

*Research Paper*

## **The Role of Digital Influencers in the Lifestyle Sector: The Impact on Purchase Intent of Instagram Users**

*Submitted on 07<sup>th</sup> October 2024*

*Accepted on 15<sup>th</sup> November 2024*

*Evaluated by a double-blind review system*

**CAROLINA ROCHA.<sup>1</sup>**  
**ANTÓNIO ROSINHA<sup>2\*</sup>**

### **ABSTRACT**

**Purpose:** The digital landscape has been expanding exponentially, prompting some to assert that we are in a post-digital era. Social media platforms, particularly Instagram, illustrate how daily life has adapted to the digital realm. This study aims to understand how digital influencers motivate purchases and which characteristics are most impactful. The analysis focuses on trust, security, information quality, entertainment, experience, and credibility—variables influencing purchase intention. The main question is: "What strategies do digital influencers employ to encourage purchases among Instagram users in the lifestyle sector?"

**Methodology:** This study utilizes a mixed-methods approach, combining qualitative and quantitative methodologies. The initial qualitative phase involved interviewing digital influencers about the methods they use to sway their followers' purchasing decisions. This was followed by a quantitative phase, where a convenience sample was surveyed using a structured questionnaire. The collected data were analyzed with SPSS (Statistical Package for the Social Sciences). In the questionnaire, 224 anonymous responses were collected, with the consent of all those who responded.

**Results:** The findings indicate that the primary variables impacting Instagram users are the credibility projected by digital influencers and the entertainment value they offer. Adaptations of the interview and questionnaire responses show that both credibility and entertainment significantly enhance users' purchasing intentions.

**Research Limitations:** Further studies are needed due to the evolving nature of digital influence and its impact on consumer behavior, particularly concerning the dynamic characteristics of social media and influencer marketing strategies.

**Practical Implications:** This study provides insights for marketers aiming to leverage digital influencers effectively, offering a framework for understanding the effects of influencer credibility and engagement on consumer purchasing behavior.

**Originality:** The findings contribute to understanding how digital influencers operate in the lifestyle sector, emphasizing the strategies they use to drive consumer engagement and purchases in an increasingly digital world.

---

<sup>1</sup>IPAM - Instituto Português de Administração e Marketing (IPAM), Portugal. E-mail: carolina.rochinha98@gmail.com

<sup>2\*</sup> Corresponding author. Piaget Research Center For Ecological Human Development (INSIGHT), Instituto Português de Administração e Marketing (IPAM), Portugal. E-mail: antonio.rosinha@sapo.pt

**Keywords:** *Digital Influencers, Instagram, Purchase, Digital.*

## 1. Introduction

The development of the digital medium is increasingly evident, and the modern world changes according to this evolution. The emergence of new media and new forms of communication requires rapid adaptation to this reality, and several authors, such as Ghisleni & Lima (2019), assert that we are undergoing a shift in eras, where the digital world is transforming into a post-digital one, as technology is now present everywhere from the moment we are born.

Digital communication emerges from the need to adapt to this new paradigm and to new audiences. The new media are the result of the aggregation of digital media and digital communication, according to Ferreira (2018). Life also takes place in the digital realm, and at the organizational level, an opportunity arises to reach new consumers. The integration of digital into marketing also occurs at this stage, as there is a need to adapt the marketing field to this new reality, understand the new type of consumer, their needs, and how they behave in the digital space—how they want to be identified and what strategies are most effective.

Social networks, especially Instagram, emerge as allies of organizations, as they offer a platform where these organizations can showcase their products through their already established brand image, on a platform with greater potential to attract new fans and buyers (Coutinho, 2019).

Digital influencers arise from this convergence of changes, particularly from the need for users to find someone who inspires and advises them across various fields. Influencers start as individuals gifted with communication skills, sharing their lifestyle and bringing the public closer. Halim et al. (2020) found that digital influencers, by sharing products used in their lifestyle, often lead their followers to purchase those same products. It was through this point that organizations realized a possibility for organic growth, as sending their products to these digital influencers allows for the potential inclusion of these products in their daily routine, which is eventually shared with a significant number of receptive followers, thereby encouraging purchase intent.

Product marketing through influence represents a large industry that has become increasingly relevant to many companies, particularly those operating in a business-to-

consumer environment (Haenlein et al., 2020). Few companies in the fashion, beauty, lifestyle, travel, food, or beverage sectors are currently running marketing campaigns that do not include a collaboration with popular users on platforms such as Instagram. However, many marketing managers still lack an adequate understanding of these platforms compared to their knowledge of more traditional social media channels and often struggle to make the right decisions in this rapidly evolving environment (Haenlein et al., 2020).

Creating marketing strategies for the younger target audience is a challenging task. The consumption patterns of Generation Z and all consumers of digital platforms are markedly different from the consumption patterns of generations shaped by traditional marketing. These consumers prioritize streaming services like Netflix over traditional television. The same is true for radio, as they opt for Spotify, where they can access a much more personalized service. These changes have necessitated the adaptation of marketing, leading to the development of two main marketing channels: outdoor advertising, such as billboards, and mobile advertising, specifically on social media platforms like Instagram. Consequently, influencer marketing has emerged, and it has been proven to be highly successful when executed correctly. However, on the other hand, these types of strategies can be very detrimental if poorly executed (Haenlein et al., 2020).

Thus, there is a need to conduct an exploratory study on the strategies that the lifestyle sector audience prefers, to act accordingly and obtain a higher return on the strategies applied. The main objective of the research is to understand the key characteristics inherent to digital influencers in the lifestyle sector that motivate their followers to purchase products and answer the main question, "What are the strategies that digital influencers most use to encourage purchase among Instagram users in the lifestyle sector?" Additionally, it aims to answer the derived questions, "How do digital influencers create an influential relationship with the public?" and "What does the target audience value in the relationship with lifestyle sector digital influencers that makes them willing to be influenced?" To achieve this, a study will be conducted comparing the strategies of a group of lifestyle digital influencers with the expectations of followers of this type of content on Instagram.

The research is divided into 5 parts: literature review, methodology, results analysis, discussion, and conclusions. The first part, the literature review, presents the concepts and variables necessary to justify the study. The second part presents the study model and its

objectives. In the third part, the results are demonstrated. In the fourth part, the results obtained are discussed based on the literature review. Finally, the fifth part, titled conclusion, presents a summary of the work's argumentative line as well as the theoretical and practical implications.

## **2. Literature Review**

### **2.1. *Marketing in the Digital Domain***

Technological evolution leads to the growth of "virtual communities," which ended vertical communication and initiated the growth of horizontal communication, making the repercussions easily perceivable. "With this, we can infer that new ways have emerged to do more (concerning marketing and proximity to customers) at a lower cost, thus elevating digital marketing as a business science" (Guimaraes, 2018).

In this context of change in the digital environment, we can see that the variables of society, market, and consumer have changed. Therefore, Marketing had to adapt to this new reality, bringing about the need to consider new platforms and tools of action. Revisiting the definition of Philip Kotler (2000), which states that activity is directed towards the satisfaction of needs or wants through an exchange process; we can understand that any component of a marketing strategy aimed at customer satisfaction can be done digitally or otherwise.

According to Sunday et al. (2021), digital marketing refers to marketing activities through the internet, email, and digital media to bring consumers closer to the company and open doors for commercialization or service delivery. The digital world is growing rapidly and offers endless opportunities to create real-time consumer interaction, which is a great advantage for any business.

