.0	

Table (4.18): Table shows the percentage of people that had bought an item based on brand advertisement.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	10.0	10.0	10.0
	Disagree	15	12.5	12.5	22.5
	Neutral	31	25.8	25.8	48.3
	Agree	51	42.5	42.5	90.8
	Strongly Agree	11	9.2	9.2	100.0
	Total	120	100.0	100.0	

Table (4.19): Table shows the percentage of people that had bought an item based on influencer advertisement.

d) Brands and influencers relationship:

The questionnaire aimed to study if consumers have followed an influencer based on a brand recommendation/featuring, and also if consumers have followed a brand based on an influencer recommendation. The questionnaire results as follows:

- 35.8% of the questionnaire participants (Disagree and strongly disagree) stated that they haven't followed an influencer based on a brand recommendation. (See table 4.20)

- However, 49.2 of the questionnaire participants (Agree and strongly agree) responded that they have followed a brand based on an influencer recommendation. (See table 4.21)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	10.8	10.8	10.8
	Disagree	30	25.0	25.0	35.8
	Neutral	39	32.5	32.5	68.3
	Agree	37	30.8	30.8	99.2
	Strongly Agree	1	.8	.8	100.0
	Total	120	100.0	100.0	

Table (4.20): Table shows the percentage of people that had bought an item based on brand advertisement.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	8.3	8.3	8.3
	Disagree	12	10.0	10.0	18.3
	Neutral	39	32.5	32.5	50.8
	Agree	50	41.7	41.7	92.5
	Strongly Agree	9	7.5	7.5	100.0
	Total	120	100.0	100.0	

Table (4.21): Table shows the percentage of people that had bought an item based on brand advertisement.

4.3 SKEPTICISM TOWARDS INFLUENCERS

4.3.1 Results On Consumers' Trust Level In Influencers

To start with, about 40% (Agree and strongly agree) of questionnaire participants stated that they can trust the influencer more if they had a large number of following. (See table 4.22)

To dig deeper in the trust level subject, and based on the questionnaire' results, the analysis found evidence that 35.9% (Disagree and strongly disagree) of questionnaire participants stated that they can't depend on getting the truth in most influencer posts (See table 4.23). In addition, 44.2% (Disagree and strongly disagree) of questionnaire participants disagreed that Influencers are generally truthful. (See table 4.24)

Also, questionnaire results demonstrated that 36.6% of questionnaire participants disagree that Influencers presents a true picture of the product being reviewed/promoted. (See table 4.25)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	9.2	9.2	9.2
	Disagree	28	23.3	23.3	32.5
	Neutral	33	27.5	27.5	60.0
	Agree	36	30.0	30.0	90.0
	Strongly Agree	12	10.0	10.0	100.0
	Total	120	100.0	100.0	

Table (4.22): Table shows the percentage of people that feel like they can trust an influencer if they had a large number of followings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	9.2	9.2	9.2
	Disagree	32	26.7	26.7	35.8
	Neutral	42	35.0	35.0	70.8
	Agree	27	22.5	22.5	93.3
	Strongly Agree	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

Table (4.23): Table shows the percentage of people that depend on Getting the truth from influencer posts.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	10.0	10.0	10.0
	Disagree	41	34.2	34.2	44.2
	Neutral	42	35.0	35.0	79.2
	Agree	24	20.0	20.0	99.2
	Strongly Agree	1	.8	.8	100.0
	Total	120	100.0	100.0	

Table (2.24): Table shows the percentage of people that believe that influencers are generally truthful.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	10.8	10.8	10.8
	Disagree	31	25.8	25.8	36.7
	Neutral	44	36.7	36.7	73.3
	Agree	28	23.3	23.3	96.7
	Strongly Agree	4	3.3	3.3	100.0
	Total	120	100.0	100.0	

Table (4.25): Table shows the percentage of people that think that influencers presents a true picture of the product or services that the influencer is promoting

4.3.2 Influencers As A Source Of Information

From the conducted questionnaire, key findings cast a new light on the following results:

Although, 44.2% (Disagree and strongly disagree) of questionnaire participants disagreed that Influencers are generally truthful and 35.9% (Disagree and strongly disagree) of questionnaire participants stated that they can't depend on getting the truth in most influencer posts. (mentioned in the section above), 43.3% of questionnaire participants actually believe that Influencers' posts are informative (See table 4.27) and 42.5% of questionnaire participants think that Influencers aim is to inform the consumer. (See Table 4.26)

- In spite of the above results, 35.8% of questionnaire participants disagree (disagree and strongly disagree) that Influencers are a reliable source of information about the quality and performance of products, and another 40% were neutral to this statement (See Table 4.28).

- In addition, 41.7% of questionnaire participants responded with neutral on the statement if they have been accurately informed after viewing most Influencer posts (See table 4.29). Also, 44.2% of questionnaire participants felt neutral about the statement that Most Influencer posts provide consumers with essential information. (See table 4.30)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.3	3.3	3.3
	Disagree	23	19.2	19.2	22.5
	Neutral	42	35.0	35.0	57.5
	Agree	41	34.2	34.2	91.7
	Strongly Agree	10	8.3	8.3	100.0
	Total	120	100.0	100.0	

Table (4.26): Table shows the percentage of people that see that influencers Aim is to inform the consumer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.3	3.3	3.3
	Disagree	14	11.7	11.7	15.0
	Neutral	50	41.7	41.7	56.7
	Agree	48	40.0	40.0	96.7
	Strongly Agree	4	3.3	3.3	100.0
	Total	120	100.0	100.0	

Table (4.27): Table shows the percentage of people that believe that influencers posts are informative.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	10.8	10.8	10.8
	Disagree	30	25.0	25.0	35.8
	Neutral	48	40.0	40.0	75.8
	Agree	27	22.5	22.5	98.3
	Strongly Agree	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Table (4.28): Table shows the percentage of people that think that influencers A reliable source of information about products and services.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	5.0	5.0	5.0
	Disagree	23	19.2	19.2	24.2
	Neutral	50	41.7	41.7	65.8
	Agree	35	29.2	29.2	95.0
	Strongly Agree	6	5.0	5.0	100.0
	Total	120	100.0	100.0	

Table (4.29): Table shows the percentage of people that feel that they have been accurately been informed after seeing an influencer post about a product or a service.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	3.3	3.3	3.3
	Disagree	20	16.7	16.7	20.0
	Neutral	53	44.2	44.2	64.2
	Agree	41	34.2	34.2	98.3
	Strongly Agree	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Table (4.30): Table shows the percentage of people that believe that influencers provide consumers with essential information.

