

BAB V

PENUTUP

Bab ini merupakan bagian terakhir dalam penelitian ini yang berisikan kesimpulan, implikasi manajerial, keterbatasan penelitian dan juga saran untuk peneliti selanjutnya.

5.1. Kesimpulan

Berdasarkan dari hasil pengujian dan pembahasan yang telah dijabarkan pada bab IV dapat diketahui bahwa:

1. H1: Berdasarkan penelitian yang telah dilakukan oleh penulis, Hipotesis 1 (H1) “sukses” membuktikan bahwa persepsi kredibilitas memberikan pengaruh yang positif pada sikap terhadap *influencer*.
2. H2: Berdasarkan penelitian yang telah dilakukan oleh penulis, Hipotesis 2 (H2) “sukses” membuktikan bahwa kepercayaan memberikan pengaruh yang positif pada sikap terhadap *influencer*.
3. H3: Berdasarkan penelitian yang telah dilakukan oleh penulis, Hipotesis 3 (H3) “sukses” membuktikan bahwa persepsi kontrol perilaku memberikan pengaruh yang positif pada sikap terhadap *influencer*.
4. H4: Berdasarkan penelitian yang telah dilakukan oleh penulis, Hipotesis 4 (H4) “sukses” membuktikan bahwa Norma subjektif memberikan pengaruh yang positif pada sikap terhadap *influencer*.
5. H5: Berdasarkan penelitian yang telah dilakukan oleh penulis, Hipotesis 5 (H5) “sukses” membuktikan bahwa persepsi keahlian memberikan pengaruh yang positif pada sikap terhadap *influencer*.

6. H6: Berdasarkan penelitian yang telah dilakukan oleh penulis, Hipotesis 6 (H6) “sukses” membuktikan bahwa persepsi kesesuaian memberikan pengaruh yang positif pada sikap terhadap *influencer*.
7. H7: Berdasarkan penelitian yang telah dilakukan oleh penulis, Hipotesis 7 (H7) “sukses” membuktikan bahwa sikap terhadap *influencer* memberikan pengaruh yang positif pada sikap merek.
8. H8: Berdasarkan penelitian yang telah dilakukan oleh penulis, Hipotesis 8 (H8) “sukses” membuktikan bahwa sikap terhadap *influencer* memberikan pengaruh yang positif pada niat beli.
9. H9: Berdasarkan penelitian yang telah dilakukan oleh penulis, Hipotesis 9 (H9) “sukses” membuktikan bahwa Sikap merek memberikan pengaruh pada niat beli.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah diperoleh, implikasi manajerial yang dapat diberikan adalah sebagai berikut:

1. Kredibilitas dari seorang selebritis diperhitungkan. Menjadi nilai tambah ketika selebritis tersebut mempunyai nilai yang berlaku umum seperti profesional, meyakinkan dan terpercaya sehingga membentuk brand yang diiklankan sebagai barang yang mempunyai nilai guna.
2. Norma subjektif menjadi pertimbangan selanjutnya konsumen dalam memilih sebuah produk. Persepsi tentang norma ini berkaitan dengan baik-buruk nilai yang ada pada seorang endorser.

5.3 Keterbatasan Penelitian

Berdasarkan hasil penelitian yang diperoleh, ada beberapa keterbatasan penelitian yang dapat menjadi pertimbangan untuk peneliti selanjutnya. Keterbatasan penelitian yang dilakukan adalah sebagai berikut :

1. Penelitian ini menggunakan metode survei melalui pengisian kuesioner, sehingga terdapat kemungkinan adanya data yang bias, misalnya akibat responden mengisi kuesioner secara sembarangan maupun pengisian yang tidak jujur.
2. Kurangnya luas lingkup penelitian dan kurang banyaknya jumlah responden dalam penelitian sehingga kurang menggambarkan keadaan yg sesungguhnya.
3. Penyebaran kuesioner dilakukan secara online sehingga pengisian kuesioner secara sembarangan.

5.4 Saran untuk Peneliti Selanjutnya

Berdasarkan penelitian yang telah dilakukan, saran yang dapat diberikan oleh peneliti adalah sebagai berikut :

1. Perubahan metode yang digunakan untuk membaca fenomena *celebrity endorser* ini dari penelitian kuantitatif menjadi kualitatif sehingga adanya hasil ini bisa lebih mendalam.
2. Memperluas lingkup penelitian dan memperbanyak jumlah responden penelitian agar dapat menangkap fenomena penelitian lebih baik.
3. Dalam pengumpulan data, diharapkan orang yang menerima kuesioner adalah orang-orang yang dapat kita percaya serta perlu adanya pengawasan dalam

pengisian kuesioner sehingga diharapkan pada saat responden mengisi kuesioner tidak dilakukan secara sembarangan.



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LAMPIRAN

Lampiran 1. KUISIONER



PENGARUH CELEBRITY ENDORSER CHOI SIWON TERHADAP MINAT BELI MIE SEDAAP KOREAN SPICY CHICKEN

Perkenalkan saya Hengky Fernando Gabriel S, Mahasiswa Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini sedang melakukan penelitian untuk menyelesaikan tugas akhir dengan judul penelitian "PENGARUH CELEBRITY ENDORSER CHOI SIWON TERHADAP MINAT BELI MIE SEDAAP KOREAN SPICY CHICKEN".