Typically, the term Digital Marketing is associated with marketing that uses strategies with a digital component in the marketing mix. However, this definition is not appropriate for two reasons:

1. It privileges one of the strategy's components—in this case, digital—over others, such as print or electronic media.
2. Although the digital sphere is increasingly pervasive in daily life, electricity and battery power are the main drivers not only of digital media but also of electronics.

Thus, if we have Digital Marketing, we will also have to consider Electric or Electronic Marketing." (Coutinho, 2019, p. 190)

Thus, Digital Marketing is an adaptation of the Marketing concept to the digital world, and consequently, the theory behind this new concept follows the same principles as traditional Marketing. Still, it is adapted to digital in one or more variables of the Marketing Mix, without completely discarding traditional Marketing strategies and methods.

## **2.2. Social Media**

According to Coutinho (2019, p. 201), "social networks are, for most Portuguese companies, one of the main platforms for communicating with customers and potential customers, especially when we refer to companies operating in the Business-to-Consumer segment.

Managing the presence on these platforms has become an increasingly complex task: there are algorithms that filter more and more information, causing only a tiny part of followers to receive brand content; there is more noise, with more brands communicating, more advertisements, and more social networks where people's attention is scattered. Thus, the challenge of delivering the correct message to our customers, potential customers, and other stakeholders, and capturing their attention, is becoming more significant."

According to Coutinho (2019, p. 201), "Nowadays, it is practically inevitable to complement social media management with a media strategy, i.e., investing in advertisements on these platforms, especially when we refer to networks like Facebook and Instagram." The vast majority of the Portuguese population has a presence on social media, which represents an opportunity to converse and interact with existing customers as well as impact and make themselves known to potential customers through these platforms.

The same author also states that content is the most important part of any social network. The content that a brand share will determine whether someone decides to follow it or not. Therefore, it is necessary to pay attention to some factors in order to produce quality content that keeps the community interested and helps achieve the brand's objectives: 1)

Define and test various themes to be addressed on the page, always keeping in mind the objectives set for your target audience; 2) Produce appealing and impactful content. Create content that is impossible to ignore; 3) Test various timings and formats; 4) Videos should have subtitles and still be understandable without sound. The first 3 seconds should be enticing; 4) Avoid placing too much text in images; 5) Confirm the preview of a link; 6) Use highlights in texts like emojis.

It is also important to note that the content will be viewed mostly on mobile devices, so the content created must be adapted to this reality." (Coutinho 2019, p. 244). Choosing different social networks and segmenting audiences are also important factors for the performance of any social media user who intends to gain visibility.

The study "Persuasive linguistic tricks in social media marketing communication —The memetic approach" confirms that language is a verbal representation of transferred meanings, allowing linguistic manipulation and impacting the recipients' actions (Barnes, 2006, cited by Stepaniuk & Jarosz, 2021). Stepaniuk & Jarosz (2021) concluded that language for social media should be different in order to captivate and encourage followers to engage with a particular page. The persuasive linguistic trick with an emotional tone in shared social media content can influence recipients' activities.

In conclusion, consumers today use social media to obtain information about the world. It has almost become the primary search engine for digital generations, and it can easily be influenced by the opinions of other users on various social networks, making communication a differentiating element.

### **2.3. *Instagram***

Instagram has become a popular platform for consumers and marketers. Using the stimulus-organism-response theory, this study compared lifestyle and brand influencer types of Instagram advertisements to determine the impact on attention, attitude, and purchase intention (Hazari & Sethna, 2022).

According to Coutinho (2019), there is a feature on this social network designed for businesses or professionals, called a professional profile. Known as a page, this profile allows for several features not available in personal accounts, such as the option to receive emails, make phone calls to the provided number, or display a business location. This

type of page also allows administrators to access specific statistics about their followers and the impact of their posts. Regarding content on Instagram, these are available in the following formats: Images, Videos, and Stories (temporary content available for 24 hours).

"Instagram is a visual social network that not only requires frequent creation of image or video content but also demands quality content, even if they are 'moment' shots." (Virgínia & Coutinho, 2019, p. 234)

According to the same author, good content for Instagram should follow these tips:

- "Direct writing;
- Use of Hashtags and Emojis as a way to engage people.
- Use of Boomerangs, hyperlapses, and photo collages;
- Emphasis on Instagram Stories;
- Investment in reposting and sharing content that tags your brand or page." (Virgínia & Coutinho, 2019, pp. 234-235)

#### **2.4. *Digital Influencers and Instagram***

The use of social networks has dramatically increased worldwide, and these platforms have gone beyond being just for digital social interaction, now offering a new marketing and e-commerce channel (Halim et al., 2020).

Instagram is a significant social network for promotion using Influencer Marketing. It is considered the best social media platform to connect or interact with consumers, as 90% of Instagram users are under 35 years old, making Instagram the platform of the Millennial generation. The phenomenon we are observing is promotion on Instagram using Influencer Marketing as a marketing channel (Halim et al., 2020).

Social media influencers tend to present the products they have tested, providing their opinion or promoting them online to other users. Influencer posts on Instagram usually take the form of an image or video enriched with embedded content and a text description. Influencers operate in all sectors, including health and fitness, fashion and beauty, food, high technology, among others (Raggatt et al., 2018; Klassen et al., 2018).

Saima and Khan (2020) defined digital influencers as "individuals who shape consumers' perceptions of a brand or product through photographs, videos, and other social media updates."

Digital influencers are seen as a trusted and unbiased source acting in the best interest of their followers. As a result, these followers end up purchasing the products endorsed by the opinion leader, effectively making them influencers (Piskorski & Brooks, 2018). Up to 80% of consumers make a purchase recommended by Influencer Marketing by clicking on a link or a photo (Halim et al., 2020).

### ***2.5. The Impact of Digital Influencers on Consumption***

As analyzed previously, digital influencers are individuals who use the inherent impact of their social networks to influence their followers to purchase a particular product or service. Certain companies believe that Digital Influencers create a significant impact on purchase intentions and sales, while, at the same time, the cost is lower compared to conventional advertisements (Halim et al., 2020).

Different companies use Influencer Marketing according to their own objectives, for example, by raising awareness about a newly launched product, promoting online and offline sales of existing products, or even building a favorable market reputation. When a brand posts about its own products on its business pages or social networks, the public generally pays little attention to the post, discrediting it. However, when the same brand recruits an influencer to recommend or post a review of the product, it garners considerable attention, as the influencer's introduction in the post creates differentiation compared to a standard advertisement.

This type of marketing can be extremely valuable in building a long-term relationship with customers, especially for companies looking to increase their customer base and convert them into loyal customers (De Vries et al., 2012; Loureiro & Gomes, 2016; Pina et al., 2019; Raji et al., 2020).

With 1.3 billion users, Instagram (IG) has become an essential business tool. IG influencer marketing, expected to generate \$33.25 billion in 2022, encourages companies and influencers to create trending content. Various methods have been proposed for



predicting a post's popularity, i.e., how much engagement (e.g., Likes) it will generate (Tricomi, Chilese, Conti, & Sadeghi, 2023).

