

Report On

How Consumer Perception Of Social Media Influencers On Instagram
Affect their purchase Intention In The Fashion Industry.

By

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A research report submitted to the BRAC Business School (BBS) in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA).

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Letter of Approval:

Ms. Mahreen Mamoon

Assistant Professor

BRAC Business School

Brac University

Dear Ma'am

Greetings! Hope you are doing well. I want to conduct a research project to study the impact of social media influencers on Instagram user purchase intention in the fashion industry of Bangladesh. This research will be in partial fulfillment of the requirement for my Bachelor of Business Administration degree under BRAC Business School of Brac University

I am writing this letter to get approval to pursue the topic "How consumer perception of social media influencers in Instagram affect their purchase intention in the fashion industry."

I intend to conduct a quantitative research that can contribute data and insights in the field of social media influencer marketing pertaining to the fashion industry.

I thereby, will be grateful if you grant me permission to pursue this topic.

Yours sincerely

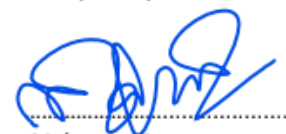
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Mahreen Mamoon

Acknowledgement:

I would like to start this report by acknowledging my gratefulness to the Almighty Allah. I would like to express heartfelt gratitude to every faculty in Brac University, particularly BRAC Business School, who in their own unique way have always inspired me to push myself and strive for the best results both academically and professionally. The learnings I have undergone in their classrooms is immeasurable.

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Abstract:

The use of social media influencers (SMI) is increasingly being explored and evaluated by marketers both globally and in Bangladesh. This quantitative research aims to contribute in the field of social media influencer (SMI) marketing, particularly in understanding of factors that affect consumers perception of SMIs on Instagram and how these perceptions can affect their purchase decision for the products being endorsed by these SMIs in the fashion industry. Four hypotheses have been constructed to test and analyze the relationship of the four variables- perceived credibility, likeability, perceived experience, and frequency with the fifth variable- purchase intention. To conduct this study, 110 responses from various Instagram user age groups have been collected as data. Non probability snowball sampling technique was used for this sampling. All the hypothesis of the research are supported and concluded that there is positive statistically significant correlation between each of the first four variables with purchase intention at varying levels of correlation coefficient(r) strength.

Chapter 1: Introduction-

Influencer marketing is becoming a ubiquitous term in the global marketing scene.

A staggering increase in social media use has resulted in a rise in shopping through various social media platforms. This increase in the number of social media platform users has consequently led to marketers and brands reshaping their marketing strategies, and emphasizing more of their marketing efforts on communication via social media platforms by collaborating with social media influencers (SMI), to engage and interact with customers (Chetioui et al.,2019). Social media influencer (SMI) marketing is a form of marketing which emphasizes endorsements of products to customers via a 3rd party who has influence using social media platforms like: Instagram, Twitter, Facebook, YouTube etc. The phenomenon can be regarded as a form of marketing under the umbrella of digital marketing.

The online social media platforms are flooded with marketing campaigns run by different brands, this has led to consumers being exposed to countless number of advertisements on a daily basis. This increase exposure has led to poor recollection of brand message and communication by consumers and even in some cases blocking the advertisements using tools like ad blocker (Chopra et al., 2020). SMI marketing works as a means of communication of a brand's offering or product via 3rd party endorser. A marketer will send their products to individuals who have a high following in their respective social media account, for example their Instagram account, and in turn the SMI will advertise or showcase those products sent to them by the brand to their own followers. Furthermore, this method of communicating brand message via these 3rd party SMI can be more engaging than communication from personal brand accounts as consumers voluntarily follow these SMIs and value their opinion and in turn heed more attention to what they are endorsing. A Research conducted by Berger and Keller Fay Group in 2016 concluded

that SMIs are perceived to have more credibility and knowledge than consumers, and hence consumers expressed their willingness to follow recommendations of SMIs.

In Bangladesh, a specific industry that is seeing a rise in the use of SMIs by brands and marketers is the fashion industry. Particularly brands that operate solely online without any retail outlets emphasize more on SMI marketing. New emerging clothing brands are able to get a relatively faster growth by partnering with SMIs. Industry professionals are also recognizing and appreciating the engagement and Return on investment (ROI) fashion brands are getting by emphasizing on SMI marketing. Numerous fashion brands that have allocated most of their marketing efforts in SMI marketing have been recipient of awards at Digital Marketing Awards organized by Bangladesh Brand Forum ("78 DIGITAL CAMPAIGNS AWARDED AT DIGITAL MARKETING AWARD 2020 - BBF Digital", 2020). Working with SMIs has given fashion brands the opportunity to reach a greater number of potential consumers vs solely communicating from the brand's own social media channel. Apart from online brands, some established retail brands like- Noir Clothing, are also extensively working more with SMIs. As the number of SMIs are increasing marketers must be wary of what factors consumers consider important in their evaluation of SMIs, and implement those factors when deciding which SMI they should partner with. Correct understanding of the consumers' perceptions of the SMIs and in turn, the factors that contribute to shaping these perceptions is imperative for brands and marketers to recognize to drive a successful SMI marketing campaign.

