



THE IMPACT OF INFLUENCER MARKETING ON FEMALE CONSUMERS' ONLINE IMPULSE BUYING INTENTIONS¹

Senay DEMİR², Duygu GÜR³

Abstract

Digital media provides broad access to information, but assessing the reliability and quality of sources has become increasingly difficult. This affects consumer trust and purchasing behavior. Brands cooperate with influencers with high influence and number of followers on social media to influence consumers' purchasing decisions. This study examines the impact of influencer marketing on the online impulse buying intention of female consumers. A survey was conducted with 381 women who follow influencers promoting cosmetics and shop online. Data analyzed via SPSS 20.0 showed that influencer credibility and brand-influencer compatibility influence attitudes toward influencer ads, which in turn positively affect online impulse buying intention.

Keywords: Source Credibility, Influencer Marketing, Consumer Behavior, Social Media Marketing, Online Impulse Buying

JEL Classification: M30, M31, M37

FENOMEN PAZARLAMASININ KADIN TÜKETİCİLERİN ÇEVİRİMİÇİ ANLIK SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİSİ

Öz

Dijital medya, bilgiye geniş erişim olanakları sunmasına karşın, bu bilgilerin kaynağının güvenilirliğini ve niteliğini değerlendirme süreci karmaşık hale gelmiştir. Bu durum, tüketici güveni ve satın alma davranışları üzerinde belirleyici bir rol oynamaktadır. Günümüzde markalar, tüketici davranışlarını yönlendirmek amacıyla sosyal medyada yüksek etkiye sahip influencer'larla iş birliği yapmaktadır. Bu çalışma, influencer pazarlamasının kadın tüketicilerin çevrimiçi dürtüsel satın alma niyeti üzerindeki etkisini incelemektedir. Araştırma, kozmetik ürün tanıtımı yapan influencer'ları takip eden ve çevrimiçi alışveriş gerçekleştiren 381 kadın katılımcı ile yürütülmüş; elde edilen veriler SPSS 20.0 programı ile analiz edilmiştir. Bulgular, influencer'ın kaynak güvenilirliği ile marka-influencer uyumunun influencer reklamlarına yönelik tutumu anlamlı şekilde etkilediğini, bu tutumun ise çevrimiçi dürtüsel satın alma niyeti üzerinde pozitif yönde etkili olduğunu ortaya koymuştur.

Anahtar Kelimeler: Kaynak Güvenilirliği, Fenomen Pazarlaması, Tüketici Davranışı, Sosyal Medya Pazarlaması, Çevrimiçi Anlık Satın Alma

JEL Sınıflandırması: M30, M31, M37

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² Independent Researcher, Çağ University, senaydemir@cag.edu.tr, ORCID: 0009-0008-8919-6017

³ Assis. Prof. Dr. Çağ University, duygugur@cag.edu.tr, ORCID: 0000-0001-8000-1430

1. Introduction

With more than five billion users globally in 2024 and predicted to reach six billion by 2028, social media has grown at an exponential rate (Statista, 2024). Social media influencers are becoming major players in influencing consumer behavior because of this enormous user base, which has greatly increased their impact (Lim et.al, 2017). As the use of the Internet has become widespread globally, new marketing strategies have emerged. One of these is "Influencer marketing". The American Marketing Association defines influencer marketing as a form of marketing activities that identifies and targets individuals who have impact on potential buyers and drive a brand's message to larger audiences. In recent years, brands have increasingly partnered with social media influencers to promote their products and services, aiming to boost brand awareness among specific target audiences (Claude et. al, 2018).

Social media influencers are people who actively use social media accounts and are usually interested in a particular topic and provide new information (Ki et.al, 2020; Loeper et al., 2014). Consumers may be influenced by the comments, information, experiences and opinions of social media influencers with a high number of followers and may intend to purchase products or services in the market by obtaining information about them. The fact that influencers interact with their followers by producing and sharing content leads brands to cooperate more with influencers (Karataş, 2021). Social media influencers use products suitable for their lifestyle and share their evaluations on their social media accounts. As Munukka et al. (2016) point out, an influencer can encourage consumers to buy a product that they admire by evaluating it. They can also influence consumers' attitudes and behaviors by providing the most up-to-date information (Liu et al., 2015). Brands focus on selling their products and develop various strategies to encourage consumers to make impulsive purchases, even for items they do not need. At this point, social media influencers with high influence and number of followers can significantly impact purchasing decisions through the content they create on social platforms (Canöz et al., 2020).