The study *Navigating the New Era of Influencer Marketing* outlines four strategies that influencers should use to achieve greater engagement (Haenlein et al., 2020):

1. **Understand that each platform has its own culture and language:** It is essential to understand new platforms well to determine how to create interaction, what content is most appealing, and to be familiar with all the tools, as well as understanding the users of those platforms—what they seek and what their objectives are with that platform. "Companies need to understand that these platforms have their own culture, language, idiomatic expressions, and styles, which need to be reflected in their content" (Haenlein et al., 2020, p.).
2. **Understand that Influencer Marketing is much more than a paid post:** Although posting content on a digital influencer's page can be effective in some cases, it is not always enough. It is important to outline strategies; "influencer marketing needs to be integrated into a broader marketing plan, especially because research has shown that there are strong interaction effects between influencer marketing, advertising, and sales promotions" (p.). Points like exclusivity, authenticity, and selecting the right influencer for a particular action are essential for companies (Haenlein et al., 2020).
3. **Analyze when it is more beneficial to use Micro or Macro influencers:** The choice of digital influencers has several associated factors, and it is not accurate to indicate that a macro influencer will be a better choice than a micro influencer. In fact, micro-influencers tend to have a higher engagement rate compared to macro-influencers relative to the total number of followers. The choice should be motivated by campaign objectives. For example, if the brand is interested in creating buzz for a new product, influencers with a larger audience will be the best choice. These accounts not only guarantee sufficient reach but also associate the company with a recognizable face—a particularly important factor for brands with an aspirational image. Conversely, if a client is more interested in reaching an audience in a specific geographic location (e.g., national brands, local chains present only in certain cities) or aims to create highly relatable content, then smaller influencers may be the best choice. The cost of managing influencers and

selecting niche influencers should also be taken into account (Haenlein et al., 2020).

4. **Avoid managing influencers with excessive control:** Excessive control on Instagram often leads to a tense relationship, which is not advantageous for brands. Excessive control necessarily reduces creative freedom; in extreme cases, this can lead to a situation where multiple influencers show the same content, sometimes using the same script, to their followers, which is not beneficial for brands or influencers. Requiring content approval before publication is more efficient than controlling content production from the beginning. Obviously, companies need to verify communication before it is shared, especially in sensitive areas like financial services, healthcare, or insurance, where incorrect information can lead to legal liabilities. Content approval becomes particularly essential when dealing with controversial products (Haenlein et al., 2020).

## 2.6. *The Credibility of Digital Influencers*

Credibility is a variable with great impact on the field of influencer marketing. Social media users look for credibility in influencers when they decide whether to be influenced.

Credibility plays a mediating role in the association of source models with consumers' purchasing intent (La Ferle & Choi, 2005; Spry et al., 2011; Wang et al., 2017). This suggests that consumers' purchase intention is not directly influenced by the source attributes but is instead mediated by other factors (Halim et al., 2020).

Trust contains a set of factors that helps Instagram users trust Digital Influencers, including the ability and integrity that the influencer possesses. Public trust is an important aspect that must be built by the marketing influencer when recommending and promoting a product. The Security variable includes factors considered in controlling the social network; in other words, Instagram is considered safe for online shopping, and the product will be reliable and original (Halim et al., 2020).

The **Information Quality** variable includes a set of indicators of information system quality, necessary for Instagram users when they seek information about each product promoted by the influencer. This variable includes ease of interpretation as well as the relevance of information (Halim et al., 2020).

**Entertainment** is another variable to consider when analyzing consumers' use of social media platforms (Chen & Lin, 2018; De Vries et al., 2012; Leung, 2013). Consumers' perception of the value of a social media advertisement depends on the intrinsic informational value of the message as well as its entertainment value and credibility, ultimately affecting loyalty, awareness, and purchasing intentions (Arli, 2017; Dao et al., 2014; Gautam & Sharma, 2017; Kim & Ko, 2012; Taylor et al., 2011). Thus, it is plausible that the perceived entertainment value of the content posted by the influencer can shape credibility and purchase intentions (Saima and Khan, 2020).

The **Expertise** variable reflects the communicator's ability to make truthful statements in a specific field of knowledge. This includes familiarity, understanding, and experience acquired by a person working continuously in the same knowledge area. To be perceived as an expert, a communicator must be well-informed on a topic, have the necessary skills to do something, or possess a trustworthy title (Gass & Seiter, 2011).

Finally, **purchase intention** encompasses factors indicating that Instagram users intend to buy, such as gathering information, evaluating alternatives, making decisions, and willingness to purchase (Halim et al., 2020).

In summary, credibility is one of the most sought-after variables by Instagram users when deciding to be influenced. However, to achieve it, it is necessary to address certain factors that confer the respective credibility to the digital influencer.

### **3. Methodological Approach**

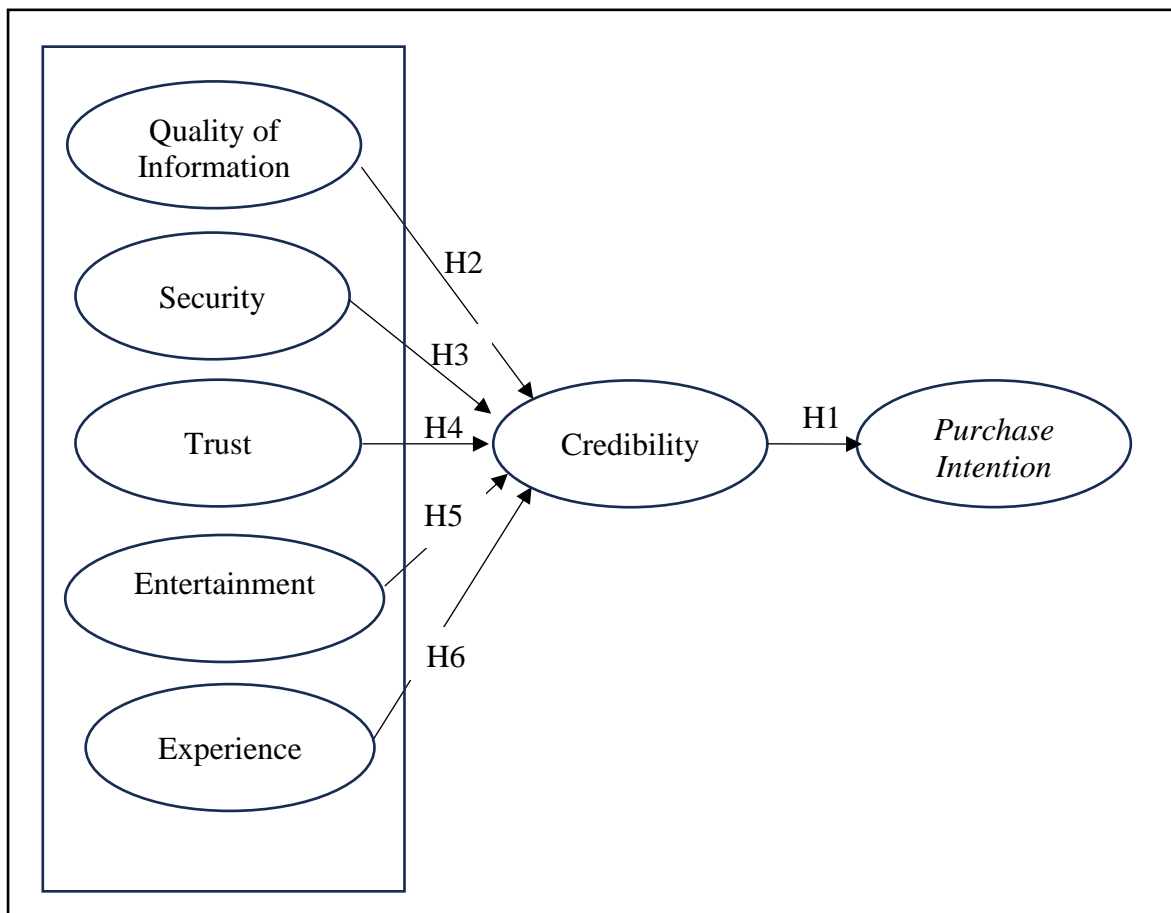
The main objective of this research is to answer the primary question, “What strategies do digital influencers use the most to encourage purchases by Instagram users in the lifestyle sector?” It also aims to address the derived questions: “How do digital influencers create an influence relationship with the audience?” and “What does the target audience prioritize in their relationship with lifestyle digital influencers?” The goal is to understand the strategies employed by lifestyle digital influencers and whether these strategies impact their followers.