Pada era sekarang, iklan produk banyak dilakukan oleh perusahaan melalui endorsement oleh influencer. Salah satu perusahaan yang melakukan endorsement adalah Mie Sedaap. Endorsement adalah bentuk komunikasi seorang selebriti yang bertindak sebagai juru bicara dari produk tertentu. Choi Siwon adalah influencer yang melakukan endorsement produk Mie Sedaap Korean Spicy Chicken. Kuesioner ini bertujuan untuk menguji apakah Choi Siwon berpengaruh terhadap niat beli konsumen terhadap Mie Sedaap Korean Spicy Chicken.

Kriteria yang dibutuhkan untuk mengisi Kuesioner ini yaitu:

1. Khusus kepada Generasi Muda yang berusia 0 – 35 tahun,
2. Mengetahui Choi Siwon dan produk Mie Sedaap Korean Spicy Chicken
3. Pernah melakukan pembelian produk Mie Sedaap Korean Spicy Chicken minimal 1 kali.

Choi Siwon



Choi Siwon adalah seorang model, penyanyi, dan aktor asal Korea Selatan. Ia telah mengawali kariernya sejak tahun 2005. Pria kelahiran 7 April 1986 ini merupakan salah satu anggota boyband yang berhasil sukses di kancah internasional, Super Junior yang dinaungi oleh agensi besar, SM Entertainment. Bersama Super Junior, Siwon berhasil meraih sejumlah penghargaan di bidang musik seperti Seoul Music Award, Golden Disk Award, Gaon Chart, dan Teen Choice Award. Selain bersama Super Junior, Siwon juga memiliki kesibukkan di dunia seni peran. Choi Siwon juga dapat disebut sebagai influencer karena Choi Siwon seseorang yang cukup populer dan bisa memberikan pengaruh pada pengikutnya disosial media. Karena influencer memiliki arti seseorang yang dapat memberikan suatu pengaruh dikalangan masyarakat.

Berikutnya

Kosongkan formulir

Kriteria Responden

Petunjuk Pengisian:

- Mohon untuk mengisi pertanyaan dibawah ini dengan sebenar-benarnya.
- Berilah tanda (X) pada pilihan yang telah disediakan.

NB: Apabila terdapat salah satu jawaban kuesioner "TIDAK" maka pengisian kuesioner berhenti sampai disini (kosongkan formulir).



Apakah anda mengetahui produk Mie Sedaap Korean Spicy Chicken? *

- Ya
- Tidak

Apakah anda mengetahui Choi Siwon? *

- Ya
- Tidak

Apakah anda pernah membeli produk Mie Sedaap Korean Spicy Chicken? *

- Ya
- Tidak

Apakah anda berumur dibawah 36 tahun? *

- Ya
- Tidak

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)



Profil Responden

Petunjuk Pengisian:

- Mohon untuk mengisi pertanyaan dibawah ini dengan sebenar-benarnya.
- Berilah tanda (X) pada pilihan yang telah disediakan.

NAMA *

Jawaban Anda _____

JENIS KELAMIN *

- LAKI-LAKI
- PEREMPUAN

UMUR *

- < 7 Tahun
- 7 Tahun - 14 Tahun
- 14 Tahun - 21 Tahun
- 21 Tahun - 28 Tahun
- 28 Tahun - 35 Tahun

ASAL DAERAH (PROVINSI) *

Pilih

**Status ***

- Pelajar / Mahasiswa
- Pegawai Negri Sipil
- Pegawai Swasta
- DLL

Tingkat Pendidikan Terakhir *

- SD
- SMP
- SMA
- S1
- DLL

Jumlah Pendapatan per Bulan. *

- < Rp. 1.000.000
- Rp. 1.000.000 - Rp. 2.000.000
- Rp. 2.000.000 - Rp. 3.000.000
- > Rp. 3.000.000

Jumlah Pengeluaran per Bulan. *

- < Rp. 1.000.000
- Rp. 1.000.000 - Rp. 2.000.000
- Rp. 2.000.000 - Rp. 3.000.000
- > Rp. 3.000.000

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

KREDIBILITAS YANG DIRASAKAN

Pentunjuk Pengisian Kuesioner:

Kuesioner ini menggunakan skala likert. Mohon mengisi kuesioner tersebut sesuai dengan keadaan saudara/saudari yang sesungguhnya, keterangan sebagai berikut :

1 = STS : Sangat Tidak Setuju

2 = TS : Tidak Setuju

3 = N : Netral

4 = S : Setuju

5 = SS : Sangat Setuju

Choi Siwon adalah influencer yang meyakinkan. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Choi Siwon adalah influencer yang dapat dipercaya. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Choi Siwon adalah referensi yang baik untuk merekomendasi dalam membeli produk. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Produk yang diiklankan Choi Siwon memiliki manfaat atau nilai guna. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	SS

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)



KEPERCAYAAN

Pentunjuk Pengisian Kuesioner:

Kuesioner ini menggunakan skala likert. Mohon mengisi kuesioner tersebut sesuai dengan keadaan saudara/saudari yang sesungguhnya, keterangan sebagai berikut :

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3 = N : Netral

4 = S : Setuju

5 = SS : Sangat Setuju

Choi Siwon bisa dipercaya sebagai sumber informasi untuk melakukan keputusan pembelian. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Choi Siwon jujur dalam mereview Mie Sedaap Korean Spicy Chicken. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Choi Siwon mengkonsumsi Mie Sedaap Korean Spicy Chicken yang diiklankan. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

KONTROL PERILAKU YANG DISARANKAN

Pentunjuk Pengisian Kuesioner:

Kuesioner ini menggunakan skala likert. Mohon mengisi kuesioner tersebut sesuai dengan keadaan saudara/saudari yang sesungguhnya, keterangan sebagai berikut :

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5 = SS : Sangat Setuju

Saya juga membuat pertimbangan lain selain iklan Choi Siwon dalam keputusan * pembelian Mie Sedaap Korean Spicy Chicken.