The reason why the sample of the study was selected from female consumers is that women tend to avoid online impulse buying behavior for products or services. Female consumers are more likely to minimize all risks in the decision-making process, to think, make comparisons and exchange ideas with people they trust (Barletta, 2003). For this reason, it is considered that revealing the factors determining the online impulse buying tendencies of female consumers will contribute to marketing practices and literature. In this context, it is aimed to examine the effect of Influencer marketing on the online impulse buying intention of female consumers.

2. Literature Review

2.1. Influencer Marketing

Influencer marketing involves identifying and utilizing thought leaders who can influence potential buyers and take part in a brand's marketing activities through sponsored content (Scott, 2015). De Veirman et al. (2018) described social media influencers as individuals who have established a substantial follower base and are recognized as credible trendsetters within specific niches or areas of expertise. Consumers follow individuals on social media platforms who are experts in a particular subject or whom they believe to be knowledgeable, sincere and sincere, and consciously or unconsciously fall under the influence of influencer marketing (Coşkun, 2018). Influencer marketing is divided into two subcategories as paid and unpaid. In unpaid influencer marketing, the individual makes recommendations and shares while increasing their own audience, while in paid influencer marketing, marketing campaigns can be in the form of sponsorship, pre-publication advertising or reference messages and can take place at any point in the content (Sudha & Sheena, 2017).

Influencer marketing is defined as "direct co-selling" with the brand (Brown & Hayes, 2008). Platforms suitable for influencer marketing are fashion blogs, YouTube videos and Instagram

photos. Vodak et al. (2019) stated that for successful influencer marketing, influencers need to access the following information about their followers;

- When they are online most often,
- Platforms where followers are located,
- People and topics to communicate with,
- Activities with their followers.

Other factors that contribute to the success of influencer marketing are the instant and rapid creation of advertisements (Sudha & Sheena, 2017). Influencer marketing is a type of marketing that aims to use key leaders to communicate a brand's message to a larger market (Byrne et al., 2017:1). As Evans et al. (2017) state, Influencer marketing is a rapidly growing field due to its cost advantage over traditional advertising. It also targets a specific audience more directly.

2.2. Brand Influencer Fit

In today's increasingly competitive world, consumers are exposed to thousands of advertisements every day. Marketers try to attract attention by emphasizing the unique features of the product (Malik & Qureshi, 2016). Developments in communication technologies have made the internet an important platform for both individuals and brands (Uzunoğlu & Kip, 2014). Influencers with a high number of followers can create positive attitudes towards the product and the advertisement. However, the success of this effect depends on the product's fit with the influencer's brand image (Janssen et al., 2022). Lack of alignment can lead to confusion and negative attitudes (Charbonneau & Garland, 2010).

According to Fleck et al. (2012), two different types of variables determine the effectiveness of a celebrity ad. First, the consumer may process exposure to the ad in a holistic way, which may be based on influence. Thus, attractiveness (not necessarily related to the physical characteristics of the source) can lead a fan of a particular celebrity to view all brands endorsed by the celebrity favorably. Second, when the celebrity speaks favorably about a brand, the process can be highly analytical and based on cognitive inferences. The consumer exposed to the ad will try to understand why the celebrity endorses the brand. The expertise and/or credibility of the source in endorsing the brand can be used to assess the match between the celebrity and the brand, i.e. the fit. Thus, Fleck et al. (2012) suggested that an endorser is effective when it is compatible with the brand and also when the celebrity is admired or popular.

2.3. Source Credibility Model

Source credibility is the foundation of trustworthiness and is often used to describe the positive impact of the transmitted message on the receiver or transmitter (Ohanian, 1991). "Source credibility is a term commonly used to refer to the positive attributes of a communicator that influence the receiver's acceptance of a message" (Ohanian, 1990:41). Source credibility includes the dimensions of expertise, trustworthiness and attractiveness (McCracken, 1989; Ohanian, 1990). Expertise refers to the perceived ability of the source to know the subject matter; trustworthiness refers to the perceived honesty and credibility of the source; and attractiveness refers to the perceived familiarity and likability of the source (McCracken, 1989). Credibility involves a person's trust in the trustworthiness of a message sender. Source credibility is the foundation of trustworthiness and is often used to describe the positive impact of the message on the transmitter or receiver (Ohanian, 1991). Petty and Cacioppo (1986) argue that the degree of persuasiveness of a message depends largely on the credibility of the source.