1.1 Research Objective:

There exist several literatures on the concept of influencer marketing as a whole, but only a handful of literature narrows it down to the fashion industry. Furthermore, of the handful of research that exist, most of them have been conducted in countries where the SMI marketing scene is more established (in terms of number of influencers, number of social media shoppers, and number of brands working with these SMI), for example Malaysia. This research focuses on the consumer perception of SMI marketing on the Bangladeshi market, where the influencer marketing scene is still emerging and many fashion brands- particularly online brands are still only starting to use the services of SMIs to reach out to consumers. Hence the objective of this research to:

- To understand the impact of Instagram SMI marketing on the purchase intention of the users and purchasers in the fashion industry- and to further contribute insights and data in the field of SMI marketing.
- To provide insights regarding how the users perceive the SMIs and what are the factors that can affect their purchase intention for the fashion item endorsed by the SMI.
- To contribute data that can be used by Marketers and brands in this industry looking to work with SMIs. It can also be insightful for academicians and students looking to learn about SMI marketing in the fashion industry.

To support the aforementioned objectives of the study, the following research questions have been formulated:

Q.1) What are the key factors influencing a consumer's purchase intention in the fashion industry?

Q.2) Do consumers' perception of social media influencers have an effect on purchase intention of the fashion product being endorsed?

Q.3) Can personal behavior of the SMI affect the purchase intention of the consumer for fashion/clothing products?

Chapter 2: Literature Review-

Social Media Influencer (SMI) marketing is a form of marketing that involves the identification and association of individuals who have an influence over a particular target segment on a specific or several social media- platforms, for the purpose of generating increased reach, sales, or engagement for the product or brand being marketed (Nurfadila & Riyanto, 2020). Bishop (2021) reinstated this definition and said that influencers are professional-independent content creators who work on social media platforms across a specific or several genres. Influencer marketing falls under the umbrella of Digital marketing. A marketer or brand sends their products to the influencers and they showcase it or advertise it from their respective independent platforms and profiles. These Social media influencers either work with brands for a commission or sometimes for free to bring more engagement and traction in their own profile as well. The SMI can range from macro influencers (celebrities) to micro influencers (more micro-targeted peers) both can have an impact on consumer decision making (Childers et al., 2019). Macro influencers can create more brand awareness to a relatively larger consumer base. Whereas, micro influencers curate to a more niche audience and can generate a relatively higher engagement rate compared to macro influencers at a lower cost (TapInfluence, 2019). For example, Rafiath Rashid Mithila- a macro influencer has an instagram following of 2.1 million with an engagement rate of 0.70%. On the contrary, Sunehra Tasnim- a micro influencer with a following of 150K, boasts an engagement rate of 11% ("Top 1000 Instagram Influencers in Bangladesh in 2021 | StarNgage", 2021).

The concept of SMI marketing works as an extension to the traditional notion of word-of-mouth (WOM) marketing- while emphasizing on a more social context and communicating in a more professional way. Influencer marketing efforts emphasize the on the fundamental WOM

communication to both consumers and marketers in the decision-making process (Childers et al., 2018). A study found that electronic WOM has significant direct impact on purchase intention (Prasad et al., 2019). Consumers are seen to favor opinions and advice of others to make informed decision making- hence SMIs act as that agent of opinion provider and hence, plays a fundamental role in shaping consumer opinion and perception regarding a brand's products or services (Chopra et al., 2020). Khodabandeh & Lindh (2020) conducted a study that found there is a positive relation between a SMI's influence and perception of positive brand image among consumers. Results from another study showed that influencer review has a positive impact on brand image, which in turn positively affects purchase intention of the consumer (Dwidienawati et al., 2020).

As mentioned earlier, one of the biggest industries in which SMIs' use is widely considered is the fashion industry (Chetioui et al, 2019). Consumers are becoming more fashion-sensitive and purchasing behaviors are highly influenced by fashion trends (Lang and Armstrong, 2018). SMIs in the fashion industry often position themselves as individuals who keep up with the latest fashion trends, and hence shoppers are drawn towards following and engaging with them. A fashion SMI's independent behavior and activity can shape the perception of SMIs among the consumers, which in turn can affect the purchase intention of the consumers for the product being endorsed by the SMI. Five variables have been tested in this literature to examine this phenomenon:

2.1 Purchase Intention:

Purchase intention indicates the likelihood or willingness that a consumer intends to purchase a certain product or brand (Chetioui et al, 2019). A person who has expressed his or her desire to acquire goods or services from a seller by making a monetary payment in exchange is said to have purchase intention (Solomon M. et al., 2006 as cited in Nurfadila & Riyanto, 2020). The higher the consumer's purchase intention, the higher their desire to buy the endorsed product (Chi et al., 2011). The purchase intention of a consumer can be shaped and affected by several factors. This literature aims to study four such variables which can affect consumer perception and attitude towards SMIs in the fashion industry, and whether there is a positive correlation between the variables with purchase intention.

2.2 Perceived Credibility:

Perceived credibility is taken to mean as an indicator to whether a person recognizes a claim as honest and unbiased (Hass, 1981, as cited in Chetioui et al, 2019). In the context of this literature, it is intended to indicate the level at which consumers perceive the SMI to be credible while endorsing the fashion products. From previous literatures, it can be established that perceived credibility is one of the most fundamental factors for consumers when they select/follow SMIs (Nam and Dan, 2018). A study found that Perceived credibility is positively associated with the consumers' attitude toward the influencer, which in turn contributed to purchase intention (Chetioui et al, 2019). On the contrary, Lim et al. (2017) found source credibility to be insignificant while testing correlation with purchase intention. Hence this literature aims to test whether there lies a significant relationship between perceived credibility of the SMI and consumer's purchase intention for the endorsed fashion product.