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Choi Siwon memiliki reputasi yang baik. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya akan membeli Mie Sedaap Korean Spicy Chicken yang diiklankan oleh Choi Siwon *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

[Kembali](#)[Berikutnya](#)[Kosongkan formulir](#)

NORMA SUBJEKTIF

Kuesioner ini menggunakan skala likert. Mohon mengisi kuesioner tersebut sesuai dengan keadaan saudara/saudari yang sesungguhnya, keterangan sebagai berikut :

- 1 = STS : Sangat Tidak Setuju
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- 4 = S : Setuju
- 5 = SS : Sangat Setuju

Saya mempertimbangkan pendapat orang - orang di sekitar saya terlebih dahulu sebelum merujuk pada influencer yang mempromosikan produk tersebut. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

KEAHLIAN YANG DIRASAKAN

Pentunjuk Pengisian Kuesioner:

Kuesioner ini menggunakan skala likert. Mohon mengisi kuesioner tersebut sesuai dengan keadaan saudara/saudari yang sesungguhnya, keterangan sebagai berikut :

1 = STS : Sangat Tidak Setuju

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4 = S : Setuju

5 = SS : Sangat Setuju

Choi Siwon termasuk influencer yang ahli dalam hal endorsement produk. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Choi Siwon memiliki pengetahuan yang baik terhadap produk yang direview (Mie Sedaap Korean Spicy Chicken). *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Choi Siwon memberikan referensi berdasarkan keahliannya. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

KESESUAIAN YANG DIRASAKAN

Kuesioner ini menggunakan skala likert. Mohon mengisi kuesioner tersebut sesuai dengan keadaan saudara/saudari yang sesungguhnya, keterangan sebagai berikut :

- 1 = STS : Sangat Tidak Setuju
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- 3 = N : Netral
- 4 = S : Setuju
- 5 = SS : Sangat Setuju

Endorsement yang dilakukan oleh Choi Siwon sesuai untuk saya. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Ada kecocokan kebutuhan selera atau rasa bagi saya dengan Mie Sedaap Korean Spicy Chicken yang diiklankan Choi Siwon. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Iklan mie instan Mie Sedaap Korean Spicy Chicken oleh Choi Siwon sesuai terhadap kebutuhan saya. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

SIKAP TERHADAP INFLUENCER

Kuesioner ini menggunakan skala likert. Mohon mengisi kuesioner tersebut sesuai dengan keadaan saudara/saudari yang sesungguhnya, keterangan sebagai berikut :

1 = STS : Sangat Tidak Setuju

2 = TS : Tidak Setuju

3 = N : Netral

4 = S : Setuju

5 = SS : Sangat Setuju

Choi Siwon berhasil menginfluence produk bagi saya. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Choi Siwon hadir dengan konten yang menarik. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Choi Siwon memberikan hal baru tentang berbagai produk dan layanan. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya menganggap Choi Siwon adalah sumber informasi yang dapat diandalkan. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

SIKAP MEREK

Pentunjuk Pengisian Kuesioner:

Kuesioner ini menggunakan skala likert. Mohon mengisi kuesioner tersebut sesuai dengan keadaan saudara/saudari yang sesungguhnya, keterangan sebagai berikut :

- 1 = STS : Sangat Tidak Setuju
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- 3 = N : Netral
- 4 = S : Setuju
- 5 = SS : Sangat Setuju

Produk Mie Sedaap Korean Spicy Chicken yang diiklankan oleh Choi Siwon dapat dipercaya. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

NIAT BELI

Pentunjuk Pengisian Kuesioner:

Kuesioner ini menggunakan skala likert. Mohon mengisi kuesioner tersebut sesuai dengan keadaan saudara/saudari yang sesungguhnya, keterangan sebagai berikut :

1 = STS : Sangat Tidak Setuju

2 = TS : Tidak Setuju

3 = N : Netral

4 = S : Setuju

5 = SS : Sangat Setuju

Saya memiliki niat untuk membeli produk Mie Sedaap Korean Spicy Chicken yang diiklankan oleh Choi Siwon. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya merekomendasikan produk Mie Sedaap Korean Spicy Chicken yang diiklankan oleh Choi Siwon kepada teman-teman saya yang memerlukan refresi mie instan. *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Lampiran 2. JURNAL ACUAN

How fashion influencers contribute to consumers' purchase intention

Influencers and consumers' purchase intention

Youssef Chetioui, Hikma Benlafqih and Hind Lebdaoui
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 Ifrane, Morocco*

Abstract

Purpose – This study examines the impact of attitudes toward fashion influencers (FIs) on brand attitude and consumer purchase intention. It also aims to identify factors affecting consumers' attitudes toward FIs.

Design/methodology/approach – To achieve this goal, the authors propose a conceptual model that combines the theory of planned behavior (TPB) and theoretical outcomes of prior literature related to influencer marketing. Based on data collected from 610 Moroccan respondents, the authors empirically test the conceptual model using a partial least squares (PLS) estimation.

