

# AN EMPIRICAL INVESTIGATION ON SOURCE CREDIBILITY OF SOCIAL MEDIA INFLUENCER IN TIER-II CITIES OF CENTRAL INDIA – A SOCIOLOGICAL VIEW

**Dr. Ratish C Gupta**

Faculty Member, Daly College Business School, Affiliated to De Montfort University UK

**Tripti Wadhvani**

Research Scholar- University of Westminster London UK

**Abstract:** *The rising growth and importance in social media have brought the rise of the social media influencers. An influencer is a person who has the power to influence the decision making of the consumers. Influencer marketing has become one of the effective communication tools for all companies. The objectives are being identified in the research paper, which includes the influence of demographics on perceived credibility and how it is influencing the decision making. The paper studies investigate the role of social media influencers and their role in decision making. Research Paper employs primary data collected through surveys and interviews. The study suggests that consumers are likely to get influenced by the internal traits of the influencers, which include trustworthiness and expertise. However, influencer marketing is on a growing stage in India, and social media influencers are taking the place of the celebrities, and their recommendations are seen to be more reliable than any other celebrity endorsements.*

**Key Words:** *Social media, influencer, perceived, source, credibility, purchase decision*

## Introduction

In the modern era of the internet, information technology and innovative online networking platforms have strengthened the communication between millions of other people. Not only individuals who share their personal opinion and interest with the outside world are benefitted by these information technologies but also brands and companies or marketers who look forward to increasing their business by maintaining regular communication with their consumers or target market. A large number of people are connected through social media platforms, for example, Facebook, Instagram, and Twitter. The increasing popularity of social media platforms has a high impact on consumers, and it is growing significantly.

Influencer marketing is an increasingly famous form of marketing which mainly focuses on influencers who are individuals with a large following and have the ability to influence or create perceptions of people towards a particular brand or product.

Social media platforms like Facebook, Instagram, Twitter, WhatsApp, YouTube, and LinkedIn have brought numerous influencers to share information online. (Bryne et al., 2017) This type of marketing trend using social media influencers is relatively recent in the history of PR.

Social media offers a virtual space for individuals to correspond through the internet, which is a central component of influencer marketing. (Wang et al., 2012) Social media influencers (SMI) are termed as people who have the power to influence consumers or divert their minds towards a specific brand or product on social media.

Social media is motivating individuals to become influencers and forcing PR, Marketing and, Communications professionals to involve in their tools and strategies (Solis and Breakenridge, 2009). The concept of influencer marketing is going on through decades, whereas specifically marketing on social media is a recent development.

### **Social media in INDIA**

India is the second biggest market, positioned just behind China, with more than 460 million online users. By 2021, it is estimated that there will be around 635.8 million online users in the country. It is estimated that there will be nearly 358.3 million social media users in India, who notices an increase from 2016 when the figures were recorded around 216.5 million. Indian users share the qualities of other worldwide users in social media obsession. According to Statista, Facebook is the most famous social network in India. Around 195 million users in India have accounts on Facebook, which places India with the largest Facebook user base. In 2018, India had the second largest Instagram users, with 67 million ranked after the United States. Digital buyer penetration in 2016 was at 43.8%. Online shopping is also a common and popular online activity of internet users in India, and Mobile shopping has acquired margin in India. (Statista, 2018)

According to an influence survey report by Zefmo, a leading influencer marketing platform in India, consumers are more possible to make a purchase decision based on recommendations from influencers because of their affinity and credibility. Macro influencer (more than 50k followers) are found most effective. Brands produce influential content to drive brand awareness, which intensifies the purchase intention of consumers, mainly in two-tier and three-tier cities across India. (Zefmo, 2018)

Individuals perceive celebrities with a high number of followers or subscribers as more reliable and attractive with relates to the Source Credibility Theory and eWom. According to Ohanian (1990), source credibility discusses the perception of consumers towards the information source established on their attractiveness, trustworthiness, and expertise about the endorsement. Source credibility is generally used to denote a communicator's positive features that impact the receiver's acceptance of the information. (Ohanian,1990). EWOM indicates to the product information which has been shared by individuals on social media. Consumers behavioural intentions and perceptions can be influenced by the perceived credibility of the source of information. (Hennig-Thurau, 2004, Djafarova and Rushworth, 2017)