2.3 Likeability:

Likeability acts as an indicator to the perceived level of affection that the customer holds for a particular SMI (Adnan, Jan, & Alam, 2017). In this context likeability is aimed to assess the level at which consumers find an SMI to be likeable, in terms of friendliness, pleasantness, and personal behavior. A study found that higher the likability towards a source, the more effectively the message will be retained and in turn likability can generate more purchase intention (Fanoberova & Kuczkowska, 2016). However, Shan et al (2018) found that likability of SMI does not significantly influence the consumer to purchase the product advertised. Hence this literature aims to test whether there lies a significant relationship between likeability of the SMI and consumers' purchase intention for the endorsed fashion product.

2.4 Perceived Expertise:

Expertise acts as a reference to the product knowledge of the SMI and the validity of their claims regarding the product they are endorsing (Silvera & Austad, 2004, as cited by Widyanto, 2020). Hence perceived expertise works as an indicator to the perception of consumers towards the level of experience and competency of the SMI. An influencer's perceived expertise have found to increase consumer positive attitudes toward the influencer and their purchase intention for the product being endorsed (Smith et al., 2005). There has been found a correlation between perceived expertise of the SMI and purchase intention of consumers (Shan et al., 2018). This finding from the study aligned with similar findings from past studies (Adnan, Jan, & Alam, 2017). Hence this literature aims to test whether there lies a significant relationship between perceived expertise of the SMI and consumers' purchase intention for the endorsed fashion product.

2.5 Frequency:

Frequency is a measurement of how often an SMI should upload new content. A research by Statistica in 2019 showed 33% in the US want SMIs to post contents daily. This literature aims to test whether there lies a significant relationship between frequency of the SMI and the consumers' purchase intention for the endorsed products. A study by Casaló et al. (2020) found that perceived quantity has positive effect on purchase intention- where perceived quantity was used as a measure of how many contents an SMI uploads. Frequency is traditionally used as an input for measuring the engagement rate of an SMI. It is used to express how frequently an SMI posts new content, for example: daily, weekly, monthly etc. So far there is a lack of previous literature testing the relationships between frequency of posting new content by the SMI and purchase intention of the consumers. Therefore, this literature can provide new insights for marketers and brands when they are evaluating which SMI to use for their brand.

Chapter 3: Methodology-

3.1 Research Design:

Initially, a comprehensive review of relevant literature of past research papers about the fashion industry and SMI marketing relating to consumer behavior has been conducted for secondary research. It is concluded that there are several factors related to an SMI that can affect a consumer's purchase intention for the product being endorsed by the SMI in the fashion industry. Of the several factors that have been found to impact purchase intention, 4 factors are narrowed down :(perceived credibility, likability, perceived expertise, and frequency). Hence these 4 factors are constructed as variables for testing statistical correlation with another 5th variable- purchase intention.

As the study uses statistical correlation, only the direction of relationship between the variables and strength of this relationship can be concluded. No cause-and-effect relationship can be established; hence in turn, identification of independent variables and dependent variables does not apply in this case. Followed by the secondary research, a primary research is conducted to carry out a quantitative descriptive research, test the relationship between the aforementioned variables by constructing the following hypothesis:

H1: There is a positive relationship between perceived credibility of the SMI and Instagram user's purchase intention towards the endorsed fashion product.

H2: There is a positive relationship between likeability of the SMI and Instagram user's purchase intention towards the endorsed fashion product.

H3: There is a positive relationship between perceived expertise of the SMI and Instagram user's purchase intention towards the endorsed fashion product.

H4: There is a positive relationship between the SMI's frequency of uploading new content and Instagram user's purchase intention towards the endorsed fashion product.

3.2 Data Collection Method:

For the primary research, a self-administered questionnaire was constructed using google forms and distributed via Social media platform- Facebook, and email. A total of 110 responses were generated using non probability Snowball sampling method. An article in tools4dev cited that most statisticians agree that a minimum of 100 sample size generates meaningful result ("How to choose a sample size (for the statistically challenged) - tools4dev", n.d.). The questionnaire was broken down into two parts. The first part collected general information from the respondents pertaining to their gender, age, and frequency of use of Instagram. The second part collected responses for measurement of the variables (perceived credibility, likeability, perceived expertise, frequency, and purchase intention).

3.3 Data Analysis Method:

For the first part- general information, the summarized data of all 110 responses is analyzed to get an understanding and assessment of their overall frequency of Instagram use. The second part consisted of measurement for 5 variables. The first 4 variables (perceived frequency, likeability, perceived expertise, and frequency.) is tested for statistical correlation with the 5th variable (purchase intention). For all questions on this part, a 5- point Likert scale system has been applied for consistency. The individual responses ranging from Strongly disagree to strongly agree.

Numerical scores are denoted in Statistical Package for the Social Sciences (SPSS) for the scale values as: Strongly disagree= 1, Disagree= 2, Neither agree or disagree= 3, Agree= 4, Strongly agree= 5.