Findings – This study illustrates that attitudes toward FIs positively impact brand attitude and consumer purchase intention. The authors also demonstrate that perceived credibility, trust, perceived behavioral control, perceived subjective norms, perceived expertise and perceived congruence positively impact attitudes toward FIs.

Practical implications – The study findings help marketers and advertisers in the fashion industry to understand how influencer marketing contributes to consumer purchase intention. They also allow marketers to understand factors explaining attitudes toward FIs and therefore better select influencers capable of creating purchase intentions among existing and potential customers.

Originality/value – The present paper bridges a gap pertaining to antecedents and factors that impact attitudes toward FIs and consumer purchase intention. To the authors' knowledge, this study is the first of its kind to investigate the impact of attitudes toward influencers on both brand attitude and purchase intention in the fashion industry.

Keywords Fashion influencers, Attitudes toward the influencer, Brand attitude, Influencer marketing, Purchase intention, Social media

Paper type Research paper

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1. Introduction

As a channel offering unlimited access to a huge amount of information from all over the world, social media became part of its users' daily routine (Pentina *et al.*, 2018). The growing numbers of social media users shaped marketing trends and strategies, and marketers started perceiving social media platforms as key channels to communicate and interact with customers (Bianchi *et al.*, 2017). Few years ago, companies used to take advantage of the fame and social status of celebrities to promote their brands, but advancements in social media platforms led to an upward recognition of influencers (Xu (Rinka) and Pratt, 2018). Referred to sometimes as opinion leaders, social media influencers regularly share their daily life activities, skills, opinions and recommendations based on previous experience or expertise (Freberg *et al.*, 2011). The unprecedented growth in the number of social media influencers' followers steered the emergence of influencer marketing as a rapidly growing marketing orientation in many industries. Fashion is one of the industries in which influencer marketing has been widely considered in recent years.

With the progressively increasing demands in the fashion industry, shoppers are becoming more fashion-sensitive and purchasing behaviors are highly influenced by fashion trends (Lang and Armstrong, 2018). Such trends are most commonly led by fashion influencers (FIs) or leaders (Park and Kim, 2016). FIs are personalities with large number of followers on social media who generate fashion content and have the power to persuade followers' opinion and purchase behavior. They are considered as new players in the fashion industry as they attract consumers with strong interest in stylish fashion items (Park and



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Kim, 2016). Though, so far, there is a lack of literature tackling the relationships between fashion leadership and consumer's purchase intention (Lang and Armstrong, 2018).

This study aims to bridge this gap in literature by examining factors affecting attitudes toward FIs and their impact on brand attitude and purchase intention. De Veirman *et al.* (2017) suggest that a key struggle for marketers is to identify influencers that will better suit their advertising campaign; such influencers should possess powerful convincing skills in order to persuade followers. Different assessment indicators have been used to evaluate influencers in prior literature, namely number of followers, number of likes, number of comments, credibility, expertise, congruence to the brand or to potential customers (Choi and Rifon, 2012; Freberg *et al.*, 2011; Jabr and Zheng, 2017; Lee and Koo, 2012). Nevertheless, research about influencers and purchase intention in the fashion industry, mainly in emerging countries, is still limited. The motive of this study is a twofold. First, we aim to identify the main factors affecting consumers' attitudes toward influencers. Then, we examine the impact of attitudes toward FIs on brand attitude and purchase intention. To do so, we developed a model that combines Ajzen's (1991) theory of planned behavior (TPB) with other theoretical outcomes revealed in prior literature. We came out with the following research questions (RQs):

RQ1. What are the key factors that influence consumers' attitudes toward fashion influencers?

RQ2. Do consumers' attitudes toward fashion influencers impact brand attitude?

RQ3. Do attitudes toward fashion influencers impact consumers' purchase intention?

RQ4. Does brand attitude impact fashion consumers' purchase intention?

This research has two main practical contributions. Firstly, it will be a guideline for marketers and advertisers in the fashion industry to understand the factors to be considered in selecting suitable influencers. Secondly, it provides valuable insights on how influencer marketing contributes to consumer purchase intention, namely in the fashion industry where empirical research is relatively scarce. This article is organized as follows: Section 2 covers the theoretical background, that is, the concept of influencer marketing and purchase intention, and theoretical foundation; Section 3 describes the conceptual model. Then Section 4 consists of the methods used in the research. Data analysis and discussion are present in Sections 5 and 6, respectively. Section 7 concludes this paper.

2. Theoretical background

2.1 The concept of influencer marketing

The emergence and growing popularity of social media led to the advent of new marketing approaches, namely influencer marketing (Li *et al.*, 2012). Consumers have always valued others' opinions, yet the upward use of social media platforms has empowered ordinary clients to share their opinions and experiences with their peers. Influencer marketing is different from traditional word-of-mouth marketing as it allows marketers to gain more control and insights over marketing outcomes. Marketers can have access to the number of views, likes, comments, influencers' posts and feedbacks related to their products and services (De Veirman *et al.*, 2017). In their latest report, TapInfluence (2019) stresses that influencer marketing can create 11 times more return on investment compared to other traditional advertising channels. In the context of fashion industries, fashion consumers, mainly generations Y and Z, may well be more impacted by influencers as they tend to consider them as assistants and even friends (Pate and Adams, 2013). This can be corroborated by the common belief within younger generations that even individuals like themselves can be fashion leaders (Palfrey and Gasser, 2013).