### **Literature Review**

#### **The source credibility model (The role of credibility and its impact on the purchase decision)**

Perceived credibility of a social media influencer states that the effectiveness of information or message is determined on the perceived level of trustworthiness and expertise of the influencer which underscores the concept of credibility. (Hovland et al., 1953) Message from a credible or trusted source can have an impact on attitudes, beliefs, opinions, and behaviour through a process known as "internalisation," which happens when a receiver grasps the source influence as far as their attitude or state of mind and value structures. However, Kelman (1958) and Warshaw (1980) defines internalisation as "how a consumer incorporates a referent's belief into his/her belief structure" (Liao et al.,2007). Ohanian (1990) suggested that "source credibility" is regularly used to pick consideration regarding the influencer's positive qualities that impact the purchaser's acceptance of a message. Friedman and Friedman (1979) suggest, since the influencer is the main source of data, his perceived credibility is an essential aspect for the advertiser.

The understanding of credibility wanders in the literature. For instance, as per Hovland et al. (1953), credibility comprises two segments called expertness and trustworthiness. Trust is a significant component in some previously conducted research papers (Bowers and Phillips, 1967). Further, Applbaum and Anatol (1972) and DeSarbo and Harshman (1985) mentions that other than a trust, expertise is likewise an important factor in the perceived credibility of an influencer. In later studies, influencer's attractiveness is additionally considered as a measurement of credibility (Ohanian, 1990) (Ohanian, 1991) (Goldsmith et al., 2000).

In a nutshell, Ohanian (1990) created three builds to measure influencer's effectiveness by taking a glance at the perceived expertise, trustworthiness, and influencer attractiveness. Consequently, fifteen things of perceived credibility of an influencer have been widely acknowledged, and utilised by a few specialists (Pornpitakpan, 2003) (Rebelo, 2017). Consequently, in this research paper, the perceived credibility of an influencer is closely measured in three factors, which are made out of influencers' perceived attractiveness, expertness, and trustworthiness, as proposed by Ohanian (1990).

### **Attractiveness**

In previous literature, Ohanian (1990) suggested that physical attractiveness is measured in various terms like handsome, beautiful, attractive, elegant and sexy. Attractiveness is also considered as an influential factor in decision making and developing effective messages. Consumers tend to generalise and form a stereotype about attractive individuals and moreover physically attractive communicators change belief more successfully (Chaiken, 1979; Debevec and Kernan, 1984) and create more purchase intentions as compared to their unattractive partners (Friedman et al. 1976). However, Baker and Churchill (1997) argue that physical attractiveness is a meaningless factor in purchase decision making (Erdogan, 1999).

### **Trustworthiness**

Ohanian (1990) states, trustworthiness is explained as the level of confidence and self-assurance that consumers place on influencers' intent to deliver the assertions they believe most rational. Friedman et al. (1978) reasoned that "trustworthiness is the major determinant of source credibility and then tried to discover which source attributes are correlated with trust". Trustworthiness means believability, truthfulness and morality of an influencer whereas, on the other hand, Ohanian (1991) mentions that the trustworthiness of an influencer was not linked to the purchase decisions of consumers (Erdogan, 1991) McCracken (1989) defines trustworthiness as "the perceived willingness of the source to make valid assertions" and identifies with the purchaser's belief that the communication source conveys a message in a genuine way (Ohanian, 1991) It can be looked at as the perceived motivation of communication source to deliver information unbiasedly that links to the source's truthfulness and believability. (McGinnies and Ward, 1980) Source dependability relies upon the perceived source's thought processes to share specific data. At the point when individuals assess the reliability of data sources, they build their judgment on the causal derivations they make about the source's thought processes to create a review of a product (Dou et al., 2012) (McCracken, 1989).