Each variable has 3 questions under its sub heading, and the Likert scale responses are converted to numeric values and then the mean of the 3 questions is computed as a numeric value representing the particular associated variable. The process is repeated for all 110 individual responses and recorded into SPSS. All the mean values for their respective variables are then tested for correlation using SPSS Bivariate Pearson (two tailed) correlation by cross loading each variable mean score with others. All constructs were adopted from previous literature after making some modifications:

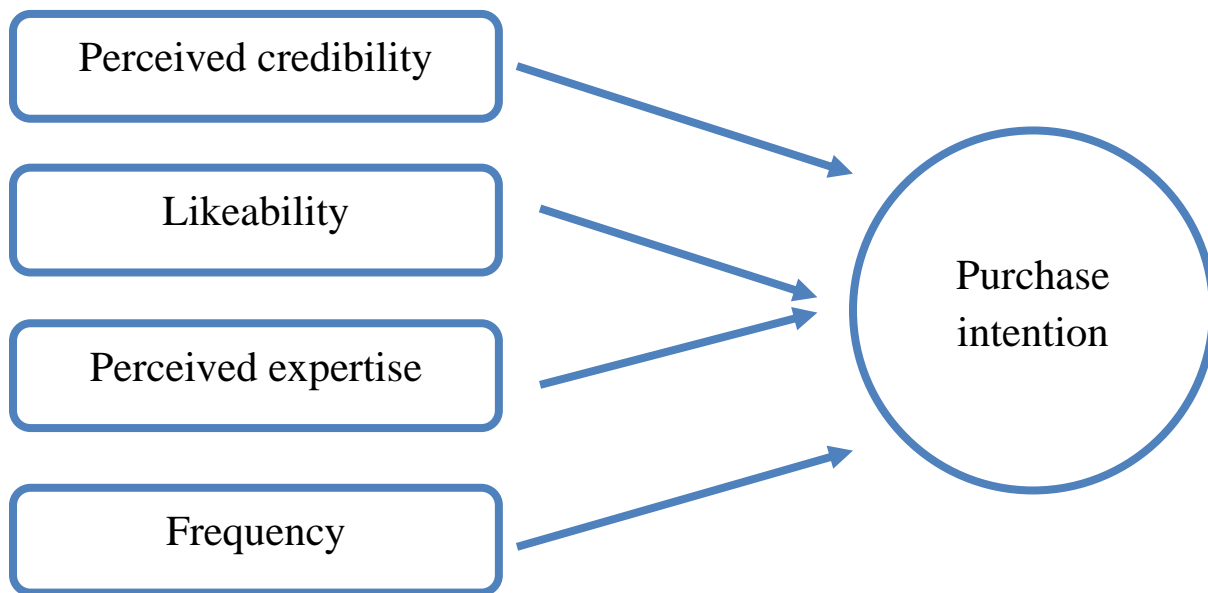


Figure 1: Conceptual framework used in this study for testing statistical correlation.

Chapter 4: Findings & Analysis-

The questionnaire of the survey was divided into two parts, with the objective of making the data more insightful and convenient to interpret.

4.1 General Information-

First part of the data, part A, consisted of general information which are analyzed as summary of the total 110 responses:

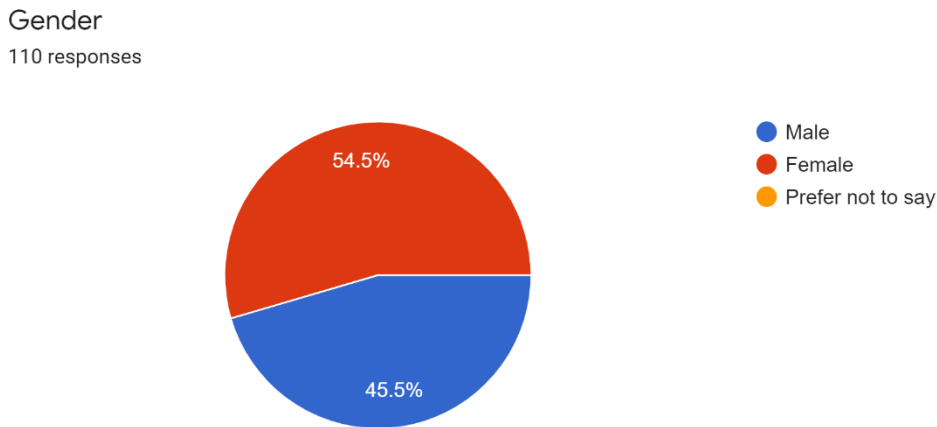


Figure 2: Pie Chart showing respondents' gender distribution.

From the 110 responses, 54.5% of the respondents are female, and 45.5% are male. Hence it can be concluded that a balanced fair representation of both genders has been included in the study. Hence the data obtained in the survey can be established as representative of both genders- with females being slightly higher than males.

Which age group do you fall under?

110 responses

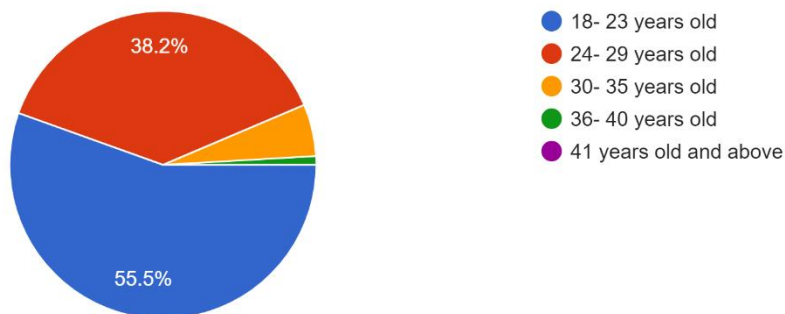


Figure 3: Pie Chart of showing respondents' age distribution.

From the data collected, it can be seen that 38.2% of the responses are from respondents belonging in the age group 18-23 years old. Followed by 55.5% belonging to the age group of 24- 29 years old. People who fall under these respective age groups are the prime Instagram users and shoppers in both Bangladesh and Globally. A statistic by NapoleonCat (2020) showed 83.4% of Instagram users in Bangladesh to be in the age group of 18- 35 years old. Another statistic by Statistica (2021) showed globally 62.8% Instagram users fall in this age group.