Djafarova and Rushworth (2017) stated that the influence of social media influencers on expertise and purchase behavior is stronger than traditional celebrities. Source attractiveness takes into account the perceived social value of the source, including physical appearance, personality, social status or similarity to the buyer (McCroskey & McCain, 1974). Till & Busler

(2000) state that the use of a highly attractive source positively effects consumer purchase intentions and clearly demonstrate the "attractiveness" effect for brand attitude.

Ohanian's (1990) source credibility model consists of the dimensions of celebrity appeal, trustworthiness and expertise. Djafarova and Trafimenko (2019) added the online self-presentation dimension to this model. Online self-presentation refers to the way an individual presents or is perceived in the social environment and plays an important role in social media (Onurlu et al., 2021). Djafarova and Trafimenko (2019) and Güven and Köken (2022) emphasize the impact of this dimension on celebrity endorsement and consumers' purchase intentions. Han and Chen (2022) found that social media influencer following behavior strengthens the positive relationship between influencer source credibility and users' attitudes. Additionally, they revealed that the positive impact of these attitudes on Millennial social media users' intention to visit endorsed destinations is stronger for those who follow influencers compared to non-followers. The study by Onofrei et. al. (2022) examines how source credibility (trustworthiness, expertise, and attractiveness) and content factors influence social media interactions, purchase intention, and behavioral engagement. Using the Source Credibility Model, the authors found that higher perceived credibility of social media sources enhances user engagement and purchase intentions, with content quality acting as a key mediator in these relationships.

2.4. Consumers' Attitudes Towards Social Media Ads

Traditional advertisements are mostly geared towards providing factual information (Ekstrom & Gustafsson, 2012). Over time, however, advertisements have evolved from being merely a source of cognitive information to a source of promotion, entertainment and social guidance (Philip et al., 2018). The main purpose of advertisements is to shape consumers' attitudes and persuade them. Consumers' positive attitudes towards an idea or product can persuade them more easily and advertisements are used to strengthen these positive attitudes and change negative attitudes. Attitudes are an important variable for marketers and one of the main factors affecting consumers' final decisions (Çalikuşu, 2009). Attitudes towards social media advertising can be defined as consumers' liking or disliking such ads. The effectiveness of advertisements is largely determined by these attitudes (Mehta, 2000; Lee & Hong, 2016; Mukherjee & Banerjee, 2019).

In the last decade, advances in internet and communication technologies have led to the proliferation and use of social media platforms (El-Haddadeh et al., 2012). Observing the impact of social media on people's lives, companies have shifted their advertising to digital platforms such as social networking sites, blogs, email marketing, and website advertising, which are more cost-effective and efficient (Saxena & Khanna, 2013; Nikolinakou & Phua, 2020). This shift has accelerated the shift from traditional advertising to social media platforms and many commercial firms have started to allocate their advertising budgets to social media (Lee & Hong, 2016; Dwivedi et. al., 2021). Social media allows brands to interact with their customers directly, instantly and in a more personalized way. This allows companies to advertise effectively at lower costs and build one-to-one relationships with their customers (Kaplan & Haenlein, 2010).

2.5. Online Impulse Buying Purchases

With the development of technology and the internet, consumers' purchasing habits are also changing. The fact that the Internet has become a part of daily life shows that the interest in online activities has increased (Armağan & Temel, 2018). Among the main reasons why online shopping is preferred over traditional shopping are consumers' changing lifestyles and time constraints (Usta, 2006). Media elements in online shopping sites have a positive effect on consumers' unplanned online purchasing behavior (Adelaar et al., 2003; Parboteeah et al., 2009; Liu et al., 2013).

Online impulse purchases are impulsive purchases made without a specific purchase intention, and emotions and lack of cognitive control drive this behavior (Sharma et al., 2010). E-

commerce sites can trigger such behaviors with quality websites and comparison opportunities (Erdem et al., 2015; Fitri, 2018). Zou (2018) states website quality has a significant impact on online impulse purchases. Based on past experiences of online shopping, consumers' purchase intentions may increase or negative experiences may decrease these intentions (Shim & Drake, 1990; Shim et al., 2001). Factors such as online advertisements, limited-time offers and social media promotions are also factors that trigger impulse buying behavior (Xiang et al., 2016).