4.4 INDEPENDENT T TEST BY GENDER

An independent-samples t-test was conducted to compare (The brand Purchase involvement, Influencer purchase involvement and Trust) in Men and Women. For the brand influenced purchase involvement, there was a not a significant difference in the scores for Men (M=3.3165, SD=.58506) and women (M=3.3851, SD=.57264) conditions; t(118)= -.642, p =.522. These results suggest that Men and women are not different in their brand purchasing habits. Specifically, our results suggest that men and women are affected by the brand's direct promotions, advertisement and the information they provide to purchase.

For the influencer purchase involvement, there was also not a significant difference in the scores for Men (M=3.2484, SD=.71986) and women (M=3.1691, SD=.72338) conditions; t(118)= .595, p =.553. These results suggest that Men and women are not

different in their influencer affected purchasing habits. Specifically, our results suggest that men and women are affected by the influencers promotions, advertisement and the information they provide to encourage purchasing.

For the Trust in influencers scale, there was a significant difference in the scores for Men (M=3.1416, SD=.64715) and women (M=2.9066, SD=54421) conditions; t(118)= 2.157, p =.033. These results suggest that Men and women are different in their levels of trust towards influencers. Specifically, our results suggest that men trust influencers more than women trust influencer. See Table (4.31) for the group statistics and Table (4.32) for the independent sample test.

	31(a). what is your gender? Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchase Involvement	male	51	3.3165	.58506	.08192
	Female	69	3.3851	.57264	.06894
Influencer Purchase Involvement	male	51	3.2484	.71986	.10080
	Female	69	3.1691	.72338	.08708
Trust	male	51	3.1416	.64715	.09062
	Female	69	2.9066	.54421	.06551

Table (4.31): Group statistics of the independent t test by gender analysis result.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase Involvement	Equal variances assumed	.042	.838	-.642	118	.522	-.06857	.10672	-.27991	.14277
	Equal variances not assumed			-.640	106.583	.523	-.06857	.10707	-.28083	.14370
Influencer Purchase Involvement	Equal variances assumed	.022	.884	.595	118	.553	.07928	.13331	-.18470	.34327
	Equal variances not assumed			.595	108.180	.553	.07928	.13321	-.18475	.34332
Trust	Equal variances assumed	1.236	.269	2.157	118	0.33	.23501	.10896	.01925	.45077
	Equal variances not assumed			2.102	96.536	0.38	.23501	.11182	.01306	.45696

Table (4.32): Independent Samples Test of the T test analysis for gender.

4.5 ANOVA ANALYSIS RESULTS

4.5.1 ANOVA By Education

For purchase involvement

A one-way between subjects' ANOVA was conducted to compare the effect of educational background on the brand purchase intent of consumers. There was not a significant effect for education on brand purchase involvement at the $p<.05$ level for the four conditions [$F (3, 116) = 1.869$, $p = .139$]. Taken together, these results suggest that the educational background of consumers really do not have an effect on the brand purchase intent of consumers. Specifically, individuals purchase involvement affected by brands directly are not different between each other according to their educational background, they are affected equally by brands regarding their purchase involvement. Tables (4.33 to 4.35) shows the results of the ANOVA analysis for education

For influencer purchase involvement

A one-way between subjects' ANOVA was conducted to compare the effect of educational background on the influencer purchase involvement of consumers. There was not a significant effect of education on influencer purchase involvement at the $p<.05$ level for the four conditions [$F (3, 116) = 1.070$, $p = .365$]. Taken together, these results suggest that the educational background of consumers really do not have an effect on the influencer purchase involvement. Specifically, individuals purchase involvement affected by influencers directly does not exhibit a difference between each other according to their educational background, they are affected equally by influencers regarding their purchase involvement. Tables (4.33 to 4.35) shows the results of the ANOVA analysis for education

For the trust in influencers

A one-way between subjects' ANOVA was conducted to compare the effect of education albackground on the trust towards influencers. There was not a significant effect of education on the trust towards influencers at the p<.05 level for the four conditions [F (3, 116) = .357, p = .784]. Taken together, these results suggest that the educational background of individuals really do not have an effect on the trust towards influencers. Specifically, individuals trust of influencers directly does not exhibit a difference between each other according to their educational background, they equally trust influencers regardless of their educational background. Tables (4.33 to 4.35) shows the results of the ANOVA analysis for education

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PurchaseInvolvement	High school	15	3.0762	.38886	.100	2.8608	3.2915	2.29	3.86
	Bachelor	90	3.3683	.57262	.060	3.2483	3.4882	1.57	4.29
	Masters	14	3.5612	.70313	.188	3.1552	3.9672	2.71	4.86
	Doctoral	1	3.5714	.	.	.	.	3.57	3.57
	Total	120	3.3560	.57651	.053	3.2517	3.4602	1.57	4.86
InfluencerPurchaseInvolvement	High school	15	2.9333	.83286	.215	2.4721	3.3946	1.33	3.83
	Bachelor	90	3.2259	.69163	.073	3.0811	3.3708	1.33	4.50
	Masters	14	3.3690	.77122	.206	2.9238	3.8143	2.33	4.67
	Doctoral	1	2.8333	.	.	.	.	2.83	2.83
	Total	120	3.2028	.71993	.066	3.0726	3.3329	1.33	4.67
Trust	High school	15	2.8593	.71820	.185	2.4615	3.2570	1.22	3.78
	Bachelor	90	3.0284	.58902	.062	2.9050	3.1518	1.67	4.22
	Masters	14	3.0317	.56895	.152	2.7032	3.3602	2.22	3.89
	Doctoral	1	2.8889	.	.	.	.	2.89	2.89
	Total	120	3.0065	.59901	.055	2.8982	3.1148	1.22	4.22

Table (4.33): Descriptive results for Anova analysis for education.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PurchaseInvolvement	Between Groups	1.824	3	.608	1.9	.139
	Within Groups	37.727	116	.325		
	Total	39.551	119			
InfluencerPurchaseInvolvement	Between Groups	1.661	3	.554	1.1	.365
	Within Groups	60.016	116	.517		
	Total	61.677	119			
Trust	Between Groups	.391	3	.130	.36	.784
	Within Groups	42.308	116	.365		
	Total	42.699	119			

Table (4.34): One-way ANOVA analysis for education.

