

INTERNATIONAL STUDENTS' PERCEPTION ON SOCIAL MEDIA INFLUENCER MARKETING

Bilal CONTEH¹

Abstract

The paper aimed to examine the factors that influenced international students' perception of social media influencer marketing, emphasizing the effectiveness of the source credibility model and how its independent variables in perceived attractiveness, expertise, and trustworthiness can influence its dependent variable in purchase intention. The study employs a quantitative research method in a survey questionnaire. The population of this study is the international students enrolled at Akdeniz University. Participants of the study were selected using a snowball sampling method. Snowball sampling is a nonprobability sampling method that employs a few participants to help identify other participants to participate in the research, thus enlarging the sample size. The results showed that perceived attractiveness, expertise, and trustworthiness did not positively affect purchase intention. The study was conducted on an international sample of students has revealed that international students do not accept the practice of influencer marketing, and the source credibility of social media influencers has an insignificant effect on purchase intention.

Keywords: Influencer Marketing, International Students, Social Media, Source Credibility Model, Akdeniz University.

Araştırma Makalesi | Geliş Tarihi: 21.09.2021 - Kabul Tarihi: 06.12.2021

Conteh, B. (2021). "International Students' Perception on Social Media Influencer Marketing". Akdeniz Üniversitesi Sosyal Bilimler Enstitüsü Dergisi (AKSOS), sayı 10, s. 9-31.

ULUSLARARASI ÖĞRENCİLERİN SOSYAL MEDYA INFLUENCER PAZARLAMASI ALGISI

Öz

Bu makale, uluslararası öğrencilerin sosyal medya influencer (fenomen) pazarlama algısını etkileyen faktörleri, kaynak güvenilirlik modelinin etkililiğine ve algılanan çekicilik, uzmanlık ve güvenilirlikteki bağımsız değişkenlerinin satın alma niyetinde bağımlı değişkenini nasıl etkileyebileceğine vurgu yaparak incelemeyi amaçlamıştır. Çalışma, bir anket anketi şeklinde nicel bir araştırma yöntemi kullanmaktadır. Bu araştırmanın evreni Akdeniz Üniversitesi'nde öğrenim gören uluslararası öğrencilerdir. Araştırmanın katılımcıları kartopu örnekleme yöntemi kullanılarak seçilmiştir. Kartopu örnekleme, araştırmaya katılacak diğer katılımcıları belirlemeye yardımcı olmak için birkaç katılımcıyı kullanan ve böylece örnek boyutunu genişleten bir olasılıksız örnekleme yöntemidir. Sonuçlar, algılanan çekiciliğin, uzmanlığın ve güvenilirliğin satın alma niyetini olumlu etkilemediğini göstermiştir. Araştırmanın uluslararası bir örneklem üzerinde gerçekleştirilmiş olması nedeniyle, uluslararası öğrenciler tarafından influencer pazarlama uygulamasının kabul edilmediği ortaya çıkmıştır.

Anahtar Kelimeler: Influencer Pazarlama, Uluslararası Öğrenciler, Sosyal Medya, Kaynak Güvenilirlik Modeli, Akdeniz Üniversitesi.

1. Introduction

Nowadays, people represent companies through branded content on personal social media accounts, such as Instagram, Snapchat, Twitter, and YouTube. As influencer marketing focused on traditional media has been used in public relations and advertising for many years, social influencer marketing is a tool to reach a large consumer group at once in an authentic manner. For many years, conventional media influencer marketing is being used in public relations and advertising since influencer marketing is a tool designed to reach larger customer groups at once in an effective way. Nowadays, people represent companies on personal social media accounts such as Instagram, Snapchat, Twitter, and YouTube by posting branded content.

Influencer marketing, as well as the body of literature on the subject, is a relatively new concept in advertising research. Influencer marketing requires a delicate balance of the influencer's authentic voice and brand-advertising strategies. Influencer marketing works optimally when the content from social media influencers is organic, authentic, and believable (Carpenter et al., 2018, p.12). Goldenberg et al. (2009, p.1) assert that influential people are assumed to be affable, intelligent, and have a vast network of social links. Influence can be derived from traits including being favored and valuable in a group and being vigorous with content (Solis & Webber, 2012, p.22).

According to Van Dijck et al. (2018), social media, which has aided widespread practice, is a dynamic field in which platforms and usage practices are constantly changing in an established culture of connectivity with multi-directional information flow (Balaban & Mustatea, 2019, p.31). Social influence marketing is defined as "a technique that employs social media content created by everyday people using highly

accessible and scalable technologies and social influencers to achieve an organization's marketing and business needs" (Singh et al., 2012, p.19). Social media platforms have become an essential conduit in many brands' marketing campaigns. Based on a study titled "Influencer Marketing Benchmark Report 2021", 68% of respondents use Instagram for influencer marketing (Influencer Marketing Hub & Upfluence, 2021, p.39). Tiktok, the most recent platform for influencer marketing, has increased usage. The app has been demonstrated to be an effective tool for reaching younger audiences, and its fame is estimated to improve (p.43).

Social media influencers represent a new type of independent, third-party endorser who defines the tendencies of an audience (Freberg, 2011, p. 1). According to Djafarova and Rushworth (2017), target audiences portray social media influencers as more reachable, realistic, pleasurable, truthful, and impactful in purchase behaviors than traditional celebrities (Balaban & Mustatea, 2019, p.33). Social media influencers are easy to relate to since they reveal details from their everyday routines. They generate para-social conversations by creating an illusion of direct relationships.

Social media influencers involve a variety of pursuits, including content development, advertising creation, opinion leadership, and entrepreneurship (Carpenter et al., 2018, p.12). They "can sometimes range from celebrities to more micro-targeted specialist or non-expert peer group (IAB, 2018, p.5). Influencers who choose to do social media marketing should possess their image, unique design, style, and communication values, and most importantly, they must establish a consensual relationship with their followers, indulge them in the discussion, and publicize one or more of their motives (Černikovaite, 2019, p.806).

Based on the introduction, which revolves around influencer marketing, social media, and social media influencers, the paper aims to examine the factors that influence international students' purchase intent, emphasizing the credibility of social media influencers using the source credibility model. The study employed a quantitative research method in a survey questionnaire that employed 338 participants. However, the sampling technique and sample size could serve as limitations to the study.