To achieve this, a mixed research strategy was developed, combining qualitative methods through interviews and quantitative methods through surveys.

In this study, ethical considerations and data confidentiality were strictly observed throughout the research process. All participants were fully informed about the study's objectives and assured that their participation would be voluntary and anonymous. Informed consent was obtained from each participant, in line with established ethical guidelines. Furthermore, all data were treated with confidentiality, securely stored, and accessible only to those responsible for the analysis. The research adhered to ethical principles in accordance with data protection regulations and guidelines for research involving human participants, ensuring the privacy and rights of participants were respected at all stages of the study.

Next, the conceptual research model will be presented (Figure 1), based on the review conducted, aiming to establish the interconnection between the following variables: Information Quality, Trust, Security, Entertainment, and Experience with Credibility, and how this influences Purchase Intention.

**Figure 1: Conceptual model**



Source: Adapted from Halim et al., 2020; Chen & Lin, 2018; De Vries et al., 2012; Leung, 2013

### 3.1. Sample

The sample of this study is concentrated in two distinct poles since two studies are being conducted – Interview and Questionnaire. The interview sample is limited to five Portuguese digital influencers in the lifestyle sector who create content on the Instagram platform. These influencers are part of the influencer management department of the agency Companhia das Soluções. Regarding the questionnaire sample, it will be convenience-based but limited to individuals over 18 years old, Instagram users, and followers of lifestyle influencers on this same platform. For this study, 224 responses were collected, constituting the total sample; however, only 185 respondents completed the questionnaire, while the remaining 77 respondents did not finish it due to not meeting the survey criteria (Table 1). Among these responses, 108 individuals are female and 30 are male, resulting in 80% female and 20% male representation.

**Table I: Sociodemographic Sample - Gender**

Gender	n	%
Female	108	80 %
Male	39	20 %
Total	224	100%

Source: Own Elaboration

Regarding the age of the respondents, it is evident that the age group with the highest representation is 18-25 years, with 71.1% of responses (Table 2). This value decreases as age increases; thus, the age group of 26-35 years accounted for 13.3%, the 36-45 years group for 8.1%, and finally, those over 45 years represented 6.7%. The smallest percentage was 0.7% for those under 18, who were unable to continue the questionnaire.

**Table II: Sociodemographic Sample - Age**

Age	n	%
<18	1	0.7
18-25	96	71.1
26-35	18	13.3
35-45	11	8.1
>45	9	6.7
Total	135	100%

Source: Own Elaboration

Most respondents are from Portugal, as we can see from the large percentage of responses 94.8%. The remaining percentage is distributed among Angola with 3%, São Tomé and

Príncipe with 1.5%, and finally Brazil with 0.7% (Table 3). No responses were received from the following countries of origin: Mozambique, Guinea-Bissau, East Timor, Equatorial Guinea, Macau, and Cape Verde

**Table III: Sociodemographic Sample - Country of Origin**

Country of Origin	n	%
Portugal	128	94,8%
Angola	4	3%
Brazil	1	0.7%
São Tomé e Príncipe	2	1.5%
Total	135	100%

*Source: Own Elaboration*

### 3.2. Procedure

The interview was conducted via the Zoom platform, with meetings scheduled two weeks in advance with the respective participants to ensure all interviews were completed within a two-week timeframe, aiming for a fast and efficient process. All the interviewees signed a confidentiality document regarding their identity and answers.

The data were collected through a questionnaire, which included a mandatory item providing information about informed consent. This item clarified that participants were voluntarily taking part in the study, understood the research objectives, and could discontinue their involvement at any time or ask questions related to the study. If a participant disagreed with the terms, the questionnaire would end at that point.

The questionnaire was distributed via a link shared with family members and friends, with the objective of having them respond and further share it with their own family and friends to gather the maximum number of responses. It was also shared on Instagram and Facebook to increase the reach of respondents.

The questionnaire was available for responses for a period of 5 days, and 224 responses were obtained. These responses were collected using Google Forms.

### 3.3. Instruments

To address the questions that initiated this study, it was necessary to analyze how digital influencers use different strategies to encourage purchasing and to understand from the public whether these strategies indeed influence them to consider or purchase a particular

product. For this purpose, an interview and a questionnaire were conducted, both designed based on a construct table, developed through the literature review, with constructs that have already been validated by existing studies. The following Table 4 presents the variables that will be used and the respective studies from which they were drawn.

**Table IV: A Summarized Literature Review of OS SMEs, R&D, and I4.0**

<b>Variable Name</b>	<b>Items</b>	<b>Author and Date</b>
Trust	Correctly transmitted message, promotion through competence	Halim et al., 2020
Safety	Feeling of safety, greater security compared to another platform	Halim et al., 2020
Information Quality	Transmission of complete information, in a simple and clear manner, truthfully and appropriately	Halim et al., 2020
Entertainment	Pleasure, excitement, relaxation, and fun	Chen & Lin, 2018; De Vries et al., 2012; Leung, 2013; McQuail, 2010
Expertise	Making truthful statements in a specific area of knowledge; Understanding, experience, familiarity	Gass & Seiter, 2011; Chen & Lin, 2018; De Vries et al., 2012; Leung, 2013
Credibility	Reliability, honesty, trustworthiness, and sincerity	La Ferle & Choi, 2005; Spry et al., 2011; Wang et al., 2017
Purchase Intention	Collecting information, evaluating alternatives, making decisions, and willingness to purchase	Halim et al., 2020

*Source: Own Elaboration*

### **3.3.1. Interview**

In the initial phase of the study, the aim is to understand and analyse the most used strategies by digital influencers. To achieve this, interviews were conducted with five digital influencers represented by Companhia das Soluções, where they were directly asked about the strategies, they use on their Instagram accounts and whether the previously identified variables are part of their strategies. These interviews were conducted via Zoom over a two-week period, at times that best suited each influencer's schedule.

### **3.3.2. Questionnaire**

The second phase involves applying a questionnaire that follows the presented variables and conceptual model. It questions each item constituting each variable to verify whether each variable positively influences the life of the Instagram user.