Moreover, when a message source or a communicator is perceived as a trustworthy person, the information he passes has a high and strong impact on the attitude change of an individual. To conclude, the trustworthiness of a social media influencer is considered when individuals on social media perceive them as honest, truthful, dependable, or sincere. (Ohanian, 1990)

### **Expertise**

According to Hovland et al. (1953) and Ohanian (1991), expertise is characterised as the degree to which a communicator is seen to be a source of substantial affirmations. This dimension is also mentioned as authoritativeness and competence. It refers to the information, experience, or aptitudes controlled by an influencer. The actual expertise of an influencer doesn't matter; it all depends on how the target audience perceives the influencer. Expert sources impact opinions of the product's worth and quality. A source or an influencer that is more expert has been observed to be more powerful and persuasive (Aaker and Myers 1987) and to produce more purchase decisions. (Ohanian,1991) On the contrary, Speck, Schumann and Thompson (1988) argued that expert influencers generated greater remembrance of product information than non-expert influencers. (Erdogan,1999)

### **Purchase Intention**

According to Miniard et al. (1983), "purchase intention is an intervening psychological variable between attitude and actual behaviour." An individual's state of mind, assessment, and external variables develop purchase intentions, and it is a basic factor to foresee behaviour of the consumer (Fishbein and Ajzen, 1975). Purchase intention can determine the chances of a customer to purchase an item, and the higher the intent to purchase is, the higher a buyer's ability is to purchase an item (Dodds et al., 1991) (Schiffman and Kanuk, 2000). Purchase intention demonstrates that customers will follow their likes or preferences, experience and outside environment to gather information and further measure choices to make a purchase decision. Whereas, online purchase intention is defined as the willingness of the consumer to make payments online. Hosein (2012) states that purchase intention is one of the components of consumer cognitive behaviour on how individuals perceive to purchase a product or service. Moreover, purchase intentions are regularly measured and analysed by marketing professionals. Conner and Armitage (1998) suggest that when an individual is likely to make a future purchase concerning his/her experience, one can predict the purchase intention of that individual in the future as well. D's ouza et al. (2006) mentioned that if an individual has a positive experience in the past while making a purchase, the individual is likely to repeat purchases in the future and also recommend it to other consumers. (Sudha and Sheena, 2017) As suggested by Moe (2003), purchase expectation can be connected to both goal-oriented and exploration- oriented browsing behavior. Goal-oriented buyers are inclined to search for data before settling on any purchase choice towards a particular item, while the exploration- oriented purchasers are perceived as the ones who act without any restrictions and transparently, which means that they don't decide before the buying any product. These two characteristics can be found in both normal and online consumers. (Ramlugun and Jugurnauth, 2014). Ling et al. (2010) state that the final result or consequence of various factors in the context of online shopping is called the purchase intention.

Trustworthiness, one of the dimensions of perceived credibility, is of significant importance to the participants, which influences their purchase intentions. Information is more effective when it is received from a trusted source, which has an impact on attitude, beliefs, opinions, and behaviour. The research revealed that participants who follow social media influencers on the social network have a high degree of trust in their recommendations as these influencers share real-life experiences with their target audience. Unlike celebrity endorsements, which are generally paid in nature, consumers feel that those endorsements or recommendations are not much trustworthy. Participants are aware that brands choose celebrities because of their popularity and attractiveness. Another dimension, expertise, is secondly important as the participants feel that if the influencer is educated and has knowledge about a specific niche, the quality of content the influencer produces automatically gets authentic and informative. In a nutshell, the consumers look forward to

internal traits in influencers, which include trustworthiness and expertise and less influenced by the external trait, which includes the attractiveness dimensions.

## Research Methodology

### Research Objectives

1. The main objective of this research is to study the influence of sociological variables that impacts the perceived credibility of social media influencers {SMI}
2. To identify the possible association between demographic variables and factors influencing the perceived credibility of SMI

### Type of Research

A descriptive cross-sectional design was carried out in this research work. This research work follows a positivism philosophy as the researcher's emphasis is on quantifiable information using existing theory. The deductive approach is followed as it involves forming and then testing the hypothesis.

**Sample Design:** Variant of non-probability sampling method "Snowball" was incorporated where primary data sources nominate other potential primary data sources to be used in the study. This method is based on referrals where one individual identifies further individuals and so on. The respondents for this research includes 250 males and 176 females, less than 60 years of age. About 470 respondents were contacted through online mode, out of which 426 responded, the response rate of 90% recorded.

**Data Collection:** Data was collected between November 2018 and January 2019 from tier 2 cities of central India whose population is more than ten lacs as per the 2011 census. These cities are Indore, Bhopal, Gwalior & Jabalpur. Self-administered questionnaire on Google forms used to collect quantitative data. The researcher followed the mono method of research, which include one form of analysis, i.e., quantitative technique. The questionnaire includes closed-ended, Likert scale-based questions. Secondary data was collected through various sources like past journals, books, newspapers, etc.