2. Research Problem

Social media is assisting people in surmounting the hurdle of information insufficiency. Still, consumers are becoming more reliant on online information sources for decision-making processes (Plotkina & Munzel, 2016, p.1). Consumers frequently seek information online before making a purchase decision, emphasizing the importance of online information seeking in consumer decision making (Cosenza et al., 2015, p.71). Even though social media and the Internet have been substantiated to be fantastic marketing tools for the practice of social media influencer marketing, source credibility considerations between the consumer and the influencer remain a significant concern. The source's credibility establishes whether or not consumers will utilize the message and affect their decision-making ambitions. As a result, source credibility is a critical factor in influencing insight, perception, and behavior patterns (Wathen & Burkell,

2002, p.134), which equates to consumers making a purchase decision of a particular product they came across digitally and are satisfied (Hye Park & Stoel, 2002, p.159).

Consumers typically focus on influencers' dispositions, brands they harness, attractions, and their typical style of living. However, one area of influencer marketing that needs information and clarification is how people perceive influencers' purchasing recommendations. The current gap in the area is associated with the confusion of the definition of the concept, how influencers can be detected, and how they can be utilized to raise brand awareness, augment potential sales, and sway the purchasing decisions of current and prospective customers. The study considers and assesses an influencer's different factors and attributes that affect consumers' purchase intention. These factors include people's trust in specific influencers, perceived physical appearance, the influencer's technical expertise, and whether they play a significant role in purchase decisions. As a result, the purpose of this paper is to provide an extension into the conceptual and theoretical contribution of the developing area of influencer marketing, as well as a more simplistic picture of the effects of this diversified hypothesis, which has not yet been thoroughly researched by investigating the perception of international students on social media influencer marketing with the help of source credibility model variables in Ohanian (1990). The variables are influencer-perceived attractiveness, expertise, trustworthiness, and purchase intention. The above research problem leads to the research question follow:

- To what extent are international students aware of social media influencer marketing?
- To what extent do influencers' perceived attractiveness, expertise, and trustworthiness affect international students' purchase intention?

2.1. Aim and Objectives of the Study

The study investigates international students' perceptions of social media influencer marketing. This study investigates the factors consumers detect to become more efficacious in social media influencer marketing, emphasizing influencers and the virtues that captivate international students to see them as examples to follow or opinion leaders that impact their purchasing decisions. The study's objectives center on four primary constructs and how they relate to the fourth, which is purchase intention. The following are the study's objectives:

- To know the awareness level of international students in relation to social media influencer marketing.
- To determine the extent to which influences' perceived attractiveness influences international students purchase intention.
- To understand the impact of influences' perceived expertise on the purchase intent of international students.
- To understand the impact of influencers' perceived trustworthiness on the purchase intent of international students.

2.2. Limitations of the Study

This study has several limitations that call for concern and should be examined in future studies. One such rule is related to the sample frame of the study. The sample frame of the study is centered on international students studying at Akdeniz University and their perception of influencer marketing. Future studies should focus mainly on a broader scope targeting university students within the university or Turkey. Equally, the research could compare Turkish and international students' perceptions of influencer marketing. By so doing, a more generalized result can be achieved. In a similar vein, Future studies should not be limited only to university students. Still, they should be expanded to other age groups to bring about diverse views and solidify the study results.

Another limitation could be seen in the sampling technique used for the study. The study used a snowball sampling technique, and most of the study's data were derived from the researcher's network of friends and international students. The method could have likely brought about some bias in the responses. The most apparent criticism about snowball sampling is the prejudice and unrepresentativeness of the entire population. The researcher personally reached out to some of the participants through phone calls and WhatsApp messaging to urge them to participate in the study or share the questionnaire with another international student to participate in the survey. He realized that the study was not getting the much-needed. Future studies could use a probability sampling technique to achieve a more balanced result.

Furthermore, the study examined the international perception of social media influencers, but it did not focus on participants' perception of influencers' source credibility attribute about a particular product. For instance, an influencer's source credibility level for one product could differ for another. Therefore, it is recommended that future studies should test the level of effectiveness of source credibility for a particular product instead of generalizing it.

Also, the fact that all independent variables were found to have an insignificant effect on purchase intention could be a limitation of this study. Previous studies like that of Ohanian (1991) and Pornpitakpan (2003) have found at least one or all independent variables of perceived attractiveness, expertise, and trustworthiness to affect the dependent variable of purchase intention significantly. Future studies should look into the methodology or scale of the source credibility model to see whether such changes may affect the outcome of the result.

3. Influencer Marketing

Influencer marketing is currently one of the most important concepts in marketing, if not the most important. Even though the notion of influencer marketing has been a talking point in academic research, the emergency of the COVID-19 and tendencies in social media utilization patterns have substantially impacted influencer marketing research (Taylor, 2020, p.889). The concept of influencer marketing directly addresses the most common sales barriers within prospective customers and focuses attention on individuals who guide decision-makers (Brown & Hayes, 2008, p.12).

Influencer marketing commenced as a cost-efficient tool for companies with limited marketing budgets, concentrating on offline opinion leaders such as journalists or industry experts to gain favorable coverage (Brown & Hayes, 2008). According to Influencer Marketing Hub & Upfluence (2021, p. 20), 90% of 5000 strong respondents believed influencer marketing is an effective form of marketing in their study titled 'Influencer Marketing Benchmark Report.' According to the same report, 82.5% of businesses deduct influencer marketing spending from their marketing budget (p. 35). Influencer marketing has emerged as a significant source of advertising revenue, according to Magna (2020, p. 11). Notwithstanding the fears that influencer marketing would feel the consequences of COVID-19, it has grown significantly. Influencer marketing is forecast to expand from \$1.7 billion in 2016 to \$13.8 billion by 2021. (Influencer Marketing Hub & Upfluence, 2021, pp. 9-10).

The key work in influencer marketing is influence. Influence refers to the ability to influence someone, something, or the course of events (Brown & Hayes, 2008, p. 50). The practice of influencer marketing involves the formation and advancement of content that entails particular brands or products, focusing on gaining from the positive effect influencers are presumably to have on consumer impression about the product being advertised (European Commission, 2018, p. 32). According to Upfluence data, there are six types of influencers in influencer marketing. Micro-influencer are influencers with less than 15,000 followers, Regular-influencer holds between 15,000 and 50,000 followers, Rising-influencer maintained between 50,000 and 100,000 followers, Mid-influencer has between 100,000 and 500,000 followers, Macro-influencer owns between 500,000 and 1,000,000 followers, while Mega-influencer has more than 1,000,000 followers (Influencer Marketing Hub & Upfluence, 2021, p. 13).