Credibility is defined by the following items: reliability, honesty, trustworthiness, and sincerity (La Ferle & Choi, 2005; Spry et al., 2011; Wang et al., 2017). Trust is assessed by ensuring that the message is conveyed correctly, and that the product is promoted through competence (Halim et al., 2020). Security involves the feeling of safety on the Instagram platform, suggesting that purchasing through this medium is safer compared to other social networks (Halim et al., 2020). Information quality is evaluated by the delivery of complete, simple, and clear information that is also true and appropriate (Halim et al., 2020).

Regarding entertainment, four items are used to assess this variable: the entertainment the content makes me feel, the light and fun nature of the information, whether the information bores me, and finally, whether the aesthetics entertain me (Chen & Lin, 2018; De Vries et al., 2012; Leung, 2013). Experience is measured by the knowledge of the advertised product, as well as the familiarity and use of it (Gass & Seiter, 2011).

Lastly, the variable of purchase intention includes factors indicating that Instagram users have a purchase intention, such as gathering information, evaluating alternatives, making decisions, and the desire to buy (Halim et al., 2020).

The items that form the questionnaire were translated and adapted into Portuguese.

The following analysis examines the psychometric properties of the questionnaire, including its content validity and reliability.

To determine if the items proposed by the authors maintain the same structure, principal components factor analysis with varimax rotation was conducted (Table 5).

**Table V: Exploratory Factor Analysis**

<b>Variables and Items</b>	<b>Factor Loading</b>	<b>Extracted Variance %</b>	<b>Alpha</b>
<b>Credibility</b>			
I think influencers, in general, are honest.	.883		
I think influencers, in general, are trustworthy.	.883	20,791	.934
I think influencers, in general, are reliable.	.880		
I think influencers, in general, are sincere.	.861		
I think influencers, in general, are dependable.	.688		
<b>Entertainment</b>			
The aesthetics and content of the digital influencers' posts keep me entertained.	0.828	18.995	.907
The information that the digital influencer conveys is pleasing to me.	0.824		



<b>Variables and Items</b>	<b>Factor Loading</b>	<b>Extracted Variance %</b>	<b>Alpha</b>
The information that the influencer conveys relaxes me.	0.792		
The information that the influencer conveys is light and fun for me.	0.782		
I am entertained by the information the influencer conveys.	0.738		
<b>Information Quality (IQ)</b>			
The digital influencer conveys complete information about the product.	0.708		
The digital influencer promotes the product through their competence.	0.665		
I consider that the influencer is familiar with the product, and this pleases me.	0.583		
I believe that the influencer knows the product when advertising it, and this pleases me.	0.573	13.728	0.868
The digital influencer conveys information in an easy and clear manner.	0.547		
The digital influencer transmits the message correctly.	0.530		
The digital influencer conveys truthful and appropriate information to me.	0.520		
<b>Experience</b>			
I trust a digital influencer more when I perceive that they are familiar with and use the product.	0.897		
I trust a digital influencer more who makes truthful statements about the product.	0.839	9.923	0.881
<b>Purchase Intention</b>			
I will buy a product recommended by a digital influencer I value the next time I need a similar product.	0.788		
After a digital influencer communicates a certain product, I decide to buy it.	0.736	9.060	0.714
After a digital influencer communicates a certain product, I feel like buying it.	0.671		

*Source: Own Elaboration*

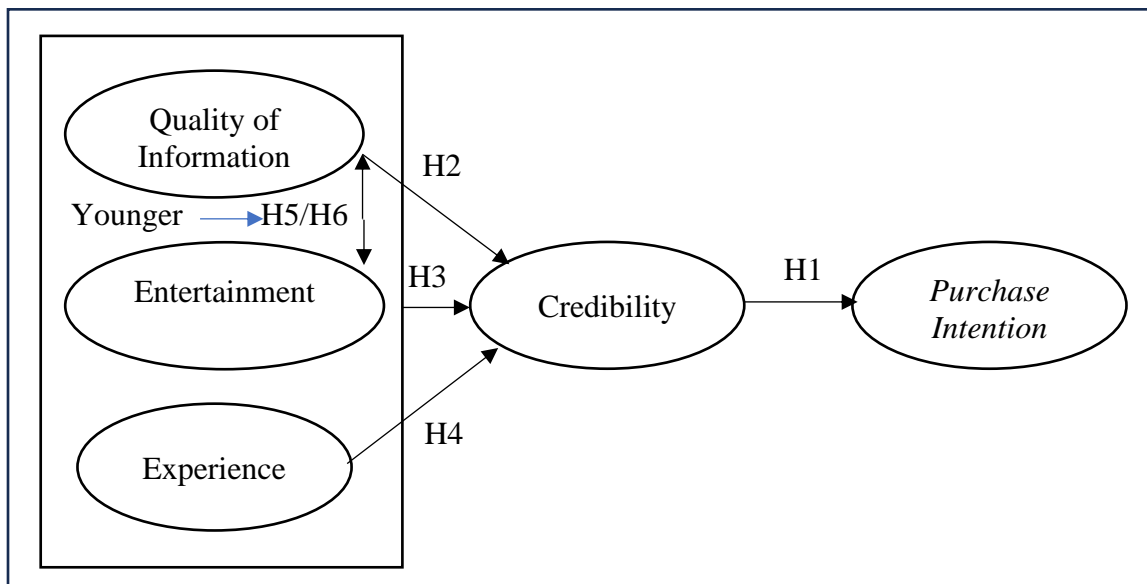
To analyze the underlying relationships between variables and identify new sets to achieve greater consistency in analysis, the Kaiser-Meyer-Olkin (KMO) test was also performed. This test is based on the chi-square statistical distribution and helps determine whether the correlations in the matrix differ from zero (Marôco, 2011). The KMO values show the proportion of variance that the items share among themselves. For interpretation of KMO indices, values below 0.5 are considered unacceptable; values between 0.5 and 0.7 are considered mediocre; values between 0.7 and 0.8 are considered good; and values above 0.8 and 0.9 are considered excellent and outstanding, respectively.

The results showed a KMO of 0.891, considered excellent for proceeding with the analysis. It can be observed that the KMO for each variable is above 0.7, which verifies their inclusion for continued analysis. A varimax rotation was conducted as this technique quickly generates a simple structure and indicates the correlation between the variables (Aponte-Soto, Vélez-Pastrana, Martínez-Taboas, & Gonzalez, 2014). Through this

rotation, five factors were suggested with a cumulative variance percentage of 72.497%. To bring this variance closer to 100%, variables with a KMO lower than 0.7, such as trust and security, were excluded from subsequent analyses. Thus, the variables proceeding to analysis are information quality, entertainment, experience, credibility, and purchase intention.

Based on the factorial analysis, the items related to Trust and Security lost significance within their respective dimensions, leading to the exclusion of these dimensions from the main study. As a result, two initial hypotheses were discarded, reducing the total number of hypotheses (Figure 2).

**Figure 2: Research Model**



Source: Own Elaboration

The following hypotheses are thus proposed:

- H1 - The credibility of the digital influencer positively affects purchase intention.
- H2 - The quality of information positively affects the credibility of the digital influencer.
- H3 - Entertainment positively affects the credibility of the digital influencer.
- H4 - Experience positively affects credibility.
- H5 - Younger individuals show greater concern with entertainment than older individuals.
- H6 - Younger individuals show greater concern with the quality of information than older individuals.