**Data Analysis:** Statistical Analysis was performed using tools like Reliability Test, KMO, and Bartlett's Test, Factor analysis, Mean analysis, Chi-square, Cramers V, and contingency coefficient. Data Analysis was conducted on the SPSS 20.0 version.

## Hypothesis

Hypothesis Statement	
Hypothesis	Statement
H 1.1	There is no significant association between Extrinsic factor and age
H 1.2	There is no significant association between Extrinsic factor and Gender
H 1.3	There is no significant association between Extrinsic factor and Family Annual

	Income
H 1.4	There is no significant association between Extrinsic factor and occupation
H 2.1	There is no significant association between Intrinsic factor and age
H 2.2	There is no significant association between Intrinsic factor and Gender
H 2.3	There is no significant association between Intrinsic factor and Family Annual Income
H 2.4	There is no significant association between Intrinsic factor and occupation

## Analysis

### Descriptive Statistics

Essential information related to respondents background were collated using a demographic variable like Gender, age, occupation, and annual income. Distribution of respondents on the basis of their demographic profile is demonstrated in Table 1. The collected information shows that research sample consist of 250 males and 176 females belonging to four major cities of Madhya Pradesh state namely Indore Bhopal Gwalior and Jabalpur. A large proportion of respondents about 82.6 % represented from 20-40 age group. Statistics related to occupation reveals that respondents consisted of four groups; 35.9% of respondents belonged to the service category, 26 .5% of respondents belonged to the self-employed category, 30.8% of respondents were students, and lastly, 6.8 % respondents marked homemaker as their occupation. On the income level, sample information shows that the majority of respondents lie between 5 to 15 lacs income range, the substantial number represents above 15 lacs and very few respondents are from low-income category.

**Table 1**  
**Demographic Detail**

<b>AGE</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 20	12	2.8	2.8	2.8
20- 40	352	82.6	82.6	85.4
40-60	62	14.6	14.6	100.0
Total	426	100.0	100.0	
<b>GENDER</b>				
Male	250	58.7	58.7	58.7
Female	176	41.3	41.3	100.0
Total	426	100.0	100.0	
<b>ANNUAL FAMILY INCOME</b>				
Less than 5 lacs	47	11.0	11.0	11.0
5- 10 lacs	131	30.8	30.8	41.8
10- 15 lacs	118	27.7	27.7	69.5
15 lacs and above	130	30.5	30.5	100.0
Total	426	100.0	100.0	
<b>OCCUPATION</b>				
Service	153	35.9	35.9	35.9
self- employed	113	26.5	26.5	62.4
student	131	30.8	30.8	93.2
Homemaker	29	6.8	6.8	100.0
Total	426	100.0	100.0	

**Reliability Test**

In this test of reliability was applied on all variables . As a test of reliability Cronbach's Alpha was adopted to represent internal consistency. Value of Alpha is .925, thus can be concluded that there is high level of internal consistency

### KMO and Bartlett's Test

Table 2

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.898
Bartlett's Test of Sphericity	Approx. Chi-Square	4454.356
	df	78
	Sig.	0

**KMO values** between 0.8 and 1 indicate the sampling is adequate. **KMO values** less than 0.6 indicate the sampling is not adequate and suitable action needed. High values (close to 1.0) generally indicate that a factor analysis may be useful with data. In Bartlett's test of sphericity Small values (less than 0.05) of the significance level indicate that a factor analysis may be useful with data.( IBM, 2019). In this case researcher on the basis of above result decided to go ahead with factor analysis

### Factor Analysis

Table 3

Total Variance Explained									
Component	Initial Eigenvalues			Loadings			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.914	53.182	53.182	6.914	53.182	53.182	5.562	42.782	42.782
2	2.259	17.378	70.560	2.259	17.378	70.560	3.611	27.777	70.560
3	.834	6.419	76.978						
4	.580	4.458	81.437						
5	.512	3.938	85.375						
6	.370	2.848	88.223						
7	.355	2.727	90.950						
8	.279	2.145	93.095						
9	.220	1.689	94.784						
10	.189	1.452	96.236						
11	.183	1.410	97.646						
12	.175	1.343	98.989						
13	.131	1.011	100.000						

Extraction Method: Principal Component Analysis.