2.2 The concept of purchase intention

Purchase intention refers to the likelihood that a consumer plans or is willing to buy a certain brand in the future (Huang *et al.*, 2011). The TPB suggests that an increase in intention reflects an increase in the chance of executing the behavior. In the context of influencer marketing, prior literature suggests that consumers' attitudes toward a specific brand directly impact their purchasing intention (Pradhana *et al.*, 2016). Erkan and Evans (2018) suggest that E-word of mouth (E-WOM) is more effective when made by recognized personalities and has a powerful impact on online consumers' purchase intention. Measurements such as brand attitude, brand image, quality, knowledge about the brand, attributes and brand loyalty have all been revealed to have a strong influence on purchase intention in previous literature (Tariq *et al.*, 2013). Kudeshia and Kumar (2017) stress that the quantity of E-WOM can also influence the purchase intention of consumers. Lee *et al.* (2011) reveal that a stronger perceived credibility of online reviews leads to a higher purchase intention. In view of the aforementioned, purchase intention is widely considered by marketers as a key determinant of purchase decision (Raza *et al.*, 2014).

2.3 Theoretical foundation: the theory of planned behavior (TPB)

Developed by Ajzen (2011), the TPB is an extension of the theory of reasoned action (Ajzen and Fishbein, 1980). It has been among the first influential theories to use individuals' beliefs to predict human behavior (Hegner *et al.*, 2017). According to the TPB, attitude, subjective norms and behavioral control influence an individual's intention to perform a particular behavior. Intention is a key construct in the theory as a mediating variable between consumers' personal dynamics and behavior; it is claimed to be the predecessor to behavior. According to the TPB, intention is a direct function of attitudes, subjective norm and control toward the behavior (Ajzen, 2011).

Subjective norms reflect an individual's perception of common social pressure. If an individual perceives that others approve (or disapprove) a certain behavior, he/she will be more (or less) likely to intend to display the behavior. Attitudes toward the behavior refer to an individual's favorable or unfavorable assessments of a particular behavior. The theory suggests that the more positive are attitudes toward a certain behavior, the stronger is the individual's intention to execute it (Armitage and Conner, 2001). Behavioral control factors refer to the perceived influence of specific factors to facilitate or prevent a specific behavior. Relatively, Ajzen (2011) acknowledges that emotions result from beliefs and affect intentions and behavior. One of the main criticisms of the TPB is that the theory is purely rational, since it disregards two dimensions that seriously alter human judgments and behavior: the affective and cognitive factors (Hegner *et al.*, 2017). Accordingly, integrating other variables along with the determinants outlined by the TPB in one model constitutes an interesting research outlet for fashion researchers, academicians and advertisers.

3. Conceptual framework: model and hypothesis

3.1 The conceptual model

The proposed conceptual model, as illustrated in Figure 1, is largely based on the TPB (Ajzen, 1991); other relevant constructs were sourced from prior literature (Choi and Rifon, 2012; Goldsmith *et al.*, 2000; Jabr and Zheng, 2017; Lee and Koo, 2012; Martins *et al.*, 2017). The aim of this research is to determine the factors affecting consumers' attitudes toward FIs. It subsequently examines how the latter stimulates consumers' attitudes toward brands and purchase intention.

Based on Ajzen's (2011) TPB, perceived behavioral control, subjective norms and attitude have been put forward. We added influencers' perceived credibility, trust, perceived expertise



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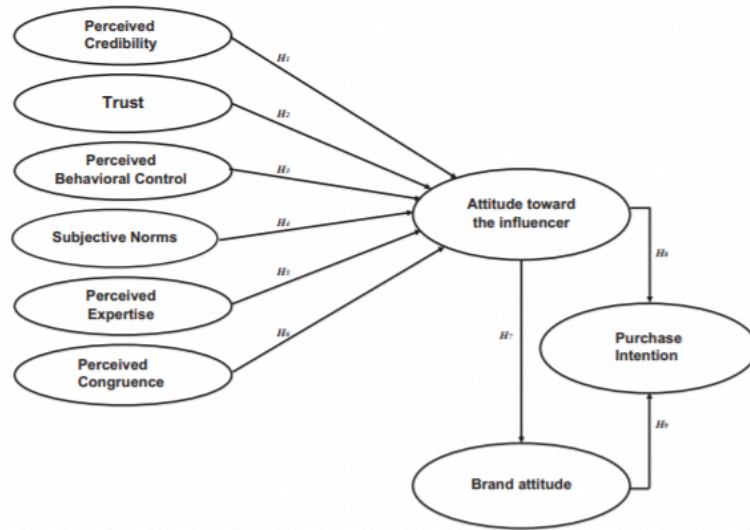


Figure 1.
Conceptual model

and perceived congruence as suggested by Martins *et al.* (2017); Goldsmith *et al.* (2000); and Choi and Rifon (2012). Customers' attitude toward influencers has been shown to be directly impacted by the influencers' perceived credibility, trust, expertise and congruence (Bergkvist *et al.*, 2016), while purchase intention has been proved to be influenced by customer's attitude, as suggested by the TPB. All constructs are further discussed in the succeeding sections.