## 4. Results

### 4.1. Analysis of the Interviews

To analyse the responses given by digital influencers and to connect them to the ongoing study, the following tables were created. Table 6 present the variables under study and the recording units from the interviews that relate to each variable, with the aim of verifying the importance of that variable for the influencer in the act of impacting their followers.

**Table VI: Content Analysis**

<b>Category</b>	<b>Recording Unit</b>	<b>Concept Definition</b>
Credibility	"Show consistency"	To achieve credibility, it is necessary to be consistent, persistent, dedicated, and empathetic with followers.
	"Post regularly"	
	"Above all, with a lot of persistence and dedication"	
	"Create some kind of empathy"	
<b>Category</b>	<b>Recording Unit</b>	<b>Concept Definition</b>
Information Quality	"The strategy I use the most is naturalness and truthfulness"	To achieve Information Quality (IQ), it is necessary to convey truth, build trust, speak with authority, and be selective about what is communicated.
	"It doesn't make sense to share something with my followers that isn't true"	
	"Trust earned through this truth"	
	"Trust and truth"	
	"Trust is the foundation of all human relationships; when trust fails, everything else fails."	
	"There must be a solid foundation based on trust"	
	"Trust is a fundamental pillar in the influencer-follower relationship"	
	"Yes, trust, credibility, and reality"	
	"Trust - yes, key point. The most important of all."	
	"Convey a credible image by having authority"	
"I always try to be as selective as possible"		
<b>Category</b>	<b>Recording Unit</b>	<b>Concept Definition</b>
Entertainment	"Images must meet a minimum quality standard, they must be appealing and provoke some emotion"	Entertainment is derived from the quality of the publication, whether it is appealing, spontaneous, aspirational, impactful, or playful.
	"In a positive and spontaneous way"	
	"Even though we have to be aspirational"	
	"Often seeks inspiration"	
	"Hence the importance of making an impact on the audience"	
	"I try to do it in a playful manner"	

<i>Category</i>	<i>Recording Unit</i>	<i>Concept Definition</i>
<b>Category</b>	<b>Recording Unit</b>	<b>Concept Definition</b>
Experience	"The strategy I use the most is naturalness and truthfulness"	Experience is observed in the natural way the influencer conveys the content, as well as through their notoriety, professionalism, and seriousness.
	"Show myself as naturally as possible, my reality, my daily life."	
	"I try to be as natural as possible; I believe that to generate sales, the content must be as real and organic as possible."	
	"Associate values of notoriety between myself and the brand"	
	"Demonstrate professionalism and seriousness"	
	"From the moment we professionalize social media, we aim to offer these experiences"	

*Source: Own Elaboration*

In this table, we can verify the units of registration stated by the interviewed digital influencers, which, considering the context and the questions asked, we can confirm are aligned with the use of the variables described in the categories section. From the definitions of the various variables already present in this document, it is noticeable from the context of the interviews that the highlighted words were mentioned as synonyms for the variables under analysis, thus complementing the research.

We can confirm the variable of credibility when influencers work on creating and maintaining their relationship with followers in a regular, coherent, and empathetic manner. The quality of information is affirmed through the influencers' statements expressing that they work with honesty and that their content conveys trust to their followers, reinforcing the influencer-follower connection. Entertainment is characterized by its emotional and appealing nature, as well as the aspirational content created by digital influencers. These are the characteristics evaluated by them based on their audience's reaction, which entertains them the most. Lastly, we observe that the experience variable is perceived through the professionalism and naturalness that influencers display in communicating with their audience, creating a sense of notoriety.

## **4.2. Descriptive Statistics**

### **4.2.1. Influence Strategies**

Table 7 presents the descriptive statistics regarding the strategies that digital influencers most use to encourage purchases. It is noted that the most scored strategies are Experience

( $M=4.12$ ;  $SD= .88$ ) and Entertainment ( $M=3.78$ ;  $SD= .76$ ). The least scored strategy, although above the average value, is Credibility ( $M=3.12$ ;  $SD= .89$ ).

**Table VII: Descriptive Statistics on Influence Strategies**

	N	Minimum	Maximum	Mean	Std. Deviation
Experience	135	1,00	5,00	4,11	.88
Entertainment	135	1,00	5,00	3,78	.75
Information Quality	135	1,00	5,00	3,37	.73
Credibility	135	1,00	5,00	3,12	.88

Source: Own Elaboration

#### 4.2.2. Purchase Intention

Table 8 presents the descriptive statistics regarding the strategies that digital influencers most use to encourage purchases, specifically focusing on the strategy of purchase intention. We can understand that the purchase intention is slightly above average ( $M=3.15$ ;  $SD= .81$ ).

**Table VIII: Descriptive Statistics on Purchase Intention**

	N	Minimum	Maximum	Mean	Std. Deviation
Purchase Intention	135	1,00	5,00	3,15	.81

Source: Own Elaboration

### 4.3. Inferential Statistics

#### 4.3.1. Relationships between Influence Strategies and Purchase Intention

Table 9 presents the correlations between the Influence Strategies that digital influencers use and the purchase intention. It is observed that there is a positive and statistically significant correlation between all variables. The highest value is found between Information Quality and Entertainment ( $r=.63$ ;  $sig<.001$ ). It is also noted that all strategies relate to purchase intention, with Information Quality showing the highest value ( $r=.45$ ;  $sig<.001$ ).

**Table IX: Correlations**

	1	2	3	4	5
1- Information Quality	1				
2- Entertainment	,633**	1			
3- Experience	,472**	,454**	1		
4- Credibility	,649**	,397**	,349**	1	
5- Purchase Intention	,453**	,423**	,349**	,411**	1

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

Source: Own Elaboration

**4.3.2. Comparison of Means**

**4.3.2.1. Gender Expression**

Table 10 presents the comparison of means by gender in relation to the variables under analysis. It was analysed that the male gender places a higher value on Information Quality (M=3.83; SD=.81) and Credibility (M=3.51; SD=.80) when compared to the female gender. No statistically significant differences between genders were found for Entertainment and Purchase Intention.

**Table X: Comparison of Means – Gender Expression**

	Género	N	Mean	Std. Deviation	T-Test	Sig
Information Quality	Female	108	3,23	,650	-395	.002
	Man	25	3,83	,809		
Entertainment	Female	108	3,80	,721	,678	.558
	Man	25	3,68	,896		
Experience	Female	108	4,02	,902	,096	.000
	Man	25	4,58	,623		
Credibility	Female	108	3,05	,866	-2,38	.017
	Man	25	3,51	,802		
Purchase Intention	Female	108	3,16	,792	,096	.924
	Man	25	3,14	,799		

Source: Own Elaboration

**4.3.2.2. Age**

Table 11 presents the comparison of various age groups and the variables under study to understand if certain age groups prioritize specific variables. Considering the results, we can see a significant discrepancy in the Information Quality variable, with the 26-35 age group (M=3.53; SD=.94) and the 36-45 age group (M=2.76; SD=.84). In other words, the 26-35 age group places a higher priority on Information Quality compared to the 36-45 age group, which is the one that prioritizes this variable the least. In terms of

Entertainment, the same situation occurs: the 26-35 age group values Entertainment the most (M=4.1; SD=.86), while the age group that values this variable the least is the 36-45 age group (M=3.16; SD=.98)