Table 4



<b>Rotated Component Matrix<sup>a</sup></b>		
	<b>Component</b>	
	<b>1</b>	<b>2</b>
Follow because influencers are attractive	0.247	0.767
Follow because influencers are stylish	0.253	0.809
Follow because influencers are beautiful	0.101	0.872
Follow because influencers are graceful	0.295	0.744
Follow because influencers are sexy	0.1	0.82
Follow because influencers are truthful	0.817	0.114
Follow because influencers are trustworthy	0.858	0.101
Follow because influencers are reliable	0.834	0.153
Follow because influencers are sincere	0.834	0.232
Follow because influencers are experienced	0.761	0.339
Follow because influencers are knowledgeable	0.817	0.228
Follow because influencers are educated	0.799	0.255
Follow because influencers are skillful	0.804	0.224
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Principal component analysis is used with the aim of evaluating the dimensionality of the scale, which is taken to verify if all the factors are grouped around the component which they are supposed to evaluate.

The measure and identify the dimensions of perceived credibility in social media influencer, few of the dimensions were adapted from the model of source credibility. The credibility scale was measured by 12 items taken from the Ohanian (1990) study. The dimension attractiveness comprised of four items that are attractive, stylish, beautiful, and graceful. The second dimension of trustworthiness comprised of four items that are truthful, trustworthy, reliable and sincere, and lastly, the third dimension of expertise comprise of four items that are experienced, knowledgeable, educated, and skillful.

The dimensions of perceived credibility were measured by the 4-point scale, where one means "disagree," 2 means "partially disagree," 3 means "partially agree," and four means "agree."

As mentioned above, the dimensions are attractive, stylish, beautiful, graceful, truthful, trustworthy, reliable, sincere, experienced, knowledgeable, educated, and skillful. To make a combination of factors, variables with high Eigenvalue were extracted. As seen in the rotated component mix table above, dimensions having Eigenvalue above 0.7, i.e., attractive (.767), stylish (.809), beautiful (.872), Sexy (.82) and graceful (.744) are considered as high loading factors. Therefore, these five variables are combined together are "*external traits*," and the combination is named as "extrinsic."

On the other hand, the remaining variables which are truthful (.817), trustworthy (.858), reliable (.834), sincere (.834), experienced (.761), knowledgeable (.817), educated (.799) and skilful (.804) have Eigenvalue more than 0.7 are extracted and are more likely to be considered as high loading factors, therefore these Nine variables are combined together are "internal traits" and the combination is named "intrinsic".

### Mean Analysis of Identified Component Variable

Table 5

Mean Analysis			
		Extrinsic	Intrinsic
N	Valid	426	426
Mean		2.0540	2.7418
Std. Deviation		.94029	1.05562

Mean value of respondents representing "Intrinsic" factor is highest followed by "Extrinsic" which suggest that respondents consider Intrinsic factor to be more influencing than extrinsic factor. Figure 1 and 2 also confirms the agreement of above analysis. SD values of intrinsic factor range tell us that data is more cluttered towards mean.