While the practice of influencer marketing takes the form of opinion pieces, videos, or pictures being shared on the influencer's social media channels with the clear inscription of the sponsor, the process starts with identifying and targeting influential users to convince them to endorse a brand or specific products through their social media channels (De Veirman et al., 2017, p. 802). Because of the digitalization of businesses, web 2.0, and the success of social networking sites, the focus of influencer marketing has shifted from offline to online opinion leaders (Bratz, 2017:6). Online influencers are the new opinion leaders who have the advantage of reaching a broader audience via their online community (Lyons & Henderson, 2005, p. 320). Online influencers are expected to submit favorable reviews and ratings they have used in return for a premium (Abidin, 2016, p. 87).

According to an A&E (2020) study of influencer marketing experts, influencers noticed three practical and effective patterns to develop influencer marketing during the COVID-19 pandemic. The first trend is relatively high engagement, as influencers who work from home have more time to create consumer-friendly content. The second trend is increased social media traffic due to more consumers using social media as an amusement. Finally, because influencers can relate to the target audience's requirements, their ability to convey personalized advertising at a lesser cost is improving.

According to Obviously (2020), brands and influencers should do what it takes to change and grow in the influencer marketing arena by primarily prioritizing their

customers. Influencers should use various engagement tools, but the video should be taken seriously because it has become one of the most effective communication forms. Brand influencers should identify themselves or operate with brand ambassadors who share their beliefs, aspirations, stylistic inclinations, and target market (pp. 26-27). Influencer marketing is different from traditional advertising in two different ways. First, influencer marketing content is produced by a specific person rather than a company. Second, it is mainly conferred as a personal endorsement rather than the candid and openly detectable promotion of a brand or product (European Commission, 2018, p. 32).

There are drawbacks to influencer marketing. According to De Veirman et al. (2017, p. 813), one of the most challenging challenges in influencer marketing is identifying the right influencers for the brand. Tobin (2019) identified three additional disadvantages that marketers discovered were impeding their efforts in influencer marketing. The existence of 'fake followers' causes strife in audience confirmation, single influencers lessening their influence by promoting multiple brands, and regulatory issues related to disclosures due to some advertising campaigns' protective identity.

4. Theoretical Frame and Hypotheses of the Study

4.1. Source Credibility Model

Theoretically, this study adds to the source credibility model by testing the purchasing intentions of international students using source credibility attributes. Source credibility is a beneficial feature of an influencer that significantly affects the recipient's approval of a message (Ohanian, 1990, p. 41). Ohanian (1990) created a framework to measure the efficiency of celebrity endorsers by examining the endorser's or influencer's expertise, trustworthiness, and attractiveness, primarily during the advertising process. The Source – Credibility Approach is best used for studies that attempt to understand more about the efficiency of advertising messages and their implication on viewers and classify the responsibility of the brand in source credibility (Wang & Scheinbaum, 2018 p. 17).

In line with Pornpitakpan (2004) study, there is sufficient evidence that the three dimensions of source credibility can autonomously make a significant contribution to source viability (Sertoglu, et al., 2014, p. 70). Through a process known as "internalization," which arises when recipients accept the source's influence in terms of individual attitude and value structures, information from a reliable source can influence beliefs, opinions, perceptions, and/or behaviors (Erdoğan, 1999:297). According to Ohanian (1991, p. 46), the higher the perceived credibility of an endorser, the more effective advertising is.

This study's constructs include influencer perceived attractiveness (Ohanian, 1991), influencer expertise (Ohanian, 1990; Pornpitakpan, 2003), influencer trustworthiness (Pornpitakpan, 2003; Ohanian, 1990), and influencer purchase intention (Pornpitakpan, 2003; Ohanian, 1990). All items were modified to become more pertinent to the study's objectives. The paper proposed three hypotheses to test against the items measuring the construct that informed the study. The study's dependent variable is

purchase intention, while the independent variables are influencer-perceived physical attractiveness, influencer-perceived expertise, and influencer-perceived trustworthiness.

4.1.1. Purchase Intention

The consumer's preference to buy a product or service is referred to as purchase intention. In the same vein, purchase intention includes the consumer's decision to buy a product after evaluating it (Younus et al., 2015, p. 9). Purchase intent is an essential factor in the acquiring process of consumers. It is defined as a parameter that assesses the individual's behavioral action (Schmidt et al., 2018, p. 34). Purchase intention was adopted from Ohanian (1991). The construct contributed three items as follows: PI.1. "I will purchase a product presented by a social media influencer", PI.2. "I will consider buying a product presented by an influencer" and PI.3. "The probability that I will consider buying a product presented by a social media influencer is very high".

4.1.2. Physical Attractiveness

Attractiveness is a generalization of positive associations with a person, including physical attractiveness, personality, and athletic ability (Erdoğan 1999, p. 299). In this study, attractiveness is defined as a person's perceived physical traits – the image itself. Influencers who are perceived as enticing are more able to impact purchase intent (Van der Waldt et al., 2009, p. 104). Erdoğan (1999, p. 299) added that physically appealing communicators are more effective at changing beliefs. In some studies, physical attractiveness has been measured using characteristics such as being classy, beautiful, elegant, and sexy (Ohanian, 1991). The hypothesis is tested to see a link between purchase intention and perceived physical attractiveness among international students. Influencer perceived attractiveness is derived from Ohanian (1991). The construct tried five items. IPA.1. "social media influencer is elegant", IPA.2. "social media influencer is classy", IPA.3. "I find social media influencer is beautiful", IPA.4. "I find social media influencer is sexy", and IPA.5. "I find social media influencer is attractive". The Hypothesis for this construct is as follow:

H.1.Social media influencers' perceived physical attractiveness significantly impacts international students' purchase intention.