3.2 Hypotheses

Previous studies suggest that perceived credibility is one of the most important keys when people select/follow influencers (Nam and Dän, 2018). Lagner and Eisend (2011) confirm that, though attractiveness might lead to immediate effectiveness, a celebrity's perceived credibility would have a much longer effect on the consumer's behavior toward a brand. Recommendations and E-WOM build upon trustworthiness and credibility, then influencers have to be perceived as credible in order to persuade their followers (Kim *et al.*, 2018). Consequently, an FI who is perceived as credible is more likely to influence the follower's attitude and purchasing intention. Hence:

H1. Perceived credibility is positively associated with the consumers' attitude toward the influencer.

Perceived credibility outlines whether a person recognizes a claim as true, honest and unbiased (Hass, 1981). Trust relies on how a person behaves to accomplish an uncertain objective (Giffin, 1967). In our research context, trust is defined as the degree to which customers trust influencers, both in what they say and in what they do. Creating trust with customers is crucial for a successful marketing in the current digital world (Jabr and Zheng, 2017). Past research reveals a positive relationship between trust and attitude (Macintosh and Lockshin, 1997; Ohanian, 1990; Suh and Han, 2002). In an online marketing context, a

consumer trusting an influencer is more likely to trust the influencer's recommendations, and both his attitude toward the product and buying behavior can change consequently (Hsu *et al.*, 2013). Accordingly, an FI who is recognized as a highly trustworthy person has more chances to impact the follower's attitudes, choices and purchasing intention. Accordingly:

H2. Trust is positively associated with the consumers' attitude toward the influencer.

Perceived behavioral control has been introduced as a key component of the TPB. It indicates "people's perception of the degree to which they are capable of, or have control over, performing a given behavior" (Fishbein and Ajzen, 2010). Prior literature defined perceived behavioral control as conceptually the same as self-efficacy, which is "a judgment of one's ability to organize and execute given types of performances" (Bandura, 1997). Al-Debei *et al.* (2013) demonstrate that customers are more likely to perform a specific behavior if they have control over it. As of the TPB, perceived behavioral control has a direct positive impact on both attitude and intention. Building on the aforementioned, we developed the following hypothesis:

H3. Perceived behavioral control is positively associated with the consumers' attitude toward the influencer.

Subjective norms are defined as the social pressure that individuals face when behaving in a certain way (Rhodes and Courneya, 2003). That is, they are more likely to behave in a certain way as they face pressure from surroundings or other people they know. Hegner, Fenko and Teravest (2017) define subjective norms as the desire to act in a way that pleases others and is then internally controlled. It is mainly about a person's perception of others' opinions, namely friends and relatives, about whether he or she should engage in the behavior. According to the TPB, intention is a function of attitudes toward the behavior, subjective norms and perceived behavioral control (Ajzen, 2011). Subjective norms are expected to be positively related to attitudes toward FIs. Consequently:

H4. Perceived subjective norms are positively associated with the consumers' attitude toward the influencer.

Perceived expertise is another key contributing factor to consumers' attitudes toward influencers and to purchase intention. Consumers are more likely to take content and recommendations conveyed by influencers perceived as experts in their field (Yadav *et al.*, 2013). An expert is generally perceived as highly qualified and therefore more likely to make assessments that are accurate and valid. Many studies reveal that expert influencers can significantly impact consumers' attitudes toward a particular brand (Hayes And Carr, 2015; Bergkvist *et al.*, 2016). An influencer's perceived expertise increases the level of trust among customers and consequently influences their attitudes toward the influencer and their purchase intention (Smith *et al.*, 2005). Then:

H5. Perceived influencer's expertise is positively associated with the consumers' attitude toward the influencer.

Garretson and Niedrich (2004) define congruence as the extent to which motivations are corresponding to each other. Motivations' congruence can facilitate creating impressions and has emotional impact on consumers' responses (Hosany and Martin, 2012). Comparable effects could be predictable in the context of influencer marketing. Strengthening the congruence of influencers to potential customers could lead to higher purchase intention and better attitudes toward the influencer. Xu (Rinka) and Pratt (2018) reveal that consumers tend to follow influencers as they have shared personality traits, matching lifestyle or similar preferences. Higher degree of congruence between influencers and potential customers reflects positive attitudes toward influencers and results in an increased purchase intentions (Choi and Rifon, 2012). Thus:



H6. Consumer's perceived congruence with the influencer is positively associated with the consumers' attitude toward the influencer.

Attitude refers to the extent to which an individual approves or not a behavior before achieving it (Al-Debei *et al.*, 2013). It reflects people's favorable or unfavorable evaluations of engaging in a particular behavior. That is, individuals are more likely to embrace a behavior for which their attitudes were favorable (Armitage and Conner, 2001). Prior literature reveals a positive association between attitude toward celebrities and attitude toward the brand (Amos *et al.*, 2008; Silvera and Austad, 2004). Reed *et al.* (2012) suggest that consumers use brands to transfer their identity to others, and likewise, they evaluate others based on their consumption behavior. The images conveyed by brands are therefore of high importance. Hence:

H7. Consumers' attitude toward the influencer is positively associated with the consumers' brand attitude.

Earlier literature suggests that consumers' attitudes toward brands have a significant impact on purchase intentions (Mackenzie and Spreng, 1992). The elaboration likelihood model (ELM), developed by Petty and Cacioppo (1986), introduces brand purchase intention as a direct function of attitudes toward the brand. Subsequent research related to advertising effectiveness confirms the brand attitude as a predictor of purchase intention (MacKenzie *et al.*, 2006). Accordingly, the TPB suggests that an individual's behavioral intention is influenced by his or her attitude toward the behavior. A positive attitude toward a brand results not only in continuous preference toward those brands but also in a positive impact on purchase intention (Huang *et al.*, 2011). Thus:

H8. Consumers' brand attitude is positively associated with the consumers' purchase intention.