3. Method

This section includes information about the purpose, importance, population and sample (participants), model, hypotheses, data collection tools, methodology and findings of the study. In today's world where Influencer marketing is gaining momentum, it is evaluated that Influencer marketing activities may be important in the online impulse purchase intention of female consumers as an important consumer group. It is considered that revealing the factors determining the online impulse buying tendencies of female consumers will contribute to marketing practices and literature. In this context, it is aimed to examine the effect of Influencer marketing on the online impulse purchase intention of female consumers.

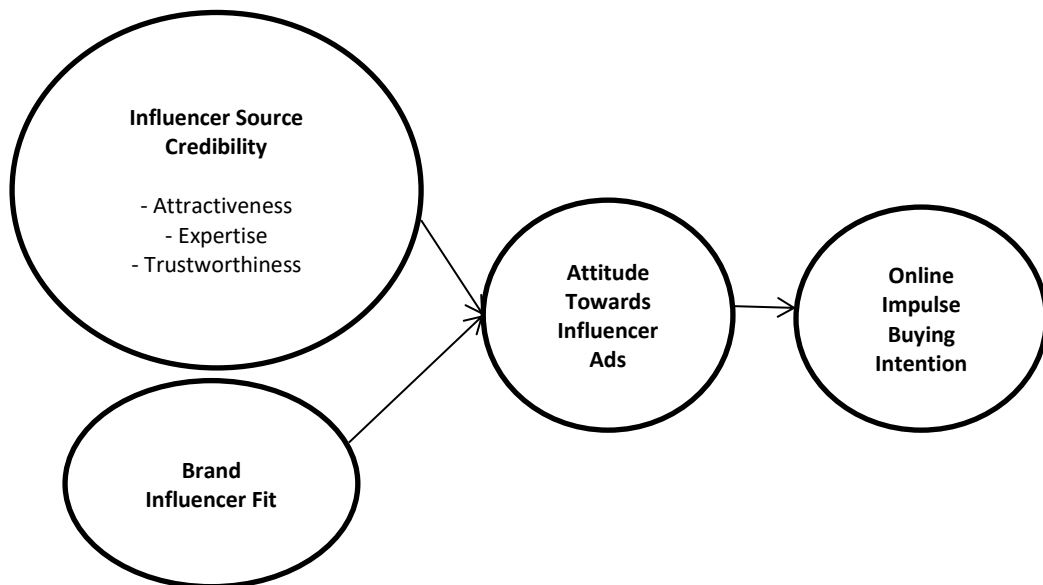
3.1. Population and Sample of the Study

The main mass of the study consists of female consumers who use social media platforms, follow influencers promoting cosmetic products and purchase products online, and the sample group consists of 381 Turkish female participants reached by convenience sampling from non-random sampling types.

3.2. Research Model and Hypotheses

Figure 1 shows the research model that presents the conceptual framework showing the research variables.

Figure 1: Research Model



The related hypotheses of the study are as follows:

- H1: The attractiveness of the Influencer positively affects the attitude towards the Influencer advertisement.
- H2: The expertise of the Influencer positively affects the attitude towards the Influencer advertisement.

H3: The trustworthiness of the Influencer positively affects the attitude towards the Influencer advertisement.

H4: Brand Influencer fit positively affects attitude towards Influencer advertising.

H5: Attitude towards Influencer advertising positively affects online impulse buying intention.

3.3. Data Collection

An online questionnaire form was used as the data collection tool of the study. A preliminary test was conducted from December 11 to December 15, 2023, including 30 volunteer female participants. In the pre-test the questions included specifying the influencer they like and follow the most in the field of cosmetics, clothing/fashion and technology. As a result of the answers given, the collaboration image of X Influencer determined in the field of cosmetics belonging to Y brand was added to the survey form. The online questionnaire form was applied to 56 volunteer participants and the second pre-test was conducted. After the second pre-test, the reliability analysis of the data was conducted, the statements that were not understood by the participants were revised and the final version of the questionnaire form was created. The reliability and validity of the scale were tested. The sample consisted of 381 female participants.