4.1.3. Perceived Expertise

Perceived Expertise is the degree to which an influencer is perceived to have a thorough understanding, experience, or skills to advertise products (Van der Waldt et al., 2009, p. 104). Influencers' expertise is the extent to which an influencer is perceived to be a supplier of valid assertions is defined as influencer expertise (Erdoğan, 1999, p. 298). Data for this study would be gathered to determine whether international students pay attention to social media influencers' expertise and whether it is important to them when making purchasing decisions. The influencer perceived expertise construct was adapted from Pornpitakpan (2003) and Ohanian (1991). The

construct tested five items. The items are as follows: IE.1. "Social media influencer is an expert", IE.2. "Social media influencer is experienced", IE.3. "social media influencer is knowledgeable", IE.4. "Social media influencer is qualified" and IE.5. "Social media influencer is skilled". The hypothesis for the perceived expertise construct is as follows:

H.2. Social media influencers' perceived expertise significantly impacts international students' purchase intention.

4.1.4. Perceived Trustworthiness

Pornpitakpan (2003, p. 180) defines trustworthiness as the audience's confidence in and acceptance of the influencer and the message. Trustworthiness is related to the influencer's sincerity, credibility, reliability, fairness, and genuineness (Van der Walddt et al., 2009, p. 104; Berlo et al., 1969, p. 567). It has been discovered that trust and loyalty between a consumer and an influencer positively affect growth and long-term communication patterns between the followers and the promoted brand (Sudha & Sheena, 2017, p. 29). According to the findings, trustworthiness announces both purchase intent and existing investment risk (Büttner & Göritz, 2008, p. 35). Smith (1973, p. 309) accepted the negative side of trustworthiness as a critical element of credibility because an untrustworthy influencer, irrespective of his other traits, is deemed as a dubious message source. This study investigates whether the trustworthiness of social media influencers influences international students' purchasing intentions. Trustworthiness was borrowed from Pornpitakpan (2003) and Ohanian (1991). The construct tested five items as follows: IT.1. "Social media influencer is trustworthy", IT.2. "Social media influencer is sincere", IT.3. "Social media influencer is reliable", IT.4. "Social media influencer is honest" and IT.5. "Social media influencer is dependable". The following is the Hypothesis for perceived trustworthiness:

H.3. Social media influencers' perceived trustworthiness significantly impacts international students' purchase intention.

5. Research Methodology

The study employs a quantitative research method in a survey questionnaire. The population of this study is the international students studying at Akdeniz University. According to Akdeniz University's international relations office, the university has 2,801 international students. By attempting to investigate their perceptions of social media influencers, the number of international students can only add to the significance of this study. The study used international students as the target population because students are active on social media, as 96% of students have reliable access to the internet to browse social media sites (Hall & Sivakumaran, 2014, p. 3). The study sample is drawn from the target population of international students. Groves et al. (2004, p. 45) define a sample as a cluster from which measurement would be sought. The study has 338 participants as its sample size after 10 of the 348 completed questionnaires were deemed unfit for inclusion into the study. The confidence interval level of the sample size was set at 95%, which was an accurate level if considering the size of the population. The participants were recruited using a snowball sampling

technique. A snowball sampling is a nonprobability sampling method that employs a few participants to help identify other participants to participate in the research, thus enlarging the sample size. The study's responses were effectively gathered between 16th April 2021 and 30th June 2021.

5.1. Pre-testing of Research Instrument

As part of a pretest to purify the initial measurement items and develop the study's final questionnaire, 73 online questionnaires were completed via Google form. The pre-test participants are 47 (64.4%) males and 26 (35.6%) females. The primary reason for administering a pre-test is to ensure the reliability and validity of the scale used for the study. The 7-point scale of the study was adopted from past works on related studies. Influencer perceived attractiveness, Ohanian, (1991); influencer expertise, Ohanian, (1990) and Pornpitakpan, (2003); influencer trustworthiness, (Pornpitakpan, 2003, Ohanian, (1991); and purchase intention, Ohanian, (1991). Even though the study's scale was derived from previous works on related studies, the scale was adjusted to suit the study's context.

The study used Statistical Package for Social Science software (SPSS) version 21 to ascertain the reliability and validity of the constructs used for this research. Cronbach Alpha test was performed to determine the internal consistency of items, while factor analysis procedure with principal component analysis and Varimax was initiated to verify the validity of items. The construct's Cronbach Alpha test delivered an acceptable result, and no items were discarded. Four constructs with a combined amount of 18 items were quantified. Influencer perceived attractiveness (5 items) $\alpha=.91$, influencer expertise (5 items) $\alpha=.93$, influencer trustworthiness (5 items) $\alpha=.92$, and purchase intention are the constructs measured (3 items) $\alpha=.89$.

In addition, all 18 items were subjected to principal component analysis with Varimax rotation. A total of four dimensions were achieved, with the total variance explained rate of the four factors determined to be 80.4 %, KMO 0.867, and Bartlett Sphericity test value of ($p=0.00$). The table below shows the results of the Cronbach alpha and factor analysis tests.

Table 1. Reliability and Factor Analysis Test Results

Items	Factors			
	Factor 1	Factor 2	Factor 3	Factor 4
Influencer Perceived Attractiveness				
IPA. 2 Social media influencer is classy	.875			
IPA. 3 Social media influencer is beautiful	.831			
IPA. 1 Social media influencer is elegant	.811			
IPA. 4 Social media influencer is sexy	.750			
IPA. 5 Social media influencer is attractive	.683			

Influencer Perceived Trustworthiness				
IT. 4 Social media influencer is honest		.855		
IT. 3 Social media influencer is reliable		.851		
IT. 2 Social media influencer is sincere		.788		
IT. 1 Social media influencer is trustworthy		.757		
IT. 5 Social media influencer is dependable		.697		
Influencer Perceived Expertise				
IE. 2 Social media influencer is experienced			.894	
IE. 3 Social media influencer is knowledgeable			.796	
IE. 1 Social media influencer is an expert			.784	
IE. 4 Social media influencer is qualified			.721	
IE. 5 Social media influencer is skilled			.600	
Purchase Intention				
PI. 1 I will purchase a product presented by a social media influencer				.872
PI. 3 The probability that I will consider buying a product presented by an influencer is very high				.864
PI. 2 I will consider buying a product presented by an influencer				.811
Total variance explained (80.4)	54.0	10.3	8.6	7.4
Cronbach Alpha (.91)	.91	.92	.93	.89

Factor 1 and 2 are occupied by influencer perceived attractiveness and influencer trustworthiness while factor 3 and 4 loads items for the constructs influencer perceived expertise and purchase intention respectively.