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PurchaseInvolvement	2.549[a]	2	116	.083
InfluencerPurchaseInvolvement	.575[b]	2	116	.564
Trust	.251[c]	2	116	.778

a. Groups with only one case are ignored in computing the test of homogeneity of variance for PurchaseInvolvement.

b. Groups with only one case are ignored in computing the test of homogeneity of variance for InfluencerPurchaseInvolvement.

c. Groups with only one case are ignored in computing the test of homogeneity of variance for Trust.

Table (4.35): Test of Homogeneity of variance for anova analysis for education.

4.5.2 ANOVA BY INCOME

For purchase involvement

A one-way between subjects' ANOVA was conducted to compare the effect of income on the brand purchase involvement of consumers. There was not a significant effect for income on brand purchase involvement at the $p<.05$ level for the five conditions [$F (4, 115) = 1.092$, $p = .364$]. Taken together, these results suggest that the income level of consumers really do not have an effect on the brand purchase involvement of consumers. Specifically, individuals purchase involvement affected by brands directly are not different between each other according to their income level, they are affected equally by brands regarding their purchase involvement. Table (4.36 to 4.38) shows the results of the ANOVA analysis Income.

For influencer purchase involvement

A one-way between subjects' ANOVA was conducted to compare the effect of income level on the influencer purchase involvement of consumers. There was not a significant effect of income on influencer purchase involvement at the $p<.05$ level for the five conditions [$F (4, 115) = 0.597$, $p = .665$]. Taken together, these results suggest that the income level of consumers really do not have an effect on the influencer purchase involvement. Specifically, individuals purchase involvement affected by influencers directly does not exhibit a difference between each other according to their income level, they are affected equally by influencers regarding their purchase involvement. Table (4.36 to 4.38) shows the results of the ANOVA analysis Income.

For the trust in influencers

A one-way between subjects' ANOVA was conducted to compare the effect of education background on the trust towards influencers. There was not a significant effect for income

level on the trust towards influencers at the p<.05 level for the five conditions [F (4, 115) = .146, p = .965]. Taken together, these results suggest that the level of income of individuals really do not have an effect on the trust towards influencers. Specifically, individuals trust in influencers directly does not exhibit a difference between each other according to their level of income, they equally trust influencers regardless of their income level. Table (4.36 to 4.38)shows the results of the ANOVA analysis Income.

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PurchaseInvolvement	560 TL(100$) - 2,240 TL (400$)	68	3.3046	.53844	.0653	3.1743	3.4350	1.57	4.86
	2,296 TL(410$) - 5,040 TL(900$)	31	3.3134	.61768	.1109	3.0868	3.5399	1.57	4.14
	5,096 TL(910$) - 11,200 TL(2000$)	14	3.5816	.68274	.1825	3.1874	3.9758	2.14	4.71
	11,256 TL(2010$)- 22,400TL(4000$)	6	3.6429	.48445	.1978	3.1345	4.1513	2.86	4.29
	22,456 TL(4010$) - above	1	3.2857	.	.	.	.	3.29	3.29
	Total	120	3.3560	.57651	.0526	3.2517	3.4602	1.57	4.86
InfluencerPurchaseInvolvement	560 TL(100$) - 2,240 TL (400$)	68	3.2623	.71834	.0871	3.0884	3.4361	1.33	4.67
	2,296 TL(410$) - 5,040 TL(900$)	31	3.0323	.82711	.1486	2.7289	3.3356	1.33	4.33
	5,096 TL(910$) - 11,200 TL(2000$)	14	3.2857	.54077	.1445	2.9735	3.5979	2.33	4.17
	11,256 TL(2010$)- 22,400TL(4000$)	6	3.1944	.55193	.2253	2.6152	3.7737	2.50	4.00
	22,456 TL(4010$) - above	1	3.3333	.	.	.	.	3.33	3.33
	Total	120	3.2028	.71993	.0657	3.0726	3.3329	1.33	4.67
Trust	560 TL(100$) - 2,240 TL (400$)	68	2.9771	.57385	.0696	2.8382	3.1160	1.67	3.89
	2,296 TL(410$) - 5,040 TL(900$)	31	3.0143	.69670	.1251	2.7588	3.2699	1.22	4.22
	5,096 TL(910$) - 11,200 TL(2000$)	14	3.0952	.63434	.1695	2.7290	3.4615	2.11	4.22
	11,256 TL(2010$)- 22,400TL(4000$)	6	3.0926	.35428	.1446	2.7208	3.4644	2.44	3.44
	22,456 TL(4010$) - above	1	3.0000	.	.	.	.	3.00	3.00
	Total	120	3.0065	.59901	.0547	2.8982	3.1148	1.22	4.22

Table (4.36): Descriptive results for ANOVA analysis for income

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PurchaseInvolvement	Between Groups	1.447	4	.362	1.092	.364
	Within Groups	38.104	115	.331		
	Total	39.551	119			
InfluencerPurchaseInvolvement	Between Groups	1.256	4	.314	.597	.665
	Within Groups	60.421	115	.525		
	Total	61.677	119			
Trust	Between Groups	.215	4	.054	.146	.965
	Within Groups	42.483	115	.369		
	Total	42.699	119			

Table (4.37): One-way ANOVA analysis for income

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PurchaseInvolvement	.442[a]	3	115	.723
InfluencerPurchaseInvolvement	1.342[b]	3	115	.264
Trust	1.791[c]	3	115	.153

a. Groups with only one case are ignored in computing the test of homogeneity of variance for PurchaseInvolvement.

b. Groups with only one case are ignored in computing the test of homogeneity of variance for InfluencerPurchaseInvolvement.

c. Groups with only one case are ignored in computing the test of homogeneity of variance for Trust.

Table (4.38): Test of Homogeneity of variance for anova analysis for income.

4.5.3 Anova by Age

For purchase involvement

A one-way between subjects' ANOVA was conducted to compare the effect of age on the brand purchase involvement of consumers. There was not a significant effect for income on brand purchase involvement at the $p<.05$ level for the five conditions [$F (2, 117) = .402$, $p = .670$]. Taken together, these results suggest that the age group of consumers really do not have an effect on the brand purchase involvement of consumers. Specifically, individuals purchase involvement affected by brands directly are not different between each other according to their age group, they are affected equally by brands regarding their purchase involvement. Table (4.39 to 4.41) shows the results of the ANOVA analysis of age groups.

For Influencer Purchase Involvement

A one-way between subjects' ANOVA was conducted to compare the effect of age groups on the influencer purchase involvement of consumers. There was not a significant effect for the age group on influencer purchase involvement at the $p<.05$ level for the five conditions [$F (2, 117) = 0.352$, $p = .704$]. Taken together, these results suggest that the age group that the consumers belong to, really do not have an effect on the influencer purchase involvement. Specifically, individuals purchase involvement affected by influencers directly does not exhibit a difference between each other according to their age, they are affected equally by influencers regarding their purchase involvement. Table (4.39 to 4.41) shows the results of the ANOVA analysis of age groups.