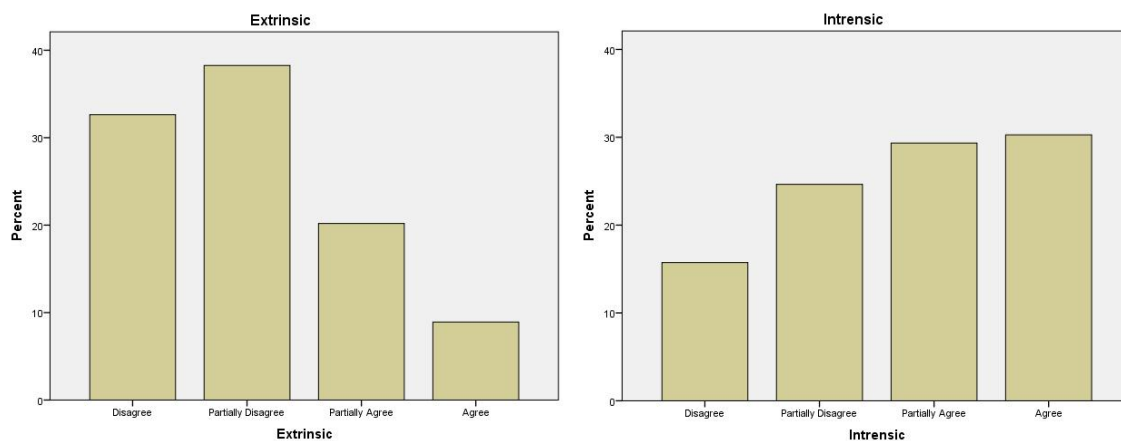


Fig. 1

Fig. 2

#### 4.6 Testing of Hypothesis of Extrinsic factor with Demographic variables

Table 6

Chi Square Test			
Hypothesis	Statement	Sig.	Remark
H 1.1	There is no significant association between Extrinsic factor and Age	.136	Hypothesis accepted
H 1.2	There is no significant association between Extrinsic factor and Gender	.002	Hypothesis Rejected
H 1.3	There is no significant association between Extrinsic factor and Family Annual Income	.233	Hypothesis accepted
H 1.4	There is no significant association between Extrinsic factor and Occupation	.033	Hypothesis Rejected

At a 5% significance level, Hypothesis H1.2 & H1.4 are rejected as value is less than .05. Thus there is an association between extrinsic factors with demographic factor-like Gender & Occupation. While H 1.1 & H1.3 is accepted, which means there is no significant association between extrinsic factors with age and annual income. The strength of association will be observed through Cramer's V and Contingency coefficient.

#### Strength of association between Extrinsic factor with Gender & Age

Table 7

Strength of association between variables			
Hypothesis	Association of Demographic factors with Extrinsic Factor	Cramers V	Contingency Coefficient
H1.2	Strength of association between Gender and Extrinsic Factor	0.186	0.186
H1.4	Strength of association between Occupation and Extrinsic Factor	0.140	0.242

The value of Cramer's V for H1.2 is .18, which implies that the association between variables is weak. H1.4 has value .14, which also indicate a weak association. Contingency coefficient also suggest a weak association between the above variables

#### Testing of Hypothesis of Intrinsic factor with Demographic variables

Table 8

Chi Square Test			
Hypothesis	Statement	Sig.	Remark
H 2.1	There is no significant association between Intrinsic factor and Age	.133	Hypothesis accepted
H 2.2	There is no significant association between Intrinsic factor and Gender	.368	Hypothesis accepted
H 2.3	There is no significant association between Intrinsic factor and Family Annual Income	.018	Hypothesis Rejected
H 2.4	There is no significant association between Intrinsic factor and Occupation	.077	Hypothesis accepted

At 5% significance level, Hypothesis H2.1, H2.2 and H2.4 is accepted, which mean that there is not significant association between intrinsic factors and given variables & H2.3 is rejected as value is less than .05, thus it implies there is the association between intrinsic factors with

demographic factor like an occupation. The strength of the association will be observed through Cramer's V and Contingency coefficient for further observation and analysis.

### Strength of association between Intrinsic factor with occupation

Table 9

<b>Strength of association between variables</b>			
<b>Hypothesis</b>	<b>Association of Demographic factors with Intrinsic Factor</b>	<b>Cramers V</b>	<b>Contingency Coefficient</b>
H2.3	Strength of association between occupation and intrinsic Factor	0.11	0.188

The value of Cramer's V for H 2.3 is .11, which means that the association between variables is weak. Contingency coefficient also indicate weak association between above variable

### Conclusion

The major finding is that source credibility dimensions might have different effects on consumer attitudes. Source credibility is based on dimensions, which are trustworthiness, attractiveness, and expertise of the communicator, which determines the influencer's effectiveness. (Ohanian, 1990). Trustworthiness is the major dimension for measuring the credibility of social media influencers. Trust in an influencer is developed from their expertise and knowledge of the product they are reviewing. In this study, each dimension consisted of four items under it; for example, trustworthiness comprised of four items that are truthful, trustworthy, reliable, and sincere. Likewise, the other two dimensions consisted of four items, each related to their dimension category. All these dimensions were measured, and the combination of external traits and internal traits was conceived. As per the observation in this research, consumers are likely to get more influenced by internal traits, i.e., truthful, trustworthiness, reliability, sincerity, experience, knowledge, education, and skills as compared to external traits, i.e., attractive, stylish, beautiful, sexy and graceful. This finding is significant with many prior studies (Djafarova and Rushworth, 2017) (Chakraborty and Bhat, 2017), the results of the present study similarly found that source has crucially positive impacts on the credibility of social media influencers. One of the expected reasons might be that recommendations from influencers or user-generated content are perceived to be more credible by other potential consumers. The other dimension of source credibility is attractiveness, which directly influences the effectiveness of a message from a communicator (McGuire, 1969) (Roy and Rana, 2013). Concerning the present study, as aforementioned, attractiveness falls under external traits, and consumers in this study are not much influenced by this dimension. Therefore this dimension does not have significance. Through hypothesis testing, it was further established that the Extrinsic factor has a weak association with two demographic factors like age and occupation, while the Intrinsic factor has this association only with the occupation.