6. Research Findings

6.1. Socio-Demographic Information of Participants

Concerning participants' gender, males represented 71.6% of the sample while females accounted for 28.4%. A good number of participants 81.7% fall under the age bracket of 18-24 while 16.9% and 1.4% of participants constituted ages 25-34 and 35-44 respectively. In terms of the geographical locations from which participants emerged, Asia accounted for 67.5%, Africa 20.7%, Europe 11.5% and South America 0.3%. The faculties of participants were divided into three broad areas with each area comprising related programmes.

Table 2. Socio-Demographic Information of Participants

Characteristics	Frequency	%
Gender		
Male	242	71.6
Female	96	28.4
Total	338	100
Age		
18-24	276	81.7
25-34	57	16.9
35-44	5	1.4
Total	338	100
Participants Origin		
Africa	70	20.7
Asia	228	67.5
Europe	39	11.5
South America	1	0.3
Total	338	100
Participants Faculty		
Social Sciences Related Programmes	181	53.6
Engineering and Sciences related Programmes	133	39.3
Medicine Related Programmes	24	7.1
Total	338	100
Level of Education		
Undergraduate (Bachelor's Degree)	275	81.4
Graduate (Masters, PhD etc.)	63	18.6
Total	338	100
Monthly Income		
300-600 TL	6	1.8
601-900 TL	121	35.6
901-1,200 TL	154	45.0
1,201- TL and above	57	17.0
Total	338	338

Participants offering Social Sciences related programmes constituted 53.6% of the sample. Participants enrolled at the university for Engineering and sciences related programmes accounted for 39.3% while those registered for medicine-related programmes made up 7.1%. In regards to participants' level of education, 81.4% are in undergraduate level (Bachelor's Degree) and 18.6% in graduate-level (master's degree of Doctor of Philosophy degree). Data for participants' monthly income indicated that 45.6% of participants have 901-1,200 TL every month, 35.8% gets 601-900 TL, 17.0% gets 1,201 and above while only 1.8 % gets 300-600TL every month.

6.2. Social Media Influencer Marketing Awareness

According to the result, almost all participants 99.1% are aware of social media influencer marketing while 99.2 % did attest that they remember seeing influencer marketing messages on social media like Instagram, Facebook, Snapchat, TikTok and others. The majority of participants 99.1% do follow social media influencers with over half of the participants (50.3%) following entertainment pages while 23.7% and 15.7% follow sport and beauty and fashion respectively.

Table 3. Frequency of Participants Views on Influencer Messages on Social Media

Social Media	Everyday	4-6 times per week	2-3 times per week	Once in a week	More Rarely	Never	Mean	Standers Deviation
Instagram	178 52.7%	19 5.6%	43 12.7%	41 12.1%	24 7.1%	33 9.8%	2.4467	1.77482
YouTube	65 19.2%	103 30.5%	52 15.4%	41 12.1%	43 12.7%	34 10.1%	2.9882	1.61774
Facebook	25 7.4%	26 7.7%	103 30.5%	69 20.4%	30 8.9%	85 25.1%	3.9112	1.54010
Snapchat	25 7.4%	30 8.9%	77 22.8%	92 27.2%	28 8.3%	86 25.4%	3.9645	1.53454
Twitter	16 4.7%	25 7.4%	67 19.8%	58 17.2%	59 17.5%	113 33.4%	1.53454	1.52077
TikTok	163 48.2%	35 10.4%	53 15.7%	43 12.7%	20 5.9%	24 7.1%	2.3905	1.63461
Others	11 3.3%	9 2.7%	43 12.7%	41 12.1%	32 9.5%	202 59.8%	5.0118	1.41206

Wellbeing and fitness, interior design, housing and Gardening, Food, Cooking and Baking, Gaming and e-sport as well as travelling combined accounted for the remaining 10.3%. In relation to the frequency at which participants read or see influencers

messages on social media, Instagram turned out to be the most frequently visited with 52% of participants who see or read influencers posts every day. TikTok is the second most viewed everyday social media with 48.2%.

Majority of participants 96.2% as a result of an influencer's recommendation. In relation to the frequency at which participants shop online due to the recommendation of an influencer, 36.7% shop once in every three months, 29% shop once in every six months, 18.3% shop once in a month while 7.4%, 5.6 and 3% of participants shop several times in a week, once in a year and never respectively. Based on the responses for average spending on online shopping in a year, 42.6% of participants spend between 300-399TL, 24.9% spend between 100-199TL, 20.1% spend between 400-499TL, 8.3% spend less than 99 TL while 1.2% and 3% spend 200-299TL and 500 and above TL respectively.

As the study was conducted during a pandemic, 95% of participants confirmed that they spend more time on social media now than before. The majority of participants 39.1% stated that loss of interest would make them stop following their favourite influencer, 26.3% would stop following an influencer due to a drop in trust, 19.2% think political beliefs or opinion would force them to unfollow an influencer while 11.5% would just unfollow because of too many advertisements. However, 3.8% of participants attested that they would never stop following their favourite influencer. Almost all participants 98.2% are aware that influencers are doing business as the same percentage of participants do realise that some social media influencers can make commissions directly based on customer purchases.

6.3. Source Credibility Scale

The source credibility scale consists of four constructs with 18 items. The result for influencer perceived attractiveness revealed a combined mean value of 28.294. The five-item construct also showed a calculated standard deviation of 6.427 with a total variance of 8.505. According to the result, it is quite clear that the statement "social media influencer is elegant" with a mean value of 5.926 is the most effective attribute that describes a social media influencer based on influencer perceived attractiveness construct. However, the statement "social media influencer is sexy" seems to be the least effective attribute with a mean value of 5.529.

Table 4. Influencer Perceived Attractiveness

Items	Mean	Standard Deviation
Social media influencer is elegant	5.926	1.697
Social media influencer is classy	5.550	1.215
Social media influencer is beautiful	5.633	1.206
Social media influencer is sexy	5.529	1.203
Social media influencer is attractive	5.656	1.113

Influencer perceived expertise accounted for the highest overall mean value of 29.051, a total standard deviation value of 6.152 and a variance of 7.646. The statement "social media influencer is an expert" with a mean value of 6.100 and a standard deviation of 1.454 is the participants most preferred statement. The standard deviation

scores for the other items are very low, suggesting that the responses are proximate to their respective means.