**Table XI: Comparison of Means – Age**

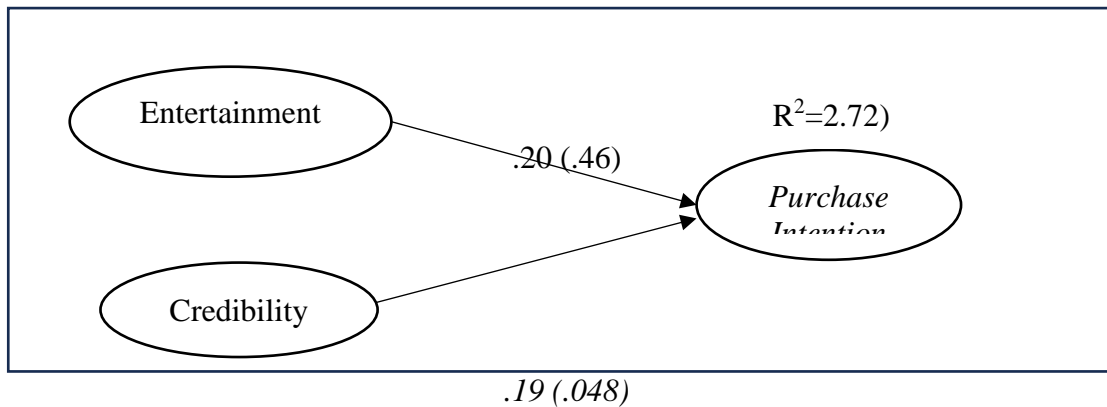
		N	Mean	Std. Deviation	Z	Diferenças
Information Quality	18-25	96	3,38	,661	3.35	26-35>36-45
	26-35	18	3,53	,940		
	36-45	11	2,76	,843		
	>45	9	3,09	,562		
	Total	134	3,33	,732		
Entertainment	18-25	96	3,81	,687	3,87	26-35>36-45
	26-35	18	4,10	,860		
	36-45	11	3,16	,983		
	>45	9	3,68	,520		
	Total	134	3,79	,753		
Experience	18-25	96	3,12	,799	.330	
	26-35	18	3,31	,745		
	36-45	11	3,18	,947		
	>45	9	3,03	,963		
	Total	134	3,15	,809		
Credibility	18-25	96	3,14	,847	.642	
	26-35	18	3,30	1,117		
	36-45	11	2,98	,940		
	>45	9	2,84	,691		
	Total	134	3,13	,882		
Purchase Intention	18-25	96	3,12	,799	.330	
	26-35	18	3,31	,745		
	36-45	11	3,18	,947		
	>45	9	3,03	,963		
	Total	134	3,15	,809		

Source: Own Elaboration

**4.3.3. Regressions**

Figure 3 demonstrates a measurement model with two independent constructs, entertainment and credibility, and one dependent construct, purchase intention. The multiple linear regression aims to analyze the impact that the independent variables have on the dependent variable. The figure presents the Beta coefficients and their respective significance levels, as well as how these factors relate to the explained variance ( $r^2 = 2.72$ ).

**Figure 3: Regression**



Source: Own Elaboration

It has been observed that the variables significantly impacting purchase intention are entertainment ( $\beta = .20, p < .05$ ) and credibility ( $\beta = .19, p < .05$ ). Table 12 shows which hypotheses were accepted and rejected and aims to illustrate that the results of the adjustment to the initially proposed model were advantageous.

**Table XII: Hypotheses**

Hypotheses	Beta Coefficient	Sig	Result
<b>H1:</b> The credibility of the digital influencer positively affects the purchase intention.	0,197	0,48	Accepted
<b>H2:</b> The quality of information positively affects the credibility of the influencer.	0,140	0,241	Rejected
<b>H3:</b> Entertainment positively affects the credibility of the digital influencer.	0,200	0,46	Accepted
<b>H4:</b> Experience positively affects credibility.	0,123	0,161	Rejected
<b>H5:</b> Younger individuals show a greater concern for entertainment than older individuals.	3.87	0,13	Accepted
<b>H6:</b> Younger individuals show a greater concern for information quality than older individuals.	3.35	0,050	Accepted

Source: Own Elaboration

Based on Table 12, we understand that six of the eight proposed hypotheses were accepted. Specifically, credibility affects purchase intention ( $b = 0.197; Sig = 0.48$ ), and entertainment also affects purchase intention ( $b = 0.200; Sig = 0.46$ ). In addition to these, we also found that age affect perceptions across different groups. That is, we understand that generations under and including the age group of 26-35 are more concerned with entertainment ( $Z = 3.77; Sig = 0.13$ ) and with the quality of information ( $Z = 3.35; Sig = 0.50$ ).



## 5. Discussion and Conclusion

This research contributes both theoretically and practically to the analysis of purchase intention on Instagram as influenced by digital influencers. Six of the eight hypotheses studied were accepted, aiming to explain the characteristics that users prioritize in a digital influencer in order to be influenced and to answer the question, "What strategies do digital influencers most use to encourage purchases among Instagram users in the lifestyle sector?" The results affirm the validity of each scale and analysis, thereby confirming their accuracy.

This study verifies that the credibility variables, previously validated by authors La Ferle & Choi in 2005 for the first time, and entertainment, validated by author McQuail in 2010, are the variables most related to purchase intention. Thus, we confirm that reliability, honesty, dependability, and sincerity—items that define credibility—affect purchase intention, as defended by Wang et al. (2017). Similarly, we confirm that pleasure, emotion, relaxation, and fun, covered by entertainment, influence purchase intention, as confirmed by Chen & Lin (2018).

Through the collection of sociodemographic data, we also concluded that certain circumstances lead specific users to be more receptive to certain variables, as confirmed by the variance in gender and age.

This study provides significant findings for the world of digital influence, as it is possible to understand which published content most encourages purchases among Instagram users, as well as which characteristics they should focus on to achieve greater engagement with their content. It will be possible to confirm or invalidate the strategies collected through interviews with digital influencers as a way to achieve the most successful strategies.

With the adjustments made throughout the project and the analysis of all variables, we were able to confirm the relationship of the studied variables with purchase intention.

It is possible to confirm that there is already a wealth of analyses and studies in the literature regarding digital influencers and the variables that lead to greater success in influencing their followers to purchase certain products. However, as this is a relatively recent area of study that is constantly evolving, the objective of this study was to conclude which characteristics currently have the most impact on influencing Instagram users and to update this topic. It is expected that the results of this analysis will benefit (i) digital

influencers aiming to achieve the highest number of sales with their sponsored content, (ii) brands looking to adjust their strategies when activating content from specific digital influencers aimed at generating sales, and (iii) filling gaps in the literature on this topic.

With this study, it is possible to suggest that influencers develop their content to convey credibility and focus on entertaining their niche, while also considering age and gender factors they wish to impact, in addition to the variables, the quality of information.

In summary, this research concludes that Instagram users value the credibility that a particular digital influencer conveys, a characteristic achieved through all the analyzed variables (Quality of Information, Trust, Safety, Experience, and Entertainment), and that entertainment also stands out by influencing purchase intention, justified by the fact that currently, a particular digital influencer is only followed if they entertain and create value in the message they convey to their followers.

### ***Limitations***

Like any research, it is important to acknowledge that the present study has some limitations. These limitations will be outlined below, along with suggestions for future research questions.