For the trust in influencers

A one-way between subjects' ANOVA was conducted to compare the effect of education background on the trust towards influencers. There was not a significant effect for income

level on the trust towards influencers at the p<.05 level for the five conditions [F (2, 117) = .370, p = .692]. Taken together, these results suggest that the level of income of individuals really do not have an effect on the trust towards influencers. Specifically, individuals trust in influencers directly does not exhibit a difference between each other according to their level of income, they equally trust influencers regardless of their income level. Table (4.39 to 4.41) shows the results of the ANOVA analysis of age groups.

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Purchase Involvement	10-24	83	3.3270	.51	.0554	3.217	3.437	1.57	4.86
	25-39	33	3.4329	.68	.1177	3.193	3.673	1.57	4.71
	40 - 54	4	3.3214	1.1	.5575	1.547	5.096	1.71	4.29
	Total	120	3.3560	.58	.0526	3.252	3.460	1.57	4.86
Influencer Purchase Involvement	10-24	83	3.1908	.73	.0807	3.030	3.351	1.33	4.50
	25-39	33	3.2626	.69	.1209	3.016	3.509	1.83	4.67
	40 - 54	4	2.9583	.72	.3624	1.805	4.112	2.00	3.67
	Total	120	3.2028	.72	.0657	3.073	3.333	1.33	4.67
Trust	10-24	83	2.9866	.61	.0673	2.853	3.120	1.22	4.22
	25-39	33	3.0741	.60	.1038	2.863	3.285	1.89	4.22
	40 - 54	4	2.8611	.28	.1389	2.419	3.303	2.56	3.22
	Total	120	3.0065	.60	.0547	2.898	3.115	1.22	4.22

Table (4.39): Descriptive results for ANOVA analysis for age groups.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PurchaseInvolvement	Between Groups	.270	2	.135	.402	.670
	Within Groups	39.281	117	.336		
	Total	39.551	119			
InfluencerPurchaseInvolvement	Between Groups	.369	2	.185	.352	.704
	Within Groups	61.308	117	.524		
	Total	61.677	119			
Trust	Between Groups	.268	2	.134	.370	.692
	Within Groups	42.431	117	.363		
	Total	42.699	119			

Table (4.40): One-way ANOVA analysis for age groups.

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Purchase Involvement	3.324	2	117	.039
Influencer Purchase Involvement	.011	2	117	.989
Trust	1.530	2	117	.221

Table (4.41): Test of Homogeneity of variance for anova analysis for age groups.

4.6 REGRESSION RESULTS

4.6.1 Regression – Brand Purchase Involvement Vs Trust And 5,10,25 % Discount

A multiple linear regression was calculated to predict the purchasing involvement based on trust and discount percentages. A significant regression equation was found (F (4, 115) = 4.327, p < .003), with an R 2 of .131. Tables (4.42 to 4.44) shows the regression analysis results.

Where (10%discount) is coded or measured as 1=10% discount, 0=other, trust is coded or measured as scale means, (5%discount) is coded or measured as 1=5% discount, 0=other, and (25%discount) is coded or measured as 1=25% discount, 0=other . Purchase involvement of consumers increased .257 for the given trust, .298 for each 5% discount given, .128 for each 10% discount given and .231 for each 25% discount given. Both trust and discount codes were significant predictors of purchase involvement.

While the discount codes has contributed significantly to the model [5%(B= .298 , p= .142), 10%(B= .128, p= .370) and 25%(B= .231, p= .059), trust in influencers did not (B= .257 , p= .004). The final predictive model was predicted purchase involvement = 2.460 + .128 (10% discount) + .257 (trust) + .298 (5%discount) + .231(25%discount)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.433[a]	.187	.129	.53807

a. Predictors: (Constant), 35. Approximately, What is your average monthly income/budget? Ten Percent Discount Varaiable, 31(a). what is your gender? Gender, Five Percent Discount Variable, 33.What is your educational Background?, Trust, Twenty Five Percent Discount, 32.How old are you?

Table (4.42): Model Summary

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.414	8	.927	3.201	.003[b]
	Residual	32.136	111	.290		
	Total	39.551	119			

a. Dependent Variable: Purchase Involvement

b. Predictors: (Constant), 35. Approximately, what is your average monthly income/budget? Ten Percent Discount Variable, 31(a). what is your gender? Gender, Five Percent Discount Variable, 33. What is your educational Background? Trust, Twenty Five Percent Discount, 32. How old are you?

Table (4.43): ANOVA.

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.460	.259		9.486	.000
	Trust	.257	.088	.268	2.910	.004
	Five Percent Discount Variable	.298	.201	.137	1.480	.142
	Ten Percent Discount Variable	.128	.142	.090	.900	.370
	Twenty Five Percent Discount	.231	.121	.187	1.909	.059

a. Dependent Variable: Purchase Involvement

Table (4.44): Coefficients

4.6.2 Regression – Brand Purchase Involvement Vs Trust And Discount Code

A multiple linear regression was calculated to predict the brand purchasing involvement based on trust and discount codes. A significant regression equation was found (F (2, 115) = 7.513, p < .001), with an R 2 of .114. Tables (4.45 to 4.47) shows the regression analysis results. Where (discount code) is coded or measured as 1=5% discount, 2=10%, 3=25% and 4=0 , trust is coded or measured as scale means. Purchase involvement of consumers increased 2.834 for the given trust, Both trust and discount codes were significant predictors of purchase involvement. While the discount codes has contributed significantly to the model [(B= -0.84 , p=.129), trust in influencers did not (B= .259 , p= .004). The final predictive model was predicted purchase involvement = 2.834 - 0.84 .128 (discount code) + .259 (trust)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.337[a]	.114	.099	.54733

a. Predictors: (Constant), 7.Which amount of a percentage of a discount code offered by a, Trust

Table (4.45): Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.501	2	2.251	7.513	.001[b]
	Residual	35.049	117	.300		
	Total	39.551	119			

a. Dependent Variable: PurchaseInvolvement

b. Predictors: (Constant), 7.Which amount of a percentage of a discount code offered by a, Trust

Table (4.46): ANOVA.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.834	.355		7.985	.000
	Trust	.259	.088	.269	2.951	.004
	7.Which amount of a percentage of a discount code offered by a	-.084	.055	-.139	-1.529	.129

a. Dependent Variable: PurchaseInvolvement

Table (4.47): Coefficients.