Table 5. Influencer Perceived Expertise

Items	Mean	Standard Deviation
Social media influencer is an expert	6.100	1.454
Social media influencer is experienced	5.778	1.230
Social media influencer is knowledgeable	5.766	1.213
Social media influencer is qualified	5.659	1.124
Social media influencer is skilled	5.748	1.131

Influencer trustworthiness registered a combined mean value of 28.531 with the highest mixed standard deviation of 6.668 and a total variance of 8.978. Most participants consider social media influencers to be trustworthy as the mean score for the score is found to be 5.967. Apart from the first statement, the preceding statements about social media influencers being sincere, reliable, honest and dependable has lesser standard deviation values and are closer to their respective mean values.

Table 6. Influencer Perceived Trustworthiness

Items	Mean	Standard Deviation
Social media influencer is trustworthy	5.967	1.577
Social media influencer sincere	5.645	1.306
Social media influencer is reliable	5.748	1.302
Social media influencer is honest	5.574	1.257
Social media influencer is dependable	5.597	1.226

Concerning the dependent variable of purchase intention, the amalgamated mean score is calculated to be 17.493. The combined mean value is the lowest compared to other variables because it is the only variable that measures three items. The total standard deviation and variance of the construct are 3.863 and 5.041 respectively. Most of the participants prefer to purchase a product (mean, 6.044) rather than considering buying a product presented by an influencer (mean, 5.707).

Table 7. Purchase Intention

Items	Mean	Standard Deviation
I will purchase a product presented by a social media influencer	6.044	1.492
I will consider buying a product presented by an influencer	5.707	1.150
I probability that I will consider buying a product presented by an influencer is very high	5.742	1.221

The dependent variable purchase intention was further analysed with an independent t-test with a significant level determined at $\alpha = 0.05$ in order to know whether there is

a significant difference between males and females in relation to purchasing intention. According to the result, purchase intention ($t=0.89$, $p=0.37$) produced values that are greater than 0.05. Therefore, it is concluded that there is no significant difference between males and females in relation to purchasing intention.

Table 8. Difference between Men and Women in Relation to Purchase Intention

Construct	Gender	N	Mean	Standard Deviation
Purchase Intention	Male	242	5.871	1.268
	Female	96	5.729	1.335

6.4 Hypotheses Testing

The study incorporated a number of hypotheses that aimed at predicting the effectiveness of the independent variables of influencers perceived attractiveness, expertise and trustworthiness in impacting the dependent variable of purchase intention. To realise this impact, the study basically made use of multiple regression analysis in order to measure the firmness of connection. The derived score of the R, R square and Adjusted R of the regression analysis is shown in table. 9 below.

Table 9. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	.387	.378	1.01233

a. Predictors: IPA, IE, IT

b. Dependent Variables: PI

According to the result of the regression analysis, it can be seen from the model summary table that R square which explained how much of the dependent variable (purchase intention) could be explained is 0.387 which means 38.7% of the dependent variable could be explained by the regression analysis. The adjusted R square which has a more accurate value in predicting variables that affect the dependent variable is 0.378.

The regression analysis also provided answers for clarifying the research hypotheses. The study focused on the significant level or the p-value which was set at 0.05 in order to determine whether the hypotheses were accepted or rejected. The first hypothesis tested was the one connecting social media influencer perceived attractiveness to purchase intention. The result revealed that the effectiveness of perceived attractiveness on purchase intention is not significant since $p = 0.173$ is greater than the threshold of 0.05. Therefore, H.1, the alternative hypothesis which stated that "*Social media influencer's perceived physical attractiveness has a significant impact on international students' purchase intention*" was rejected while the null hypothesis was accepted.

The other hypothesis was considered in the regression analysis was that of hypothesis 2, which aimed at predicting the influence of social media influencer expertise on purchase intention. The p-value, $p=0.247$ is higher than the threshold level of 0.05

and as a result, expertise could not influence purchase intention. In that case, for H.2, the alternative hypothesis which predicted that “*Social media influencer’s perceived expertise has a significant impact on international students’ purchase intention*” was rejected while the null hypothesis was accepted.

The final hypothesis of the study tested the impact of perceived trustworthiness on purchase intention and the result was no way different from that of the previously tested hypotheses. The p-value which is $p=0.225$ is found to be greater than the significant level of 0.05. This means that, for H.3, the alternative hypothesis stating “*Social media influencer’s perceived trustworthiness has a significant impact on international students’ purchase intention*” was rejected while the null hypothesis was accepted.

Table 10. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	1.818	.300		6.245	.000	1.228	2.410
IPA	.140	.076	.193	1.774	.173	.008	.290
IPE	.142	.084	.142	1.812	.247	.024	.308
IPT	.134	.107	.144	1.813	.225	.012	.257

a. Dependent Variable: Purchase Intention (PI).

The regression analysis further released information on the standardised Coefficients Beta which analyses the strength of each independent variable. Among the three constructs competing to impact the dependent variable of purchase intention, influencer perceived attractiveness tend to be the most effective with a score of 0.193. This finding suggests that purchase intention could be influenced by the way and manner a consumer perceived the looks and appearance of an influencer. The second and the least effective variable are influencer perceived trustworthiness, 0.144 and influencer perceived expertise, 0.142.

7. Discussion

The study focused on international students’ perception of social media influencers as a high number of them attested to be very aware of the concept and practice of the type of marketing. Since the study was conducted during the pandemic, the result revealed that the majority of participants are very active online not only following the routine and lifestyle of their favourite influencers but also patronising their advertised products.

The study revealed an R square of 38.7% explained of the dependent variable which

is somehow low. However, the study tried to explain the behaviour of international students which fits into Frost (2021) submission that maintained that studies that attempt to interpret human behaviour usually possess R square values below 50% due to the fact that human beings are more rigid to envisage than physical procedures. In a similar vein, the study investigated the source credibility scale consists of four constructs with 18 items to know the extent to which the independent variables of perceived attractiveness, expertise and trustworthiness can influence the dependent variable of purchase intention.