3.4. Questionnaire Form and Scales

The questionnaire consists of five sections. In the first section, demographic questions, in the second section, the Influencer Source Credibility scale developed by Ohanian (1990) and Djafarova & Trofimenko (2019) but used in Onurlu et al.'s (2021) study. The Brand Influencer Fit scale in the third section is taken from the studies of Fleck & Quester (2007), the Attitude towards Influencer Ads scale is taken from the studies of Yan et al. (2022), and in the fifth section, there are scale questions consisting of a total of 9 statements measuring online impulse buying behavior developed by Rook and Fisher (1995). Source Credibility and Online Impulse Buying scales are five-point Likert-type scales, while Brand Influencer Fit and Attitude Towards Influencer Ads scales are seven-point Likert-type scales. The scales used in the study, except for Source Credibility, were translated into Turkish from the original studies by applying the reversal method with the opinion of two academicians who are experts in their fields.

The reliability analysis of the scales yielded Cronbach's α coefficients of 0.96 for the brand-Influencer fit scale, 0.92 for the attitude towards Influencer ads scale, 0.93 for the attractiveness dimension, 0.97 for the Trustworthiness dimension, 0.95 for the expertise dimension, and 0.91 for the online impulse buying intention scale. According to Nunnally (1978), the reliability coefficient should be higher than 0.70 which in turn shows that the scales have sufficient. These results indicate that the scales used in the study are highly reliable and demonstrate sufficient consistency in measurement outcomes.

3.5. Data Analysis

SPSS 20.0 statistical package program was used to analyze the research data. Before conducting statistical tests, the dataset was examined, and it was found that some participants had missing scale data. As a result, the data of 20 participants were excluded, leaving 381 datasets for the analysis. Frequency, percentage, distribution, mean and standard deviation measures were used as descriptive statistical methods in the evaluation of the data. Whether the scales were suitable for normal distribution was decided by examining the kurtosis and skewness values. Since the kurtosis and skewness values of the scores obtained from the scales were between ± 1 , normal distribution was achieved (George & Mallery, 2010). Reliability and explanatory factor analyses were applied to test the validity and reliability of the scales. Regression analyses were used to test the hypotheses. In analyzing the data, $p < .05$ was taken as statistical significance (Kline, 2015).

4. Findings

4.1. Descriptive Statistics

The demographic characteristics of the respondents are presented in Table 1. The respondents were born between 1980-1999 (59.1%), had no children (55.6%), completed their undergraduate education (41.7%), single (51.2%) and students (28.7%). Participants' responses regarding their social media usage and the influencers they follow are analyzed in Table 2. Accordingly, it was determined that Instagram is the platform where the majority of the participants spend the most time (79.8%), the influencers they like mainly promote the clothing/fashion sector (37.8%), they buy the products recommended by social media influencers more than once (44.4%), and they most frequently buy clothing/fashion products (65.4%) in online channels. In addition, it was determined that the participants usually shop online once a month (34.4%).

Normality test was performed to determine whether the data followed a normal distribution. In this context the mean, standard deviation, kurtosis and skewness values were examined. The kurtosis and skewness values of the scales used in the study were found to be in the range of -1 and +1, and it was seen that the data showed a normal distribution. George and Mallery (2010) state that a kurtosis and skewness value between ± 1 is considered excellent for most psychometric tests, while a value between ± 2.0 is also acceptable.

Table 1: Distribution of Demographic Characteristics of Participants (n=381)

	Groups	Frequency (n)	Percentage (%)
Year of Birth	1965-1979	48	12,6
	1980-1999	225	59,1
	2000 and above	108	28,3
Number of Children	0	212	55,6
	1	76	19,9
	2 and above	93	24,4
Education Level	Primary education	4	1,0
	High School	49	12,9
	Associate Degree	74	19,4
	License	159	41,7
	Master's Degree	95	24,9
Marital Status	Married	186	48,8
	Single	195	51,2
Status/Occupation	Retired	11	2,9
	Housewife	30	7,9
	Own business	12	3,1
	Student	109	28,6
	Public Employee	108	28,3
	Private Sector Employee	82	21,5
	Not working	19	5,0
	Other	10	2,6
Total		381	100%

4.2. Factor Analysis

The scale data used in this study were subjected to factor analysis. Validity and reliability analyses were conducted on the Influencer source credibility scale as a four-dimensional structure. As a result of the exploratory factor analysis (EFA) applied in this context, the Kaiser-Meyer-Olkin (KMO) value of the Influencer source credibility scale was calculated as 0.967. A KMO criterion above 0.70 indicates that the sample size is sufficient for factor analysis (Kaiser, 1974). Therefore, it is accepted that the sample size is sufficient for factor analysis. The Chi-

square value calculated as a result of Bartlett's Sphericity test ($\chi^2=8607.884$; $p=0.000$) shows that factor analysis is appropriate for the variables.