4.6.3 Regression – Influencer Purchase Involvement Vs Trust And 5,10,25 % Discount

A multiple linear regression was calculated to predict the influencer purchasing involvement based on trust and discount percentages. A significant regression equation was found ($F(4, 115) = 20.794$, $p < .000$), with an R^2 of .648. Tables (4.48 to 4.50) shows the regression analysis results.

Where (10%discount) is coded or measured as 1=10% discount, 0=other, trust is coded or measured as scale means, (5%discount) is coded or measured as 1=5% discount, 0=other, and (25%discount) is coded or measured as 1=25% discount, 0=other . Influencer Purchase involvement of consumers increased .725 for the given trust, .042 for each 5% discount given, .224 for each 10% discount given and .090 for each 25% discount given. Both trust and discount codes were significant predictors of purchase involvement.

While the discount codes has contributed significantly to the model [5%(B= .042, p= .839), 10%(B= .224, p= .124) and 25%(B= .090, p= .467), trust in influencers did not (B= .725 , p= .000). The final predictive model was:

Predicted influencer purchase involvement = .946 + .224 (10%discount) + .725 (trust) + .042 (5%discount) + .090 (25%discount)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648[a]	.420	.400	.55787

a. Predictors: (Constant), Twenty Five Percent Discount, Trust, Five Percent Discount Variable, Ten Percent Discount Variable

Table (4.48): Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.887	4	6.472	20.794	.000[b]
	Residual	35.790	115	.311		
	Total	61.677	119			

a. Dependent Variable: Influencer Purchase Involvement
b. Predictors: (Constant), Twenty Five Percent Discount, Trust, Five Percent Discount Variable, Ten Percent Discount Varaiable

Table (4.49): ANOVA.

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.946	.265		3.575	.001
	Trust	.725	.090	.603	8.026	.000
	Five Percent Discount Variable	.042	.205	.015	.203	.839
	Ten Percent Discount Variable	.224	.145	.127	1.550	.124
	Twenty Five Percent Discount	.090	.123	.058	.729	.467

a. Dependent Variable: Influencer Purchase Involvement

Table (4.50): Coefficients.

4.6.4 Regression – Influencer Purchase Involvement Vs Trust And Discount Codes

A multiple linear regression was calculated to predict the influencer purchasing involvement based on trust and discount percentages. A significant regression equation was found (F (2, 117) = 41.150, p < .000), with an R 2 of .413. Tables (4.51 to 4.53) shows the regression analysis results.

Where (discount code) is coded or measured as 1=5% discount, 2=10%, 3=25% and 4=0 , trust is coded or measured as scale means. Influencer Purchase involvement of consumers increased 1.162 for the given trust and discount code, Both trust and discount codes were significant predictors of influencer purchase involvement.

While the discount codes has contributed significantly to the model [(B= -059 , p=.290), trust in influencers did not (B= .739 , p= .000). The final predictive model was

Predicted influencer purchase involvement = 1.162 - .059 (discount code) + .739 (trust)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643[a]	.413	.403	.55630

a. Predictors: (Constant), 7.Which amount of a percentage of a discount code offered by a, Trust

Table (4.51): Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.469	2	12.735	41.150	.000[b]
	Residual	36.208	117	.309		
	Total	61.677	119			

a. Dependent Variable: InfluencerPurchaseInvolvement

b. Predictors: (Constant), 7.Which amount of a percentage of a discount code offered by a, Trust

Table (4.52): ANOVA.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.162	.361		3.221	.002
	Trust	.739	.089	.615	8.292	.000
	7.Which amount of a percentage of a discount code offered by a	-.059	.056	-.079	-1.064	.290

a. Dependent Variable: InfluencerPurchaseInvolvement

Table (4.53): Coefficients.

4.6.5 Regression – Purchase Involvement Vs Trust, Discount Codes (5%,10%,25%), Age, Gender, Education, Income.

A multiple linear regression was calculated to predict the purchase involvement based on trust, discount percentages, age , gender, education and income . A significant regression equation was found (F (8, 111) = 3.201, p < .003), with an R 2 of 433. Tables (4.54 to 4.56) shows the regression analysis results.

Where (10%discount) is coded or measured as 1=10% discount, 0=other, trust is coded or measured as scale means, (5%discount) is coded or measured as 1=5% discount, 0=other, (25%discount) is coded or measured as 1=25% discount, 0=other, age is coded or measured as 1= Male and 2= Female, age is coded or measured as 1= 10-24 years old, 2=25-39 years old, 40-54 years old, education is coded or measured as 1= High school, 2= Bachelor, 3= Masters and 4= Doctoral and income is coded or measured as 1= ($100-$400), 2=($410-$900), 3= ($910-$2000),4= ($2010-$4000) and 5= ($4010- above). Purchase involvement of consumers increased .255 for the given trust, .250 for each 5% discount given, .136 for each 10% discount given, .220 for each 25% discount given, -.060 for age, .092 for gender, .183 for education and .099 for income level. All the variables such as trust, discount codes, gender, age, education and income level were significant predictors of purchase involvement.

The discount codes has contributed significantly to the model [5%(B= .219, p= .839), 10%(B= .136, p= .336) and 25%(B= .220, p= .078), age (B=-.060, p=.582), gender (B= .092,p=.382), and income(B=.099, p=.094) but the trust in influencers did not (B= .255, p= .005). The final predictive model was

Predicted purchase involvement = 1.875+ .136 (10%discount) + .255 (trust) + .219 (5%discount) + .220 (25%discount) – .060 (age) + .092 (gender) +.099 (income)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.433[a]	.187	.129	.53807

a. Predictors: (Constant), 35. Approximately, What is your average monthly income/budget? Ten Percent Discount Varaiable, 31(a). what is your gender? Gender, Five Percent Discount Variable, 33.What is your educational Background?, Trust, Twenty Five Percent Discount, 32.How old are you?

Table (4.54): Model Summary.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.414	8	.927	3.201	.003[b]
	Residual	32.136	111	.290		
	Total	39.551	119			

a. Dependent Variable: Purchase Involvement
b. Predictors: (Constant), 35. Approximately, what is your average monthly income/budget? Ten Percent Discount Variable, 31(a). what is your gender? Gender, Five Percent Discount Variable, 33. What is your educational Background? Trust, Twenty Five Percent Discount, 32. How old are you?

Table (4.55): ANOVA.