Do you value recommendations by social media media influencers on Instagram before purchasing fashion products ?

110 responses

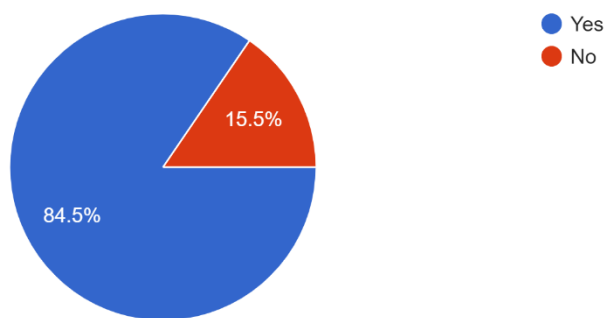


Figure 4: Pie Chart of showing respondents' opinion of SMI value.

The survey revealed that 84.5% of the respondents agreed that they value recommendations by SMIs on Instagram before purchasing fashion products. This substantiates that the study is representative of people who consider SMIs' opinions to be valuable and important. The 2nd part of the analysis shows a more in-depth study of the variables to understand which factors are important for these respondents in forming their perception and attitude of the influencers.

How often do you connect/log-in to Instagram per day?
110 responses

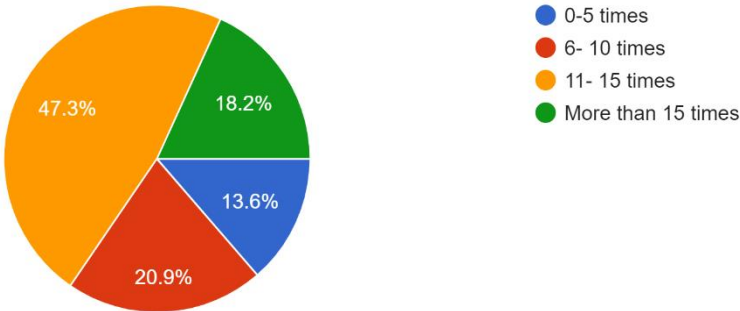


Figure 5: Pie Chart of showing respondents' frequency of Instagram use.

On being asked how many times the respondents connect/log into Instagram on a daily basis, the majority of people marked on the two- higher options. With 18.2% saying they log in more than 15 times a day, and 47.3% saying they log in 11- 15 times a day This indicates that the study is not only representative of people who are Instagram users, but also avid Instagram users.

4.2 Research Variables-

For the second part, individual responses from each respondent were scored from the 5-point Likert- scale and coded to numerical numbers for each question. Then the mean value for the 3 questions (sum of scores from 3 questions then divided by 3) under each sub heading variable was calculated. Next all the mean values, which represented scores for the respective variables were tested for Pearson correlation using SPSS. The relationships examined in this study have been highlighted.

<i>Correlations</i>						
		Perceived credibility	Likeability	Perceived expertise	Frequency	Purchase intention
Perceived credibility	Pearson Correlation	1	.624**	.738**	.213*	.835**
	Sig. (2-tailed)		.000	.000	.025	.000
	N	110	110	110	110	110
Likeability	Pearson Correlation	.624**	1	.650**	.452**	.619**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
Perceived expertise	Pearson Correlation	.738**	.650**	1	.240*	.767**
	Sig. (2-tailed)	.000	.000		.012	.000
	N	110	110	110	110	110
Frequency	Pearson Correlation	.213*	.452**	.240*	1	.277**
	Sig. (2-tailed)	.025	.000	.012		.003
	N	110	110	110	110	110
Purchase intention	Pearson Correlation	.835**	.619**	.767**	.277**	1
	Sig. (2-tailed)	.000	.000	.000	.003	
	N	110	110	110	110	110
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Table 1: Bivariate Pearson Correlation (two- tailed) using SPSS.

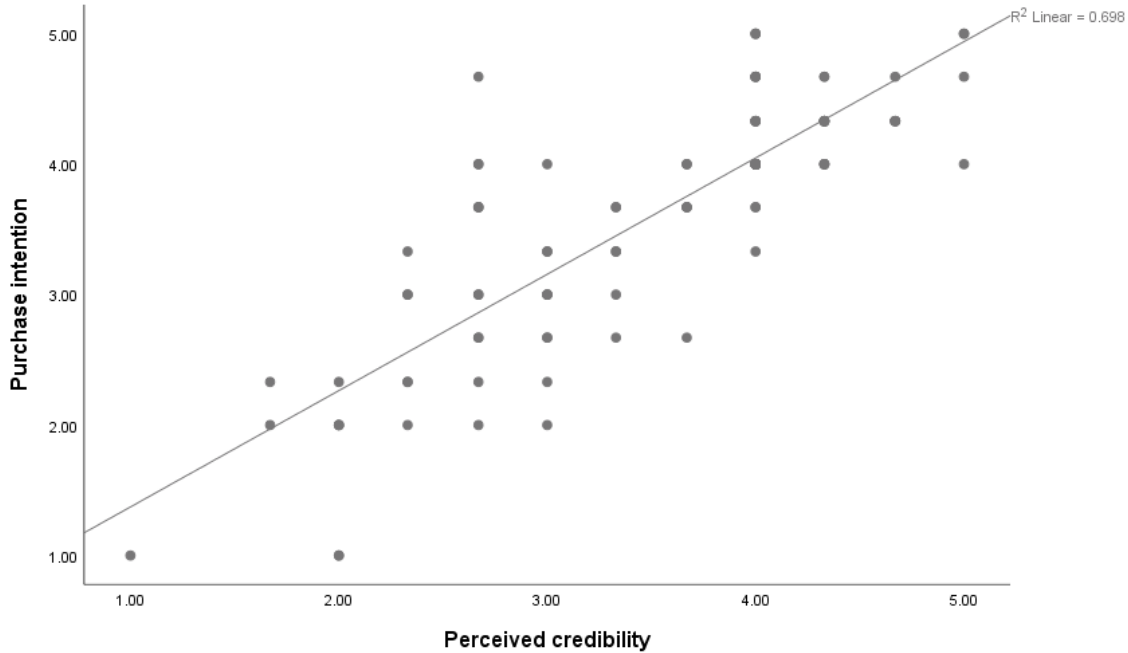


Figure 6: Scatter plot relationship between perceived credibility and purchase intention.