After the relevant preconditions for factor analysis were met, principal component factor analysis with varimax rotation based on variance maximization was applied. As a result of this analysis, since some of the statements in the scale (BNL4, BNL8, BNL9, BNL11) were collected under two factors as overlapping, they were removed respectively and the analysis was repeated. As a result of the last analysis, BNL 7 and BNL5 were grouped under one dimension. Consequently, due to the requirement for a minimum of three statements per dimension for comprehensive analysis, the dimension containing only two statements was excluded based on consultation with experts. Following the factor analysis, the reliability and validity of the scale as three-dimensional were confirmed with the values presented in Table 2. The Influencer Source dependability scale yielded a three-dimensional structure by considering values with an eigenvalue exceeding 1 and factor loadings over 0.50.

These three factors explain 82.134% of the total variance. The total variance explained should be above 50% (Sürücü vd., 2021). In this context, 82% variance is sufficient for this study. According to the results of the factor analysis, the reliability of each dimension was determined by Cronbach's Alpha coefficient. In studies in social sciences, the Alpha coefficient is expected to be higher than 0.70 (Kline, 2009).

Table 2: EFA Results for the Source Credibility Scale

	Factor Loadings	Eigenvalue	Explained Variance %	Alpha Value
Factor 1: Attractiveness-RA				
KC1	0,700	4,704	26,132	0,93
KC2	0,840			
KC3	0,828			
KC4	0,809			
KC5	0,607			
KC6	0,724			
Factor 2: Trustworthiness -KG				
KC1	0,795	4,630	25,720	0,97
KC2	0,812			
KC3	0,801			
KC4	0,787			
KC10	0,715			
Factor 3:Expertise-RR				
KY1	0,706	5,508	30,601	0,95
KY2	0,785			
KY3	0,808			
KY4	0,769			
KY5	0,718			
KY6	0,777			
OBS1	0,740			
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin of Sampling Adequacy	0,967			
Barlett Sphericity Test				
Approximate Chi-Square Value	8607,884			
Degrees of Freedom	153			
Significance	0,000			

Note: Variance %: 82,13

As a result of the factor analysis performed on the brand Influencer fit scale, the KMO value was calculated as 0.732 and the Chi-square value ($\chi^2= 8607.884$; $p=0.000$) as a result of Bartlett's

Sphericity test. According to KMO and Bartlett's test results, it is understood that the data obtained are suitable for factor analysis. The three statements pertaining to the brand-influencer fit variable were consolidated into a single dimension, with no factor loadings below 0.50 identified. The validity and reliability evaluations of the scale as a one dimensional construct are detailed in Table 3. The overall explained variation was determined to be 93.313%.

Table 3: EFA Results for the Brand Influencer Fit Scale

	Factor Loadings	Eigenvalue	Explained Variance %	Alpha Value
MFU1	0,962	2,799	93,313	0,96
MFU2	0,982			
MFU3	0,954			
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin of Sampling Adequacy	0,732			
Barlett Sphericity Test				
Approximate Chi-Square Value	1444,513			
Degrees of Freedom	3			
Significance	0,000			
Note: Variance %: 93,313				

Note: Variance %: 93,313

Table 4: EFA Results of the Attitude Towards Influencer Advertisements Scale

	Factor Loadings	Eigenvalue	Explained Variance %	Alpha Value
FRYT1	0,927	2,592	86,413	0,92
FRYT2	0,958			
FRYT3	0,903			
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin of Sampling Adequacy	0,719			
Barlett Sphericity Test				
Approximate Chi-Square Value	908,831			
Degrees of Freedom	3			
Significance	0,000			

Note: Variance %: 86,413

Table 5: EFA Results of the Online Impulse Buying Intention Scale

	Factor Loadings	Eigenvalue	Explained Variance %	Alpha Value
OAS1	0,803	5,103	63,917	0,91
OAS2	0,874			
OAS3	0,888			
OAS4	0,768			
OAS5	0,876			
OAS6	0,697			
OAS7	0,802			
OAS9	0,656			
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin of Sampling Adequacy	0,909			
Barlett Sphericity Test				
Approximate Chi-Square Value	2107,649			
Degrees of Freedom	28			
Significance	0,000			