The result for the first hypothesis which is centred on influencer perceived attractiveness and the extent to which it affects the purchase intention of participants revealed that the independent variable of perceived attractiveness does not have a positive effect on purchase intention. The finding is in line with previous research conducted by Ohanian (1991), which disclosed that attractiveness did not have any effect on consumers' purchase intention. Similarly, in Lim et al, (2017) study, the attractiveness of social media influencers fell short to influence consumers' purchase intention (p.30). The finding in relation to attractiveness is quite opposite to the finding of Till & Busler (2000). Their study concluded that attractiveness could result in a huge impression on purchase intention (p.1.).

Hypothesis 2 predicted that expertise has a significant impact on international students' purchase intention. However, the hypothesis was proven to be wrong and rejected. The finding is endorsed by another study conducted by Gupta et al, (2015) who concluded that the expertise of a celebrity endorser does not significantly impact consumers' purchase intention (p.12). On the opposite of a similar study, Ohanian (1991) study stated that celebrities' perceived expertise on the product was related to the purchase intention for American respondents. This study was conducted in Turkey with various international students as participants. Thus, even though the finding cannot be generalised, it showed that different results could be derived using the same constructs. Equally so, a regression analysis done by Khan, (2017) affirmed that the perceived expertise of a celebrity can lead consumers to purchase intention (p.23).

The final hypothesis which predicted that Social media influencers' perceived expertise has a significant impact on international students' purchase intention was also rejected. The study revealed that trustworthiness had no impact on purchase intention. The finding is compatible with that of Ohanian (1991) who found that trustworthiness does not have a significant impact on purchase intention (p.52). Other studies findings on the link between trustworthiness and purchase intention revealed a significant effect between the two. Pornpitakpan (2003) studied all three constructs of the source credibility model and found that not only attractiveness but expertise and trustworthiness) were also significant and could influence purchase decision (p.189). Gupta et al, (2015, p. 12) disclosed that the trustworthiness of a celebrity endorser has a remarkable impact on consumers' purchase intention. All three of the study's alternative hypotheses were not supported and that explains the null hypotheses were accepted. The finding is just similar to those of Lim et al, (2017) in which source credibility of social media influencers was found to have an insignificant relationship with purchase intention (p.29).

8. Conclusion

Influencer marketing is one of the fastest-growing forms of marketing and its popularity mostly skyrocketed during the COVID-19 pandemic. The study concludes with a resounding note by achieving its objectives of determining the activeness of participants in relation to social media influencer marketing and the extent to which the source credibility independent variables of perceived attractiveness, expertise and trustworthiness can impact the dependent variable of purchase intention. The study recorded a high level of awareness of influencer marketing amongst international students but all the independent variables fell short of having a significant effect on the dependent variable. Thus, an extended duplication of the finding is required to strengthen the scientific rationality of this study.

Theoretically, a number of studies have examined the effect of the source credibility model on purchase intention but this study focused on international students. However, not many of them have concluded with the note that the three constructs of perceived attractiveness, expertise and trustworthiness cannot impact the purchase decision of consumers. This study has joined studies like that conducted by Lim et al, (2017, p. 29) which also concluded that the source credibility of social media influencers has an insignificant effect on purchase intention. However, more studies should be conducted to ascertain the authenticity of the findings of this study.

Apart from theoretical implications, the study offers some managerial implications. The findings of this study could assist aspiring influencers in unearthing the qualities they need to possess in order to become an effective influencer and at the same time help advertising firms to comprehend the qualities to look for in choosing an influencer that can generate positive impact in developing their brand and ultimately influence customers purchase intention.

Even though none of the source credibility constructs was able to influence the dependent variable of purchase intention, the fact remains that perceived attractiveness, expertise and trustworthiness have a huge effect on purchase intention according to previous studies. To maintain the balance, influencers should step up all aspects of their attractiveness, expertise and trustworthiness which may include them being good looking for their fans, knowing their craft and product, having a good reputation in the eyes of the public as well as practising what they preach.

The study has revealed that the popularity of influencer marketing is no longer the way it used to be. This could be evident by the awareness level registered by participants employed for the study. Managers should see this as an opportunity and invest more in influencer marketing for the betterment of their businesses.

Reference

- Abidin, C. (2016). Visibility Labour: Engaging with Influencers' Fashion Brands and #OOTD Advertorial Campaigns on Instagram, *Media International Australia*.161(1), 86-100.
- Balaban, D. & Mustătea, M. (2019). Users' Perspective on the Credibility of Social Media Influencers in Romania and Germany. *Romanian Journal of Communication and Public Relations*,21(46) 31-46.
- Berlo, D. K., Lemert, J. B. & Mertz, R. J. (1969). Dimensions for evaluating the acceptability of message sources. *The Public Opinion Quarterly*,33, 563–576.
- Brown, D. & Hayes, N. (2008). *Influencer Marketing: Who Really Influences Your Customers?.* London: Routledge.
- Büttner, O.B. & Göritz, A.S. (2008). Perceived Trustworthiness of Online Shops. *Journal of Consumer Behaviour* 7, 35–50.
- Carpenter, C. C., Lemon, L.L., & Hoy, M.G. (2018). #Sponsored #Ad: Agency Perspective on Influencer Marketing Campaigns. *Journal of Current Issues & Research in Advertising*. 40(1):1-17.
- Cosenza, T.R., Solomon, M.R. & Kwon, W.S. (2015). Credibility in the Blogosphere: A Study Of Measurement and Influence of Wine Blogs as an Information Source. *Journal of Consumer Behaviour*,14, 71–91.
- Černikovaitė, M. (2019). The Impact of Influencer Marketing on Consumer Buying Behaviour in Social Networks. *Contemporary Issues in Business, Management and Economics Engineering*,(2019).
- De Veirman, M., Cauberghe, V. & Hudders, L. (2017). Marketing through Instagram Influencers: the Impact of Number of Followers and Product Divergence on Brand Attitude. *International Journal of Advertising*,36(5) 798-828.
- European Commission (2018). *Behavioural study on Advertising and marketing Practices in Online Social Media – Final Report*. European Commission, GfK Consortium, (2018).
- Erdoğan, B.Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*,41(3), 291-314.
- Etikan I, Alkassim R. & Abubakar S. (2016). Comparison of Snowball Sampling and Sequential Sampling Technique. *Biom Biostat International Journal*,3(1):6-7.
- Freberg, K., Graham, K., McGaughey, K. & Freberg, L.A. (2011). Who are the Social Media Influencers? A study of Public Perceptions of Personality. *Public Relations Review* (2010).
- Groves, R. M., Fowler Jr, F J., Couper, M. P., Lepkowski, J. M., Singer, E., & Tourangeau, R. (2011). Survey methodology (Vol. 561). John Wiley & Sons.
- Gupta, R., Kishore, N. & Verma, DPS. (2015). Impact of Celebrity Endorsements on Consumers' Purchase Intention: A Study of Indian Consumers. *Australian Journal of*

Business and Management Research, 5(3) 1-15.