Perceived credibility- purchase intention: Correlation coefficient (r)= 0.835

As there is a correlation coefficient of 0.835, it indicates that there is a very strong positive correlation between perceived credibility and purchase intention. The significance level is also 0.00, which is less than 0.05 at two tailed. Hence it can be concluded that the relationship between the variables is statistically significant. Thus, supporting the hypothesis:

H1: There is a positive relationship between perceived credibility of the SMI and Instagram user’s purchase intention towards the endorsed fashion product.

This implies that consumers are highly influenced and persuaded by how much they find an SMI credible- in terms of whether the SMI’s review and opinion of the fashion product is reliable and trustworthy. The higher this perceived credibility a consumer has for a SMI, the greater the chances of this consumer having an intent to purchase the fashion product being endorsed by the respective SMI.

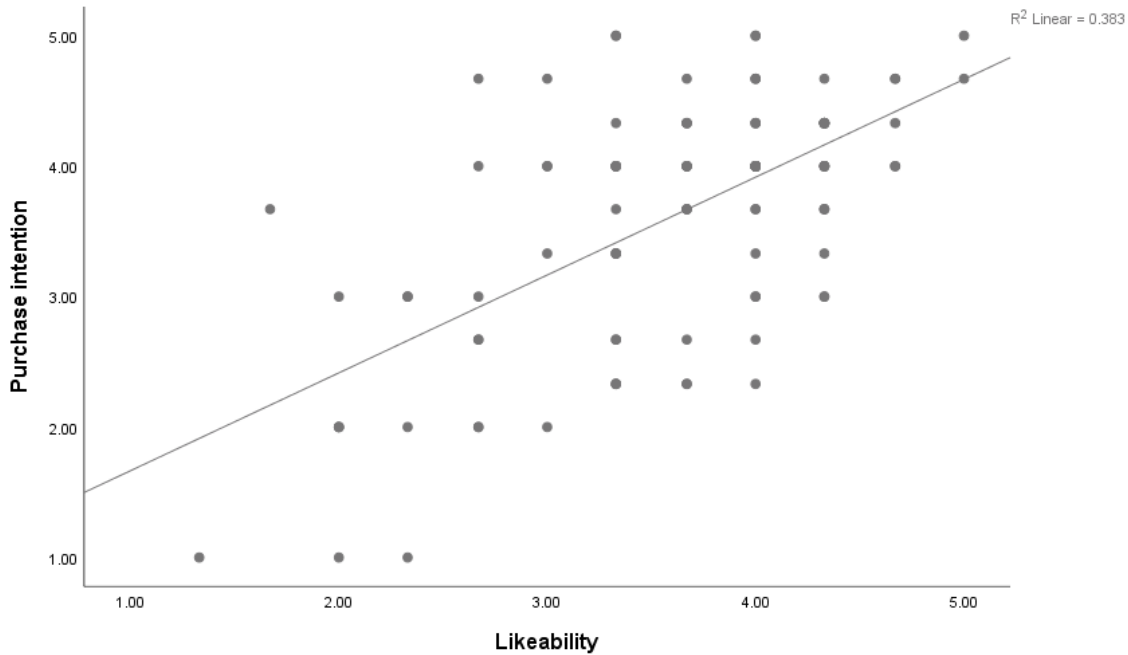


Figure 7: Scatter plot showing relationship between likeability and purchase intention.

Likeability and purchase intention: Correlation coefficient (r)= 0.619

As there is a correlation coefficient of 0.619, it indicates that there is a moderate positive correlation between likability and purchase intention. The significance level is also 0.00, which is less than 0.05 at two tailed. Hence it can be concluded that the relationship between the variables is statistically significant. Thus, supporting the hypothesis:

H2: There is a positive relationship between the likeability of the SMI and Instagram users’ purchase intention towards the endorsed fashion product.

This implies that consumers are greatly influenced and persuaded by how much they personally like the SMI- components like SMI behavior, interaction, and humbleness can factor into shaping the likability. The more a consumer likes an SMI for their personal behavior, the greater the chances of this consumer forming intent to purchase the fashion product being advertised by the particular SMI.