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.875	.372		5.035	.000
	Trust	.255	.090	.264	2.840	.005
	Five Percent Discount Variable	.250	.202	.115	1.237	.219
	Ten Percent Discount Variable	.136	.141	.096	.967	.336
	Twenty Five Percent Discount	.220	.124	.179	1.777	.078
	31(a). what is your gender? Gender	.092	.105	.079	.877	.382
	32.How old are you?	-.060	.108	-.056	-.552	.582
	33.What is your educational Background?	.183	.101	.167	1.811	.073
	35.Approximately, what is your average monthly income/budget?	.099	.059	.159	1.689	.094

a. Dependent Variable: Purchase Involvement

Table (4.56): Coefficients.

4.6.6 Regression – Brand Purchase Involvement Vs Trust, Discount Codes, Age, Gender, Education, Income

A multiple linear regression was calculated to predict the purchase involvement based on trust, discount percentages, age , gender, education and income . A significant regression equation was found (F (2, 113) = 3.971, p < .001), with an R 2 of .417 Tables (4.57 to 4.59) shows the regression analysis results.

Where (discount code) is coded or measured as 1=5% discount, 2=10%, 3=25% and 4=0 , , trust is coded or measured as scale means, age is coded or measured as 1= Male and 2= Female, age is coded or measured as 1= 10-24 years old, 2=25-39 years old, 40-54 years old, education is coded or measured as 1= High school, 2= Bachelor, 3= Masters and 4= Doctoral and income is coded or measured as 1= ($100-$400), 2=($410-$900), 3= ($910-$2000),4= ($2010-$4000) and 5= ($4010- above). Brand Purchase involvement of consumers increased .263 for the given trust, -.077 for each discount code given, -.082 for age, .119 for gender, .187 for education and .098 for income level. All the variables such as trust, discount codes, gender, age, education and income level were significant predictors of purchase involvement.

The discount codes has contributed significantly to the model [discount code(B= .263, p= .004),, age (B=-.082, p=.437), gender (B= .119 ,p=.247), education (B=.187, P= .066) and income(B=.098, p=.097)but the trust in influencers did not (B= .263, p= .004). The final predictive model was Predicted Brand purchase involvement = 2.181 – .077 (discount code) + .263 (trust) – .082 (age) + .119 (gender) +.098 (income) + .187 (education)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.417[a]	.174	.130	.53764

a. Predictors: (Constant), 35.Approximately, What is your average monthly income/budget?, 7.Which amount of a percentage of a discount code offered by a, 31(a). what is your gender?: Gender, 33.What is your educational Background?, Trust, 32.How old are you?

Table (4.57): Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.887	6	1.148	3.971	.001[b]
	Residual	32.664	113	.289		
	Total	39.551	119			

a. Dependent Variable: PurchaseInvolvement

b. Predictors: (Constant), 35.Approximately, What is your average monthly income/budget?, 7.Which amount of a percentage of a discount code offered by a, 31(a). what is your gender?: Gender, 33.What is your educational Background?, Trust, 32.How old are you?

Table (4.58): ANOVA.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.181	.457		4.776	.000
	Trust	.263	.088	.274	2.982	.004
	7.Which amount of a percentage of a discount code offered by a	-.077	.055	-.128	-1.414	.160
	31(a). what is your gender?: Gender	.119	.102	.103	1.164	.247
	32.How old are you?	-.082	.105	-.077	-.780	.437
	33.What is your educational Background?	.187	.101	.171	1.853	.066
	35.Approximately, What is your average monthly income/budget?	.098	.059	.158	1.673	.097

a. Dependent Variable: PurchaseInvolvement

Table (4.59): Coefficients.

4.6.7 Regression – Influencer Purchase Involvement Vs Trust, Discount Codes (5,10,25), Age, Gender, Education, Income

A multiple linear regression was calculated to predict the influencer purchase involvement based on trust, discount percentages, age, gender, education and income. A significant regression equation was found ($F (8, 111) = 10.664$, $p < .000$), with an $R 2$ of .435. Tables (4.60 to 4.62) shows the regression analysis results.

Where (10%discount) is coded or measured as 1=10% discount, 0=other, trust is coded or measured as scale means, (5%discount) is coded or measured as 1=5% discount, 0=other, (25%discount) is coded or measured as 1=25% discount, 0=other, age is coded or measured as 1= Male and 2= Female, age is coded or measured as 1= 10-24 years old,

2=25-39 years old, 40-54 years old, education is coded or measured as 1= High school, 2= Bachelor, 3= Masters and 4= Doctoral and income is coded or measured as 1= ($100-$400), 2=($410-$900), 3= ($910-$2000),4= ($2010-$4000) and 5= ($4010- above).

Influencer Purchase involvement of consumers increased .744 for the given trust, .017 for each 5% discount given, .195 for each 10% discount given, .047 for each 25% discount given, -.017 for age, .083 for gender, .122 for education and -.050 for income level. All the variables such as trust, discount codes, gender, age, education and income level were significant predictors of purchase involvement.

The discount codes has contributed significantly to the model [5%(B= .017, p= .937), 10%(B= .195, p= .187) and 25%(B= .047, p= .716), age (B=-.017, p=.880), gender (B= .083,p=.450), and income(B=-.050, p=.412) but the trust in influencers did not (B= .744, p= .000). The final predictive model was

Predicted Influencer purchase involvement = .641+ .195 (10%discount) + .744 (trust) + .017(5%discount) + .047 (25%discount) – .017 (age) + .083 (gender) - .050 (income)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659[a]	.435	.394	.56051

a. Predictors: (Constant), 35. Approximately, what is your average monthly income/budget? Ten Percent Discount Variable, 31(a). what is your gender? Gender, Five Percent Discount Variable, 33. What is your educational Background? Trust, Twenty Five Percent Discount, 32. How old are you?

Table (4.60): Model summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.803	8	3.350	10.664	.000[b]
	Residual	34.873	111	.314		
	Total	61.677	119			

a. Dependent Variable: Influencer Purchase Involvement

b. Predictors: (Constant), 35. Approximately, What is your average monthly income/budget?, Ten Percent Discount Variable, 31(a). what is your gender? Gender, Five Percent Discount Variable, 33. What is your educational Background?, Trust, Twenty Five Percent Discount, 32.How old are you?