Hall, H.K. & Sivakumaran, T. (2014). Social Media Use among International Students. *International Student Experience Journal*. 2(1).

Hye Park, J. & Stoel, L. (2002). Apparel shopping on the Internet: Information Availability on US Apparel Merchant Web Sites. *Journal of Fashion Marketing and Management*, 6(2):158-176.

Kahle, L.R. & Homer, P. (1985), Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective. *Journal of Consumer Research*, 11(4), 954-961.

Lim, J.L., Radzol, A.R.M., Cheah, J.H. & Wong, M.W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*. 7(2) 2017.

Lyons, B. & Henderson, K. (2005). Opinion Leadership in a Computer-mediated Environment. *Journal of Consumer Behaviour*, 4(5) 319-329.

Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), 39-52.

Ohanian, R. (1991). The Impact of Celebrity Spokespersons' Perceived Image on Consumers' Intention to Purchase. *Journal of Advertising Research*, 31(1), 46-54.

Plotkina, D. & Munzel, A. (2016). Delight the Experts, but Never Dissatisfy Your Customers! A Multi-Category Study on the Effects of Online Review Source on Intention to Buy a New Product. *Journal of Retailing and Consumer Services*, 29,1-11.

Pornpitakpan, C. (2003). Validation of the Celebrity Endorsers' Credibility Scale: Evidence from Asians. *Journal of Marketing Management*, 19(1-2),179-195.

Schmidt, S. H., Shreffler, M. B., Hambrick, M. E. & Gordon, B. S. (2018). An Experimental Examination of Activist Type and Effort on Brand Image and Purchase Intentions. *Sport Marketing Quarterly*, 27(1),31-43.

Sertoglu, A. E., Catlı, O. & Korkmaz, S. (2014). Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey. *International Review of Management and Marketing*, 4(1) 66-77.

Singh, S. & Diamond, S. (2012). *Social Media Marketing for Dummies*. Ontario, John Wiley & Sons Canada, Ltd.

Smith, R. G. (1973), Source Credibility Context Effects. *Speech Monographs*, 40, 303-309.

Sudha, M. & Sheena, K. (2017) 'Impact of Influencers in Consumer Decision Process: The Fashion Industry. *School of Communication and Management Studies Journal of Indian Management*, 14(3)14-30.

Taylor, C.R. (2020). The Urgent Need for More Research on Influencer Marketing, *International Journal of Advertising*, 39(7), 889-891.

Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose

a Sampling Technique for Research. *International Journal of Academic Research in Management*, 5(2) 18-27.

Till, B. D. & Busler, M. (2000), The Matchup Hypothesis: Physical Attractiveness, Expertise and the Role of Fit on Brand Attitude, Purchase Intent and Brand Beliefs, *Journal of Advertising*, 29(3) 1-13.

Van der Walddt, D., Van Loggerenberg, M. & Wehmeyer, L. (2009), Celebrity Endorsements versus Created Spokespersons in Advertising: A Survey among Students. *South African Journal of Economic and Management Sciences* 12(1).

Wang, S. W. & Scheinbaum, A. C. (2018). Enhancing Brand Credibility via Celebrity Endorsement: Trustworthiness Trumps Attractiveness and Expertise. *Journal of Advertising Research*, 58(1), 16-31.

Wathen, C.N. & Burkell, J. (2002). Believe It Or Not: Factors Influencing Credibility on the Web. *Journal of the American Society for Information Science and Technology*, 53 (2), 134-144.

Younus, S., Rasheed, F & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research (A) XV (II) I.O (2015)*.

Web

A&E. (2020). Effect of the Pandemic on Influencer Marketing Study. Accessed on 25.05.2021 from, <https://www.amraandelma.com/effect-of-pandemic-on-influencer-marketing/>.

Frost, J. (2021). How To Interpret R-squared in Regression Analysis. Accessed on 28.08.2021 from <https://statisticsbyjim.com/regression/interpret-r-squared-regression/>

Influencer Marketing Hub, & Upfluence. (2021). Influencer Marketing Benchmark Report 2021. Accessed on 25.05.2021 from, https://influencermarketinghub.com/influencer_marketing_benchmark_report_2021.pdf.

Interactive Advertising Bureau (2018). Inside Influence, Accessed on 20.06.2021 from, https://www.iab.com/wpcontent/uploads/2018/01/IAB_Influencer_Marketing_for_Publishers_2018-01-25.pdf.

Letang, V. & Stillman, L. (2020). Magna Global Advertising Forecast (Winter Update December 7, 2020). Accessed on 27.03.2021 from, <https://s3.amazonaws.com/media.mediapost.com/uploads/MagnaYearEnd2020Forecast.pdf>.

Obviously. (2020). Trends Report: The Impact of Coronavirus on Influencer Marketing. Accessed on 20.06.2021 from, <https://static1.squarespace.com/static/5b1f2ba0b40b9d244893933e/t/5e83608cc927de74e8d5d298/1585668329525/Trends+Report+The+Impact+of+Coronavirus+on+Influencer+Marketing+Obviously.pdf>.

Solis, B. & Webber, A. (2012). The Rise of Digital Influence: A "How to" Guide for Business to Spark Desirable Effects and Outcomes through Social Media Influence. Accessed on 5.12.2020, from <https://www.slideshare.net/Altimeter/the-rise-of-digital-influence>.

Tobin, J. (2019). Three influencer Marketing Problems that Brands Themselves Can Be Created. Accessed on 17.05.2021 from, <https://www.forbes.com/sites/forbesagency-council/2019/10/14/three-influencer-marketing-problems-that-brands-themselves-have-created/#284463bb6a3e>.

YPulse. (2020). 3 Stats that Show Influencers are as Influential as Ever. YPulse daily. New York: YPulse. Accessed on 15.03.2021 from, <https://www.ypulse.com/article/2020/09/01/3-stats-that-show-influencers-are-as-influential-as-ever/>.