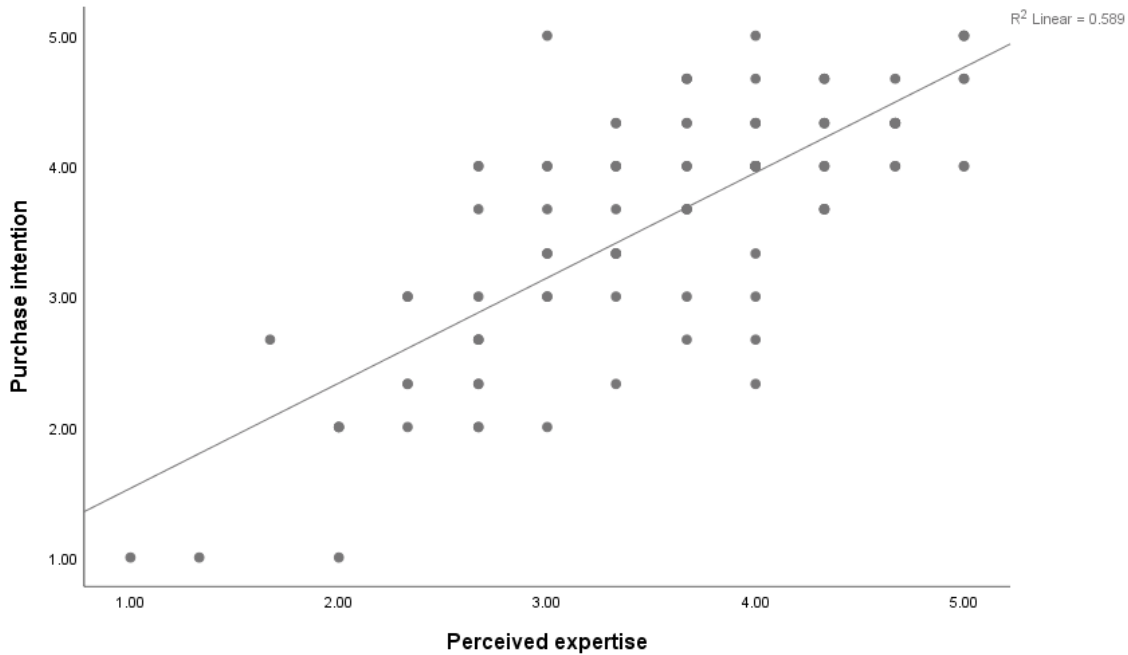


Figure 8: Scatter plot showing relationship between perceived expertise and purchase intention.

Perceived expertise- Purchase intention: Correlation coefficient(r)= 0.767

As there is a correlation coefficient of 0.767, it indicates that there is a strong positive correlation between perceived expertise and purchase intention. The significance level is also 0.00, which is less than 0.05 at two tailed. Hence it can be concluded that the relationship between the variables is statistically significant. Thus, supporting the hypothesis:

H3: There is a positive relationship between perceived expertise of the SMI and Instagram users' purchase intention towards the endorsed fashion product.

This is an indication that consumers are strongly influenced and persuaded by how they perceive the SMI to be in terms of expertise- components such as how knowledgeable the SMI is about the product and how well they are representing and reviewing it can factor into perceived expertise. For example- whether a SMI is effectively pairing one fashion item with other ones to complement and highlight each other can be a reflection of their expertise in fashion. The higher

this perceived expertise a consumer has for the SMI, the greater the chances of this consumer forming an intent to purchase fashion product being endorsed by the respective SMI.

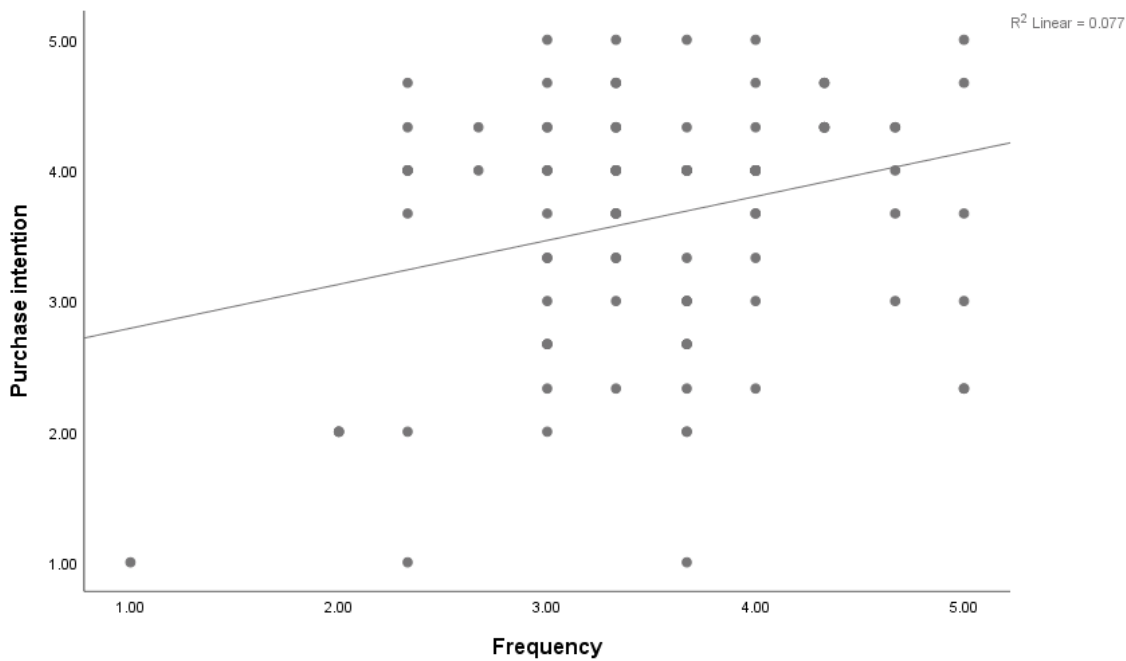


Figure 9: Scatter plot showing relationship between frequency and purchase intention.