A primary limitation is the inability to generalize the conclusions of this study due to the convenience sample used, as it analyzed a niche concerning influencers, specifically those within the lifestyle niche, all of whom are represented by the agency Companhia das Soluções. Additionally, a convenience niche was used when collecting responses for the questionnaire. In future investigations, it would be interesting to broaden the scope of data collection.

### ***Expected contribution***

This study highlights significant contributions both theoretically and practically, particularly in the field of digital marketing and the influence of digital influencers within the lifestyle sector. Theoretically, it deepens the understanding of the variables that most impact purchase intention among Instagram users, with a focus on credibility and entertainment. The research reinforces the importance of reliability, honesty, and sincerity of influencers, confirming the correlation of these traits with purchase intention, as highlighted by previous studies. Furthermore, entertainment, as an emotional and engaging factor, also proved to be a strong determinant of purchase intention, expanding knowledge about the role of intrinsic and aesthetic value in online consumer behavior.

On a practical level, the findings provide clear guidelines for both influencers and brands. Influencers can use these insights to develop more effective content strategies that promote not only credibility but also an entertaining approach that captivates their audience and increases the likelihood of sales conversion. Likewise, brands can adjust their influencer activation strategies by prioritizing those who demonstrate these qualities, ensuring a higher return on investment in influencer marketing campaigns. The study also offers valuable insights for companies to tailor their campaigns to the sociodemographic characteristics of the target audience, such as age and gender, contributing to more targeted and effective marketing.

Finally, the research fills gaps in the existing literature by addressing the continuous evolution of digital influencer marketing, providing an updated reference on the strategies that most impact purchase intention among social media users, particularly in the lifestyle sector.

## References

- Arli, D. (2017). Does social media matter? Investigating the effect of social media features on consumer attitudes. *Journal of Promotion Management*, 23(4), 521–539. <https://doi.org/10.1080/10496491.2017.1297974>
- Aponte-Soto, M. R., Vélez-Pastrana, M., Martínez-Taboas, A., & Gonzalez, R. (2014). Psychometric properties of the Cambridge depersonalization scale in Puerto Rico. *Journal of Trauma & Dissociation*, 15, 348–363.
- Barnes, K. (2006). *Exercising influence workbook: A self-study guide*. Wiley.
- Baptista Ferreira, G. (2018). *Sociologia dos novos media* (Tese de investigação publicada). Covilhã: Universidade da Beira Interior. [https://labcom-ifp.ubi.pt/ficheiros/201809251220201805\\_transformacoessociaisnm\\_gbferreira.pdf](https://labcom-ifp.ubi.pt/ficheiros/201809251220201805_transformacoessociaisnm_gbferreira.pdf)
- Barreiro, T., Dinis, G., & Breda, Z. (2019). Marketing de influência e influenciadores digitais: Aplicação do conceito pelas DMO em Portugal. *Marketing & Tourism Review*, 4(1), 4. <https://revistas.face.ufmg.br/index.php/mtr/article/view/5702>
- Bittar, E. C. B. (2018). A teoria do direito, a era digital e o pós-humano: O novo estatuto do corpo sob um regime tecnológico e a emergência do sujeito pós-humano de direito. *Direito e Praxis*, 10(2), 933-961. <https://www.e-publicacoes.uerj.br/index.php/revistaceaju/article/view/33522>
- Chakraborty, U., & Bhat, S. (2018). The effects of credible online reviews on brand equity dimensions and its consequence on consumer behavior. *Journal of Promotion Management*, 24(1), 57–82. <https://doi.org/10.1080/10496491.2017.1346541>
- Chen, C. C., & Lin, Y. C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293-303. <https://doi.org/10.1016/j.tele.2017.12.003>
- Halim, R. E., Wardaya, P. A., Rianto, A., & Hebrard, M. (2020). The impact of marketing influencer and information quality on the purchase intention of Instagram users. In *2020 International Conference on Information Management and Technology (ICIMTech)* (pp. 79-799). <https://doi.org/10.1109/ICIMTech50083.2020.9211167>

- Eze, S. C., Chinedu-Eze, V. C., Awa, H. O., & Alharthi, R. H. E. (2021). Factors stimulating value micro-businesses attribute to digital marketing technology (DMT) adoption. *PLoS ONE*, 16(12), e0260145. <https://doi.org/10.1371/journal.pone.0260145>
- Gass, R., & Seiter, J. (2011). *Persuasion, social influence and compliance gaining* (4th ed.). Pearson.
- Ghisleni, T., & Lima, H. (2019). Era pós-digital: Atração de clientes com estratégias de marketing na ambiência da internet. *Revista Comunicologia*, 12(2), 79-104. <https://portalrevistas.ucb.br/index.php/RCEUCB>
- Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the new era of influencer marketing: How to be successful on Instagram, TikTok, & Co. *California Management Review*, 63(1), 5-25. <https://doi.org/10.1177/0008125620958166>
- Hazari, S., & Sethna, B. N. (2022). A Comparison of Lifestyle Marketing and Brand Influencer Advertising for Generation Z Instagram Users. *Journal of Promotion Management*, 29(4), 491-534. <https://doi.org/10.1080/10496491.2022.2163033>
- Munawar. (2018). Influencer marketing on Instagram for high-street fashion brands and the purchase intention. *Online*. Retrieved December 13, 2019, from <https://pdfs.semanticscholar.org/1bdc/92289a2b74fd94305e5d9f7820dc2155db49.pdf>
- Kotler, P. (2000). *Marketing management: The millennium edition*. Prentice Hall.
- Kumar, A. (2011). Celebrity endorsements and its impact on consumer buying behaviour. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.1802531>
- Kumar, S., Spais, G. S., Kumar, D., & Sureka, R. (2020). A bibliometric history of the Journal of Promotion Management (1992-2019). *Journal of Promotion Management*, 26(1), 97-120. <https://doi.org/10.1080/10496491.2019.1685622>
- Marôco, J. (2011). *Análise estatística com o SPSS Statistics*. ReportNumber, Lda.
- Novais de Paula, A., Zeferino, A., Carvalho, F., Gouveia, M., Fautino, P., & Coutinho, V. (2019). Redes sociais. In Virgínia Coutinho (Ed.), *Marketing digital para empresas* (2nd ed., pp. 200-262). Perfil Criativo.
- Baranow, R. (2019). The impact of influencer marketing in the fitness industry on consumers' trust (Skripsi S1). Vienna University.
- Saad Corrêa, E. (2005). Comunicação digital: Uma questão de estratégia e de relacionamento com os públicos. *Organicom*, 2(3), 97-111. <http://www.revistas.usp.br/organicom/article/view/138900>
- Saima, & Khan, M. A. (2021). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of Promotion Management*, 27(4), 503-523. <https://doi.org/10.1080/10496491.2020.1851847>
- Stepaniuk, K., & Jarosz, K. (2021). Persuasive linguistic tricks in social media marketing communication—the memetic approach. *PLoS ONE*, 16(7), e0253983. <https://doi.org/10.1371/journal.pone.0253983>
- Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of brand awareness on consumers' purchase intention. *Journal of Accounting & Marketing*, 06(01), 1-4. <https://doi.org/10.4172/2168-9601.1000223>.
- Tricomi, P. P., Chilese, M., Conti, M., & Sadeghi, A. R. (2023, April). Follow us and become famous! insights and guidelines from instagram engagement mechanisms. In *Proceedings of the 15th ACM Web Science Conference 2023* (pp. 346-356).