Note: Variance %: 86,413

The factor analysis performed on the attitudes towards Influencer advertisements scale resulted the KMO value as 0.719 and the Chi-square value (χ^2)= 908.831; $p=0.000$ as a result of Bartlett's Sphericity test. According to KMO and Bartlett's test results, it is understood that the data obtained are suitable for factor analysis. The 3 statements representing the attitude variable towards Influencer advertisements were gathered under a single dimension, no factor loading lower than .50 was detected, and the validity and reliability analyzes of the scale as a one-dimensional structure are shown in Table 4. The total variance explained was calculated as 86.413%.

The factor analysis of the online impulse buying scale yielded a KMO value of 0.909 and a Chi-square value (χ^2) of 2107.649, with $p=0.000$ from Bartlett's Sphericity test. According to KMO and Bartlett's test results, it is understood that the data obtained are suitable for factor analysis. The 8 statements representing the dependent variable of online impulse buying were collected under a single dimension, and the OAS8 statement was removed because it was below the factor loading of 0.50, and therefore it was not included in the analysis result. The validity and reliability analyses of the scale as a ONE dimensional structure are shown in Table 5. The total variance explained was calculated as 63.917%.

4.3. Regression Analysis

Multiple regression analysis was applied to determine the effect of source attractiveness, trustworthiness, expertise and brand-Influencer fit of the Influencer on the attitude towards Influencer ads. According to the results of the analysis in Table 6, 59% of the variance in attitude towards influencer ads was explained by these variables ($F=136.048$; $p<.001$; $R^2=0.591$). When the standardized regression coefficients (β) were examined, it was found that source credibility ($\beta=0.211$; $t=3.339$, $p<.05$) and brand Influencer fit ($\beta=0.656$; $t=14.076$, $p<.001$) had a statistically significant and positive effect on attitude towards Influencer ads. The VIF column should be examined to determine the multicollinearity problem (Sürücü, et al., 2021). Hair et al. (2010) state that the Variance Inflation Factor (VIF) value should not exceed 4 to avoid concerns related to multicollinearity. Looking at the VIF values in Table 6, it is evident that all values are below 4. Therefore, it can be concluded that there is no multicollinearity problem.

Table 6: Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig. (p)	Linearity statistics		Durbin-Watson
	B	Std. Error	Beta (β)			Tolerance	VIF	
(constant term)	0,332	0,227	-	1,463	0,144			
Source Attractiveness	-0,136	0,100	-0,073	-1.352	0,177	0,373	2,682	1,866
Source credibility	0,363	0,109	0,211	3,339	0,001	0,272	3,671	
Resource Expertise	0,037	0,118	0,020	0,314	0,754	0,257	3,887	
Brand Influencer Fit	0,734	0,052	0,656	14,076	0,000	0,501	1,998	

Note: Dependent variable; Attitude towards Influencer Ads Independent Variables; Source Attractiveness, Source Credibility, Source Expertise, Brand Influencer Fit $F=136,048$, $p<0.001$ $R^2=0.591$, $R^2(\text{adjusted})=0.587$

The regression model is shown as follows:

$$\text{"FRYT} = 0.332 + 0.363 (\text{KG}) + 0.734 (\text{MFU})"$$

The regression model is shown as follows:

$$\text{"OASAN} = 1,624 + 0,272 (\text{FRYT})"$$

As a result of the simple regression analysis applied to determine the effect of attitude towards Influencer ads on online impulse buying intention, the R^2 value was found to be 0.247.

According to this value, it is seen that 25% variance in online impulse buying intention depends on attitude towards Influencer ads ($F=124.377$; $p<.001$; $R^2=0.247$). When the standardized (β) coefficient in Table 7 is examined, it is found that attitude towards Influencer ads has a statistically significant and positive effect on online impulse buying intention ($\beta=0.497$; $t=11.152$, $p<.001$).

Table 7: Results of Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig. (p)
	B	Std. Error	Beta (β)		
(constant term)	1,624	0,120		13,569	0,00
Attitude Towards Influencer Ads	0,272	0,024	0,497	11,152	0,00

Note: Dependent variable; Online Impulse Buying Intention; Independent Variable; Attitude towards Influencer Ads; $F=124,377$ $p<0.001$ $R^2=0.247$, $R^2(\text{adjusted})=0.245$

4.4. Results of Hypothesis Tests

Table 8 presents the hypotheses of the study, their significance levels and the results of the hypotheses.