Cooke and Sheeran (2004) stress that the relationship between consumer attitudes and intentions is usually more consistent when consumers are highly involved. Using well-liked influencers results in positive attitudes toward the brand and therefore to higher purchase intention. Further research conceives attitude toward the influencer as a direct predictor to purchase intention (Bergkvist *et al.*, 2016). In the same line, the TPB considers purchase intention as a direct outcome of attitude (Ajzen, 2011). Hence:

H9. Consumers' attitude toward the influencer is positively associated with the consumers' purchase intention.

4. Methods

4.1 Measurement

All constructs were adopted, with some modifications, from prior literature (see Appendix). All the questionnaire scales and items were presented in French, as it is widely used among Moroccans (Benzakour, 2007). We also adopted the back-translation method (Brislin, 1986) to translate the items from English to French.

To measure the different variables of the research, respondents were asked to evaluate each proposed statement using a five-point scale ranging from 1 (strongly disagree) to 5 (strongly agree). All constructs and related items are included in the Appendix. Demographic questions relating to age, gender, education, income and job were included at the end of the questionnaire.

4.2 Sample and data collection

As of January 2019, official statistics from [NapoleonCat \(2019\)](#) convey that the number of Facebook users in Morocco exceeds 17,440,000 (47.6%) while Instagram users were estimated to 4,425,000 (12.1% of the Moroccan population). These increasing numbers of social media users stimulated the selection of a sample of Moroccan customers, as a proxy for developing countries, in order to test the proposed model. In February 2019, the questionnaire was pretested through 12 individuals with different backgrounds and language skills to make sure that the questions were clear and effective. Respondents of the pilot test were asked to provide feedback and suggestions when instructions or questions were not clear. The data collected from the pilot study was not included in the analysis.

For the practicality of this study, we adopted a nonprobability sampling method, combining self-selecting and snowball sampling. The questionnaire was issued on Facebook as a voluntary selection method where individuals express their desire to take part of the study ([Saunders et al., 2012](#)). It was also shared through email where contacts were asked to complete the questionnaire and share it with other parties. This online administration of the questionnaire was considered appropriate in this study since the target comprises generations Y and Z, recognized as digital natives ([Magno, 2017](#)).

Our sample comprised Moroccans with knowledge about FIs, the reason why a filtering question was placed at the beginning of the questionnaire to exclude respondents with no familiarity with FIs. Throughout a four months' period (February through May 2019), a total of 723 respondents successfully completed the questionnaire. About 610 valid responses were maintained (84.37%), while 113 responses were rejected for the lack of knowledge about FIs, age constraints (only Y and Z generations were targeted) or for missing answers. The valid responses were analyzed to assess reliability, validity and appropriateness for hypotheses testing. The final sample comprised 249 (41%) male respondents and 361 (59%) female. About 517 (84.75%) respondents are aged under 30 years old, 93 (15.25%) respondents aged between 31 and 40 years old ([Table 1](#)).

5. Results

Structured equation modeling (SEM), based on a confirmatory factor analysis, has been carried out to test causal relationships and assess the measurement model. SEM is an advanced statistical technique using a combination of statistical data and qualitative causal assumptions ([Henseler et al., 2009](#)).

The proposed conceptual model of this research is considered to be complex, so we opted for the use of partial least squares (PLS) as the most appropriate method for similar models. The next subsection examines the measurement model in order to assess indicator reliability, construct reliability, convergent validity and discriminant validity. Then, the subsequent subsection tests the structural model using SmartPLS 3.0 Software.

5.1 Measurement model

As illustrated in [Table 2](#), we tested for indicator reliability. Our results suggest that all items have loadings above 0.7 approving that the indicator reliability is accomplished ([Hair et al., 2010](#)). To examine the construct's reliability, we used composite reliability (CR); results in [Table 2](#) show that all constructs have $CR > 0.7$, confirming that the construct reliability was achieved ([Hair et al., 2010](#)).

Next, the convergent validity was assessed using the average variance extracted (AVE); for all the constructs, the AVE is above 0.5, guaranteeing the achievement of convergent validity for our measurement model (see [Hair et al., 2010](#) and [Henseler et al., 2009](#)).

The discriminant validity was tested using two criteria. First, we used the [Fornell and Larcker \(1981\)](#), which stresses that the root square of AVE for each latent variable should be



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Measure	Item	<i>N</i>	Percentage (%)	Measure	Item	<i>N</i>	Percentage (%)
Gender	Male	249	40.82	Job	Employee	190	31.15
	Female	361	59.18		Looking for a job	10	1.64
Age	18–25	371	60.82	Manager	22	3.61	
	26–30	146	23.93	Self-employed	37	6.07	
City of origin	31–40	93	15.25	Student	351	57.54	
	Casablanca	190	31.15	Income	Less than 1,000 MAD	130	21.31
	Rabat	187	30.66	1,001–2,500 MAD	109	17.87	
	Fez	51	8.36	2,501–5,000 MAD	99	16.23	
	Meknes	31	5.08	5,001–10,000 MAD	109	17.87	
	Tangier	19	3.11	10,001–15,000 MAD	78	12.79	
	Marrakech	18	2.95	More than 15,000 MAD	70	11.48	
Education	Other	114	18.69	N/A	15	2.46	
	High school	34	5.57	Fashion influencer familiarity	Yes	610	100.00
	Undergraduate	279	45.74		No	0	0.00
	Mater	234	38.36	Fashion influencer fellowship	Yes	502	82.30
	Doctorate	13	2.13		No	108	17.70
Other	50	8.20					