### Reference List

1. Aaker, D.A and Myers, J.G (1987). *Advertising management*. 3rd ed.
2. Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4).

3. Applbaum, R.F, and Anatol (1972). The Factor Structure of Source Credibility as a Function of the Speaking Situation.
4. Applbaum, R.F, and Anatol (1972). The Factor Structure of Source Credibility as a Function of the Speaking Situation.
5. Baker, M., and Churchill, G.A. Jr. (1997) "The Impact of Physically Attractive Models on Advertising Models and Advertising Evaluation." *Journal of Marketing Research*, 14(4).
6. Bowers, J., Phillips, W. (1967). A Note on the Generality of Source Credibility Scales. *Speech Monographs*, 34, 185-186.
7. Bryne, E. et al. (2017). The Role of Influencer Marketing and Social Influencers in Public Health. *Proceedings of the Nutrition Society*. Available from DOI: <https://doi.org/10.1017/S0029665117001768>
8. Chaiken, S.(1979). "Communicator Physical Attractiveness and Persuasion." *Journal of Personality and Social Psychology* 37 (2).
9. Conner, M & Armitage, CJ (1998), 'Extending the theory of planned behavior: A review and avenues for further research' *Journal of Applied Social Psychology*, 28 (15).
10. Debevec, K. & Kernan, J. B. (1984), "More Evidence on the Effects of a Presenter's Physical Attractiveness: Some Cognitive, Affective, and Behavioral Consequences,". *Advances in Consumer Research*, 11 (1).
11. Desarbo, W.S. and Harshman, R.A. (1985). Celebrity-Brand Congruence Analysis. *Current Issues & Research in Advertising*. 8 (1). Available from DOI: [10.1080/01633392.1985.10505371](https://doi.org/10.1080/01633392.1985.10505371)
12. Djafarova, E. and Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68. Available from <https://www.sciencedirect.com/ezproxy.westminster.ac.uk/science/article/pii/S0747563216307506>
13. Dodds., et al. (1991). The effects of price, brand, and store information on buyer's product evaluations, *Journal of Marketing Research* 28 (August): 307-319.
14. Dou, X. et al. (2012) Does source matter? Examining source effects in online product reviews. *Computers in Human Behavior*, 28.
15. Erdogan, B.Z. (1999), 'Celebrity Endorsement: A Literature Review', *Journal of Marketing Management*, 15 (4).
16. Fishbein, M. and Ajzen, I (1975). Belief, Attitude, Intention, and Behaviour: An Introduction to Theory and Behavior. Addison-Wesley.
17. Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5).
18. Goldsmith, R. et al. (2000). The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, 29(3), 43-54.
19. Hennig-Thurau, T. et al. (2004). Electronic word-of-mouth via consumer- opinion platforms: what motivates consumers to articulate themselves on the internet?.