Table (4.61): ANOVA.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.641	.388		1.653	.101
	Trust	.744	.093	.619	7.973	.000
	Five Percent Discount Variable	.017	.210	.006	.079	.937
	Ten Percent Discount Variable	.195	.147	.110	1.327	.187
	Twenty Five Percent Discount	.047	.129	.031	.365	.716
	31(a). what is your gender?: Gender	.083	.109	.057	.758	.450
	32.How old are you?	-.017	.113	-.013	-.151	.880
	33.What is your educational Background?	.122	.105	.089	1.154	.251
	35.Approximately, What is your average monthly income/budget?	-.050	.061	-.065	-.824	.412

a. Dependent Variable: Influencer Purchase Involvement

Table (4.62): Coefficients.

4.6.8 Regression – Influencer Purchase Involvement Vs Trust, Discount Codes, Age, Gender, Education, Income.

A multiple linear regression was calculated to predict the influencer purchase involvement based on trust, discount percentages, age , gender, education and income . A significant regression equation was found (F (6, 113) = 14.135, p < .000), with an R 2 of .429 Tables (4.63 to 4.65) shows the regression analysis results.

Where (discount code) is coded or measured as 1=5% discount, 2=10%, 3=25% and 4=0 , , trust is coded or measured as scale means, age is coded or measured as 1= Male and 2= Female, age is coded or measured as 1= 10-24 years old, 2=25-39 years old, 40-54 years old, education is coded or measured as 1= High school, 2= Bachelor, 3= Masters and 4= Doctoral and income is coded or measured as 1= ($100-$400), 2=($410-$900), 3= ($910-$2000),4= ($2010-$4000) and 5= ($4010- above). Influencer Purchase involvement of consumers increased .765for the given trust, -.048 for each discount code given, -.031 for age, .077 for gender, .122 for education and -0.54 for income level. All the variables such as trust, discount codes, gender, age, education and income level were significant predictors of purchase involvement.

The discount codes has contributed significantly to the model discount code(B= -.048, p= .394),, age (B=-.031, p=.780), gender (B= .077 ,p=.470), education (B= .122, P= .248) and income(B=-.054, p=.374)but the trust in influencers did not (B= .756, p= .000). The final predictive model was

Predicted Brand purchase involvement = .843 – .048 (discount code) + .756 (trust) – .031 (age) + .077 (gender) - .054 (income) + .122 (education)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.655[a]	.429	.398	.55839

a. Predictors: (Constant), 35.Approximately, What is your average monthly income/budget?, 7.Which amount of a percentage of a discount code offered by a, 31(a). what is your gender?: Gender, 33.What is your educational Background?, Trust, 32.How old are you?

Table (4.63): Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.444	6	4.407	14.135	.000[b]
	Residual	35.233	113	.312		
	Total	61.677	119			

a. Dependent Variable: InfluencerPurchaseInvolvement

b. Predictors: (Constant), 35.Approximately, What is your average monthly income/budget?, 7.Which amount of a percentage of a discount code offered by a, 31(a). what is your gender?: Gender, 33.What is your educational Background?, Trust, 32.How old are you?

Table (4.64): ANOVA.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.843	.474		1.776	.078
	Trust	.756	.092	.629	8.245	.000
	7.Which amount of a percentage of a discount code offered by a	-.048	.057	-.064	-.855	.394
	31(a). what is your gender?: Gender	.077	.106	.053	.725	.470
	32.How old are you?	-.031	.109	-.023	-.280	.780
	33.What is your educational Background?	.122	.105	.089	1.161	.248
	35.Approximately, What is your average monthly income/budget?	-.054	.061	-.070	-.892	.374

a. Dependent Variable: InfluencerPurchaseInvolvement

Table (4.65): Coefficients.

5. DISCUSSION & CONCLUSION

5.1 DISCUSSION

The findings indicate that the followers of social media influencers do not necessarily trust influencers despite the fact that they seek influencers for information and actually get influenced by them to purchase products or services they promote. The results also suggest that women trust influencers less than men do. However, women tend to use the discount codes offered by influencers more than men.

Contrary to the initial hypothesis of this study, questionnaire results analysis conclude that trust isn't the main reason for consumers to be affected by influencers in their purchase involvement, which is in line with the findings of (Lindh, C., 2017). Also, women trust influencers less than men which contrasts with the findings of (Porter, C., 2012).

On the other hand, according to the questionnaire results analysis, influencers' discount codes don't play a significant role for consumers' purchase involvement. . Although many brands use discount codes as an influencer post booster and as a measurement tool for evaluating the performance of influencers, by measuring how many times a discount code has been used (Biaudet, S.,2017) .

The experiment provides a new insight into the relationship between consumers and influencers, since consumers seek influencers for entertainment, information and the usage of discount codes, consumers find it difficult to trust influencers regarding their thoughts about products or services of brands. This can also explain one of the other findings of this study as to why consumers follow many influencers and that is to have

many sources of information in order to make a purchasing decision since consumers rather take their time in deciding which product to purchase.

It is beyond the scope of the study to get the full results of influencers' followers due to the limited size of the sample and the lack of time. For further research, it's best to investigate more about the reasons why consumers are skeptical of influencer and whether this phenomenon is increasing over time. Further research should look into the reasons why women trust influencers less than men and whether it relates to the type of influencer they follow for example the difference between fashion and technology influencers.

Answers on the research questions and hypothesis in order to determine the research findings:

Research question 1: Does trust in influencers, increase the brand and influencer purchase involvement of consumers for the products/services they promote?

Answer: Trust has a significant effect on the brand and influencer purchase involvement, although consumers lack in their trust in influencers, they still seek information from them.

Research question 2: Does the discount codes offered by influencers and the brands to their followers increase the consumer purchase involvement?

Answer: No it doesn't. Although consumers use discount codes but its not the main motivation for them in order to make a purchasing decision.

Research question 3: Is there a difference between influencer purchase involvement and brand purchase involvement?

Answer: Yes. Consumers seek influencers and brand ads to get product information that would help them in their purchasing decisions. The usage of discount codes of influencers and brands does excite consumers to purchase about 35%. Consumers purchased products based on influencer ad post more than being motivated by a brand advertisement by about 13.4%. It was also found that consumers do follow brands when they see an influencer posting about them but it's the opposite in the case when a brand posts about an influencer promoting their products, consumer won't follow influencers in that way.

According to the research questions, the following hypothesis are developed and in this section it can be answered whether we can reject or accept the null.

H1: Brand and influencer Purchase involvement is increased due to the trust that the consumer has in influencer.

Answer: Due to the lack of trust in influencers in the first place, it can't be determined if it positively affect it.

H2: Brand and influencer Purchase involvement is increased due to the availability of discount codes.

Answer: No it's not increased, it doesn't have a significant effect.