Table 8: Results of Hypothesis Tests

Hypotheses	Significance Levels	Results
H1: The attractiveness of the Influencer positively affects the attitude towards the Influencer advertisement.	$P>,05$	Not supported
H2: The expertise of the Influencer positively affects the attitude towards the Influencer advertisement.	$P>,05$	Not supported
H3: The trustworthiness of the Influencer positively affects the attitude towards the Influencer advertisement.	$P<,05$	Supported
H4: Brand Influencer fit positively affects attitude towards Influencer advertising	$P<,001$	Supported
H5: Attitude towards Influencer advertising positively affects online impulse buying intention.	$P<,001$	Supported

As a result of the analysis, it was concluded that the attractiveness and expertise dimensions of the source credibility of the Influencer have no effect on the attitude towards Influencer advertisements. Therefore, H1 and H2 hypotheses are not supported. Hypotheses H3, H4, and H5 are supported, indicating that the reliability dimension of the Influencer's source credibility and brand-Influencer compatibility positively influence attitudes toward Influencer advertisements. Furthermore, attitudes toward Influencer advertisements positively impact online impulse purchase intention.

5. Conclusion

Influencer marketing is a very successful strategy employed by marketing experts recently. Micro-celebrities engage specific audiences by creating content on social media platforms, influencing consumer behavior, and interacting with their followers through the expression of their opinions and attitudes towards businesses. This engagement has led to a substantial growth in the utilization of influencer marketing efforts. The findings of this study have revealed the impact of influencer marketing on online impulse buying intention and have examined the key components of this interaction. In line with this purpose, the effect of the source attractiveness, trustworthiness and expertise of the Influencer and brand Influencer compatibility on the attitude towards Influencer ads, and the effect of the attitude towards Influencer ads on online impulse buying intention were analyzed.

According to the results of the analysis, it was seen that the trustworthiness dimension of the Influencer's source credibility and brand Influencer fit have an effect on the attitude towards

Influencer ads, and the attitude towards Influencer ads has a positive effect on online impulse buying. These findings are consistent with the studies of Baruoñü (2021), Breves et al. (2019) and Fung (2017). Baruoñü (2021), state that trust in the influencer directly affects purchase intention, while Breves et al. (2019) emphasizes the positive impact of brand-influencer fit on consumer intention. According to Fung (2017), the most effective attitude towards the endorser in the advertisement is trustworthiness while attractiveness and expertise do not have any effect on the attitude and effectiveness of the advertisement.

Al-Zyoud (2018) asserts that the opportunities provided by social media platforms, including commenting, reviewing, feedback, and rating, can assist customers in making purchase decisions, thereby significantly enhancing the propensity for impulse buying, particularly among women, who are influenced to make immediate and impulsive purchasing choices. Female consumers tend to avoid online impulse buying for products or services, as they aim to minimize risks in decision-making by carefully thinking, making comparisons, and consulting with trusted individuals (Barletta, 2003). According to the research findings, the trustworthiness dimension of source credibility can influence online impulse purchase intention. This effect is linked to influencers' recommendations, comments, and ratings of advertised products and services. Avclar et al. (2018) suggest that social media influencers can positively influence consumers' attitudes toward advertising. Semiz (2020) examined the relationship between attitudes towards advertisements made by influencers and purchase intention, and as a result of the study, it was revealed that attitudes towards advertising have a positive relationship with purchase intention.

Based on the research findings, it is recommended that brands and marketing experts not only focus on the popularity factor when selecting influencers but also consider trustworthiness and brand alignment. Especially, the feedback, comments, and recommendations that influencers provide to consumers can play a decisive role in consumer intentions. Therefore, companies should adopt a more strategic and selective approach when integrating social media influencers into their advertising strategies. Businesses can consider social media influencers that align with their brands as a marketing tool for promoting products and services. This study is important as it emphasizes the influence of internet platforms on customers' propensity to make immediate online purchases. For future research, age and gender comparisons can be made and different variables can be added to the model. Furthermore, this study revealed that factors beyond the trustworthiness dimension of source credibility scale (attractiveness, expertise/expertise) did not influence attitudes towards influencer advertisements. Future research could contribute to the literature by exploring the underlying factors that diminish the impact of these dimensions.

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