- Journal of Interactive Marketing*, 18 (1). Available from <https://www.sciencedirect.com/science/article/pii/S1094996804700961>
20. Hosein, N.Z. (2012). Measuring Purchase Intention of Visitors to The Auto Show. *Journal of Management and Marketing Research*. Pp. 1-17.
  21. Hovland, C.I., Janis, I.L. and Kelley, H.H. (1953), *Communication and Persuasion*, University Press, New Haven, CT. <https://doi.org/10.1108/17574321311304549>
  22. Kelman HC (1958). Compliance, identification, and internalization: Three processes of attitude change. *Journal of Conflict Resolution*. 2 (1).
  23. Liao, C. et al. (2007). Theory of planning behavior (TPB) and customer satisfaction in the continued use of e-service: An integrated model. *Computers in Human Behavior*, 23 (6). Available from <https://www-sciencedirect-com.ezproxy.westminster.ac.uk/science/article/pii/S0747563206000768> [Accessed 25 May 2018]
  24. Ling, K.C. et al. (2010). The Determinants of Consumers' Attitude Towards Advertising. *CANADIAN SOCIAL SCIENCE*. 6(4).
  25. McCracken, G. (1989, December). Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16 (3). Available from <https://academic.oup.com/jcr/article-abstract/16/3/310/1818800>
  26. McGinnies, E., and Ward, C. (1980). Better Liked Than Right: Trustworthiness and Expertise in Credibility. *Personality and Social Psychology Bulletin*, 6 (3). Available from <http://journals.sagepub.com/doi/abs/10.1177/014616728063023>
  27. Miniard, P.W. (1983). A Further Assessment of Measurement Influences on the Intention-Behavior Relationship. *Journal of Marketing Research*, 20 (2). Available from <https://www.jstor.org/stable/3151687>
  28. Moe, W.W. (2003). Buying, searching, or browsing: Differentiating between online shoppers using in-store navigational clickstream, *Journal of Consumer Psychology*, 13(1), pp. 29-39.
  29. Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19 (3). Available from <https://www.tandfonline.com/doi/abs/10.1080/00913367.1990.10673191>
  30. Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19 (3). Available from <http://web.a.ebscohost.com/ehost/detail/detail?vid=0&sid=5925d971-bc19-4d0d-968a-5ec88e03c98a%40sessionmgr4009&bdata=JnNpdGU9ZWhvc3QtbGl2ZSZZY29wZT1zaXRl#db=bth&AN=9605213110&anchor=AN9605213110->
  31. Ohanian, R. (1991). The Impact of Celebrity Spokespersons' Perceived Image on Consumer's Intention to Purchase. *Journal of Advertising Research*, 31(1) 46-54.
  32. Pornpitakpan, C. (2003). The effect of celebrity endorsers' perceived credibility on product purchase intention: The case of Singaporeans. *Journal of International Consumer Marketing*, 16(2), 55-74.

33. Pornpitakpan, C. (2003). The effect of celebrity endorsers' perceived credibility on product purchase intention: The case of Singaporeans. *Journal of International Consumer Marketing*, 16(2), 55-74.
34. Ramlugun, V.G. and Jugurnauth, L. (2014). The Scope of Social Media Browsing and Online Shopping for Mauritian E-Retailers: A Study Based on Utilitarian and Hedonic Values. Review of Integrative Business and Economics Research, *Society of Interdisciplinary Business Research*, 3(2).
35. Rebelo, M. (2017). How influencers credibility on Instagram is perceived by consumers and its impact on purchase intention.
36. Rebelo, M. (2017). How influencers credibility on Instagram is perceived by consumers and its impact on purchase intention.
37. Roy, S. Jain, V. and Rana, P. (2013) "The moderating role of consumer personality and source credibility in celebrity endorsements", *Asia-Pacific Journal of Business Administration*, 5 (1). Available from
38. Schiffman G. L. and Kanuk L. L.(2009), "*Consumer Behavior*," 11th Ed, New Delhi: PrenticeHall of India, Pvt., Ltd.
39. Statista (2018). Influence marketing - Statistics & Facts. *Statista*. Available from <https://www.statista.com/topics/2496/influence-marketing/>
40. Solis, B and Breakenridge, D.K. (2009). *Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR*. FT Press, Upper Saddle River.
41. Sudha, M. and Sheena, K. (2017). Impact of Influencers in consumer decision process: the fashion industry. *SCMS Journal of Indian Management*.
42. Warshaw, P. R. (1980). A new model for predicting behavioral intentions: An alternative to Fishbein. *Journal of Marketing Research*, 17(2), Available from <http://dx.doi.org/10.2307/3150927>
43. Wang, X. et al. (2012). Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework. *Journal of Interactive Marketing*, 26 (4)
44. Zefmo (2018). THE INDIA INFLUENCE REPORT The 2018 Survey Report | First Edition. Available from [https://blog.zefmo.com/wp-content/uploads/2018/01/India\\_Influence\\_Report\\_2018.pdf](https://blog.zefmo.com/wp-content/uploads/2018/01/India_Influence_Report_2018.pdf)