Frequency- Purchase intention: Correlation coefficient(r)= 0.277

As there is a correlation coefficient of 0.277, it indicates that there is a weak positive correlation between frequency and purchase intention. The significance level 0.03, which is below 0.05 at two tailed. Hence it can be concluded that the relationship between the variables is statistically significant. Thus, supporting the hypothesis:

H4: There is a positive relationship between the SMI's frequency of uploading new content and Instagram user's purchase intention towards the endorsed fashion product

This means that consumers are slightly influenced and persuaded by how frequently the SMI uploads new content in their personal platforms. The more frequent an SMI is, the greater the purchase intention. This implies that higher this frequency of content being uploaded by the SMI (daily, weekly, monthly), the higher the chances of a slight increase in the consumer's purchase intention for the fashion product being endorsed by the SMI.

4.3 Summary of Findings:

Variables	Correlation (r)	Relation in words.	Significance	Hypothesis
Perceived credibility - Purchase intention.	0.835	Very strong positive correlation.	Statistically significant.	H1-supported.
Likeability- Purchase intention.	0.619	Moderate positive correlation.	Statistically significant.	H2-supported.
Perceived expertise- Purchase intention.	0.767	Strong positive correlation.	Statistically significant.	H3-supported.
Frequency- Purchase intention.	0.277	Weak positive correlation.	Statistically significant.	H4-supported.

Table 2: Table summarizing findings from chapter 4.2 Research variable.

Limitations And Future Research Implications:

The first limitation is that the number of literature available on SMI marketing in the fashion industry is very limited. Furthermore, this study was carried out in Dhaka- Bangladesh, where the preferences and buying behavior of consumers and their perceptions of the SMIs can vary across various differing countries and cultures. Lastly there could be several other factors that influence the purchase intention of the consumer for the product being endorsed that do not reflect personal behavior of the SMI endorsing the product- for example: the popularity of brand being endorsed.

Future research can be concluded by including a larger sample of respondents from various cities all over Bangladesh, and conclude whether the findings substantiate or contradicts findings from this study.

Chapter 5: Conclusion-

The purpose of this research was to identify the predominant factors that affect consumers' perception of the SMI in Instagram, and how these perceptions shape their purchase intention for the product endorsed in the fashion industry. The variables used to construct the conceptual model was borrowed from prior research. The research focused on quantitative descriptive analysis from a sample of 110 respondents and generated 4 hypotheses to test statistical correlation between consumers' perceived credibility, likeability, perceived expertise, and frequency of the SMI with purchase intention of the consumer. Firstly, the results found indicated that perceived credibility has the strongest positive statistically significant correlation with purchase intention. Secondly, there was found to be a moderate positive statistically significant relationship between likeability and purchase intention. Thirdly, the relationship between perceived expertise and purchase intention exhibits the 2nd strongest positive statistically significant correlation of this study. Lastly, there was found to be a weak positive statistically significant relationship between frequency and purchase intention. These findings can provide significant insights for understanding what personal components of an SMI are considered important by a consumer. Marketers can use the insights of this study and focus on working with SMIs who have exhibit high amounts of (perceived credibility, likability, perceived expertise, and frequency) to influence purchase intention for their products.

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Appendix:

Survey Link: [Click here](#)

Questions:

(Part A: General information)

Q.1) Gender

- Male
- Female
- Prefer not to say

Q.2) Which age group do you fall under?

- 18- 13 years old
- 24- 29 years old
- 30- 35 years old
- 36- 40 years old
- 41 years old and above

Q.3) Do you have an Instagram account?

- Yes
- No

Q.4) Please select the Social Media influencers you follow on Instagram.

- Raba Khan. @rabakhan
- Shoumik Ahmed. @shoumik_who
- Sunehra Tasnim. @t.sunehra
- Naziba Naushin. @naziba.naushin
- Ahmed Anik Mudassir. @minimalmudassir
- Lamia Tasnim. @lamuuu_

- Other:

Q.5) Do you value recommendations by social media influencers on Instagram before purchasing fashion products?

- Yes
- No

Q.6) How often do you connect/ log- in to Instagram per day?

- 0- 5 times
- 6- 10 times
- 11- 15 times
- More than 15 times

(Part B: Research Variables)

Perceived credibility:

Q.7) Social media Influencers on Instagram are credible.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Q.8) Social media Influencers on Instagram give honest review of the fashion product advertised.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree

- Agree
- Strongly Disagree

Q.9) I find Social media influencers on Instagram believable.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Likeability:

Q.10) I find Social media influencers endorsing fashion products on Instagram to be sincere.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Q.11) Social media influencers on Instagram are pleasant and friendly while advertising products.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Q.12) I believe Social media influencers on Instagram are warm and likeable.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Perceived expertise:

Q.13) A social media influencer on Instagram has experience in using the fashion product that is advertised.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Q.14) The Social media influencer is an expert in reviewing the fashion product endorsed in Instagram.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Q.15) Social media influencers on Instagram are qualified to advertise fashion items.

- Strongly Disagree
- Disagree

- Neither Agree or Disagree
- Agree
- Strongly Disagree

Frequency:

Q.16) I find Social media Influencers on Instagram to be consistent in updating me with latest fashion trends.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Q.17) A Social media influencer on Instagram posts new content frequently.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Q.18) Social media influencers on Instagram influencers endorse products on a regular basis.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Purchase intention:

Q.19) I intend to purchase fashion product endorsed by social media influencers I follow in Instagram.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Q.20) I am willing to purchase the fashion item showcased by the social media influencer I follow on Instagram.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree

Q.21) I am interested in making a purchase for the fashion item advertised by a social media influencer I follow on Instagram.

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Disagree