H3: There is no difference between influencer purchase involvement and brand purchase involvement according to gender.

Answer: True

H4: There is no difference between influencer purchase involvement and brand purchase involvement according to their education level, age, and income level.

Answer: True

H5.1: Trust has a significant effect on brand purchase involvement.

Answer: Yes there is a significant difference.

H5.2: Discount code has a significant effect on brand purchase involvement.

Answer: No, it doesn’t have a significant effect.

H5.3: Trust has a significant effect on influencer purchase involvement.

Answer: Yes there is a significant difference.

H5.4: Discount code has a significant effect on influencer purchase involvement.

Answer: No, it doesn’t have a significant effect.

H5.5: Customer demographics such as age, gender, education level and income have significant effects on brand purchase involvement.

Answer: No significant effect except for the education level.

H5.6: Customer demographics such as age, gender, education level and income have significant effects on influencer purchase involvement.

Answer: No significant effect.

We accept the hypothesis of discount codes in influencers and brands since it has a significant effect and reject the hypothesis of trust in influencers and brands since it has a significant difference.

In conclusion, trust seems to have a significant effect on the brand and influencer purchase involvement and specifically education plays a significant role on the brand purchase involvement of consumers. This means that influencers should work on their relationships with their followers in order to gain their trust and brands should also pay attention to the conversation between the follower and the influencer whom they want to partner with before deciding to determine if they can represent their brand in a healthy positive way. Education had a significant effect on the brand purchase involvement of consumers in which can be reasoned to peer pressure.

5.2 CONCLUSION

This research aimed to investigate whether social media influencer' followers actually trusted the influencers they follow and if they were encouraged by the discount codes they were offered, since many brand-influencer collaborations involve discount codes, this study tried to investigate the usability of these discount codes. Based on the quantitative analysis of the purchase involvement and trust of consumers in influencers, it can be concluded that discount codes are not considered as an important factor to consider when promoting a brand's products or services through influencers but trust is more important. The results indicate that it's necessary for consumers to trust the influencers in order to make a purchasing decision so they do listen to many influencers in order to decide on purchasing instead of trusting only one source.

Based on these conclusions, practitioners should understand the fact that using the discount codes of the influencer does not fully indicate the consumer trust in the influencer, since influencer followers usually use influencer discount codes and acquire information from them despite their distrust in them. Also, brands should not just focus

their influencer marketing strategies only on women because according to the research results, men are also influenced by influencers.

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APPENDIX A

Consumer Purchase involvement influenced by Influencers

Dear Sir or Madam,

I am an MBA student at Kadir Has University. This study is about understanding the consumer purchase involvement influenced by influencers. The study contributes to the current state of knowledge on influencers impact on consumers.

I would like to ask you to kindly devote some of your precious time to fill in the enclosed questionnaire, which contains questions concerning your thoughts about influencers and your purchase intent. Options how to answer questions are provided. This is an MBA thesis, and the results of the questionnaire will be presented in the graduation thesis.

The questionnaire is anonymous.

Thank you in advance for the time you might be willing to spare and for your participation in the study.

With best greetings.

Influencer based questions and scales

1- Do you follow influencers on social media?

- Yes
- No

2- If yes, which of their channels is your favorite?

- Instagram
- YouTube
- Facebook
- Snapchat
- Other: ( )

3- How many influencers do you follow on social media?

- Between (1-10)
- between (11-20)
- between (21 and more)

4- Among the influencers you follow, which categories they mostly belong to?

Fashion, Life style, Travel, Makeup, Technology, Business, fitness/sports, Food, Pet, Cars, Gamers, DIY, Comedy, other (please specify)

5-On which bases, do you follow your favorite influencer? (Multiple choices: maximum 2)

Funny to watch, Trust, Informative, Inspirational, Lifestyle, Looks, Online Gifts and deals opportunities, Number of their followings, my friends follow the same influencer, Common and mutual interests, Other

6- What would make you stop following your favorite influencer?

- Too much advertisements.

- Drop in trust.
- Loss of interest.
- Political/beliefs opinions.
- I will never stop following them.
- Other: (please specify)

7- Which amount of a percentage of a discount code offered by an influencer will be the most influential for you to make a purchase decision?

- 5%
- 10%
- 25%
- None of the above

Now I would like to ask you about your attitudes related to your purchase decision involvement

Please rate each of the following statements by placing a check mark in one of 5

spaces, where 1 = strongly disagree and 5 = strongly agree.

General purchase involvement scale

1.Usually reading about products or asking people about them helps me to make a purchasing decision.

2. I often take advantage of coupon offered by brands.

3. Brands free offers, and discounts excites me that it encourages me to make a purchasing decision.

4. I pay attention to brand advertisements for products I am interested in.

5. I have bought an item based solely on a brands advertisement.

6. I have followed an influencer based on a brand recommendation/featuring.

7. Being a smart shopper is worth the extra time it takes.

Skepticism towards influencers/ Trust In Influencer scale

Now I would like to ask you about your attitudes related to influencers and your purchase involvement

Please rate each of the following statements by placing a checkmark in one of 5 spaces, where 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree.

1. We can depend on getting the truth in most influencer posts.

2. Influencers aim is to inform the consumer.

3. I believe Influencers posts are informative.

4. Influencers are generally truthful.

5. Influencers are a reliable source of information about the quality and performance of products.

6. In general, Influencers presents a true picture of the product being reviewed/promoted.

7. I feel I've been accurately informed after viewing most Influencer posts.

8. Most Influencer posts provides consumers with essential information.

9. I feel like I can trust the influencer more if they had a large number of following.

Purchase involvement because of influencer scale

1. usually watching influencer posts about products/services helps me to make a purchasing decision.

2. I often take advantage of coupon (discount code) offered by influencers.

3. influencers free offers and discounts excites me that it encourages me to make a purchasing decision.

4. I pay attention to influencer advertisements for products I am interested in.

5. I have bought an item based on an influencer recommendation in the past.

6. I have followed a brand based on an influencer recommendation/featuring.

Gender: (Male – Female)	Age: 10-24 gen z 25 – 39 gen y 40 – 54 gen x
Educational Background: • High school • Bachelor • Masters • Doctoral • other	Country of Origin: (dropdown List of countries)
Average monthly income/budget: • 560 TL(100$) – 2,240 TL (400$) • 2,296 TL(410$) – 5,040 TL(900$) • 5,096 TL(910$) – 11,200 TL(2000$) • 11,256 TL(2010$)-22,400TL(4000$) • 22,456 TL(4010$) - above	