Table 1. Survey respondent profile (*n* = 610)

greater than the correlation with any other latent variable. As can be seen in Table 3, this is achieved for all latent variables. The second criterion used is the indicators' cross-loadings, Chin (1998) conveys that the loading of each indicator has to be greater than all of its cross-loadings to be valid. As shown in Table 4, this was analyzed and all constructs have loadings with higher values than their cross-loadings (Hair *et al.*, 2010). The assessment of the construct reliability, convergent validity and indicator reliability provides satisfactory results, confirming that the constructs can be used to test the proposed conceptual model.

5.2 Structural model

As the measurement model was proved to be valid, it is possible to test the structural model. This article used a bootstrapping of 500 resamples to estimate the statistical significance of path coefficients (Hair *et al.*, 2010). Chin (1998) reveals that the key criterion for assessing the structural model is the coefficient of determination (*R*-square) of the endogenous latent variables. The latter has to be higher than 0.33 for a model to be moderately specified. *R*-square of the model's exogenous latent variables is shown in Figure 2.

As demonstrated in Table 5, results show that 60.1% of the variation in the attitude toward the influencer can be explained by the exogenous variables illustrated in the conceptual model. Hypotheses H1 of perceived credibility ($\hat{\beta} = 0.265$; $p < 0.01$), H2 of trust ($\hat{\beta} = 0.183$; $p < 0.01$), H3 of perceived behavioral control ($\hat{\beta} = 0.143$; $p < 0.01$), H4 of

Constructs	Items	Loadings	AVE	CR	Constructs	Items	Loadings	AVE	CR	
Brand attitude	ATTBR1	1.000	1.000	1.000	Perceived expertise	EXP1	0.88	0.803	0.925	
Attitude toward the influencer	ATTIN1	0.747	0.586	0.849		EXP2	0.908			
	ATTIN2	0.843				EXP3	0.901			
	ATTIN3	0.714			Perceived behavioral control	PBC 1	0.731	0.625	0.768	
	ATTIN4	0.753				PBC 2	0.846			
Perceived congruence	CONG1	0.889	0.8	0.923	Subjective norms	SUBN	1.000	1.000	1.000	
	CONG2	0.927	0.656	0.884		Purchase intention	PIN1	0.919	0.864	0.927
	CONG3	0.866					PIN2	0.94		
Perceived credibility	CRED1	0.813			0.656		0.884	Trust	TR1	0.839
	CRED2	0.797	TR2	0.843						
	CRED3	0.788	TR3	0.788						
	CRED4	0.839								

Influencers and consumers' purchase intention

Table 2. Factor loadings, composite reliabilities and average variance extracted ($n = 610$)

subjective norms ($\hat{\beta} = 0.091$; $p < 0.01$), H5 of perceived expertise ($\hat{\beta} = 0.248$; $p < 0.01$) and H6 of perceived congruence ($\hat{\beta} = 0.145$; $p < 0.01$) are all statistically significant and explain the variation of attitude toward the influencer.

The conceptual model explains 41.3% of the variation in the attitude toward the brand (moderate). Hypothesis H7 of attitude toward the influencer ($\hat{\beta} = 0.642$; $p < 0.01$) is also statistically significant and explains the variation in the attitude toward the brand (Table 5).

Finally, the research model explains 40.6% of variation in purchase intention (moderate). Hypotheses H8 of attitude toward the influencer ($\hat{\beta} = 0.288$; $p < 0.01$) and H9 of attitude toward the brand ($\hat{\beta} = 0.412$; $p < 0.01$) are statistically significant and therefore justify the variation in the purchase intention (Table 5). In summary, a total of nine hypotheses in the model have been strongly supported, which confirms that the conceptual model, proposed in the present paper, can explain the impact of influencers on customers' purchase intention in the fashion industry.

To test for predictive relevance, the Q -square or cross-validated redundancy (CV-Red) was calculated for the three endogenous latent variables of our research model. According to Fornell and Cha (1994), a CV-Red value greater than 0 implies that there is predictive relevance. As illustrated in Table 6, the CV-Red values of attitude toward the influencer, brand attitude and purchase intention are respectively 0.326, 0.403 and 0.333. All Q -square values are greater than zero, which supports the claim that this study model has adequate ability to predict.

Finally, the goodness of fit (GoF) test indicates whether the model is large enough to be considered as having sufficient global PLS model validity (Wetzels *et al.*, 2009). Our model's calculated GoF value (0.607) exceeds the cutoff value of 0.36 and allows us to conclude that our study has a sufficient global PLS model validity (GoF calculations are available from the authors upon request).

6. Discussion

6.1 Theoretical implications

This research has three theoretical implications. First, consumers' attitudes toward FIs are positively influenced by perceived credibility, trust, perceived behavioral control, subjective norms, perceived expertise and perceived congruence, which is consistent with previous

Table 3.
AVE and correlations

	Brand attitude	Attitude toward the influencer	Perceived congruence	Perceived credibility	Perceived expertise	Perceived behavioral control	Purchase intention	Subjective norms	Trust
Brand attitude	<i>1.000</i>								
Attitude toward the influencer	0.642	<i>0.766</i>							
Perceived congruence	0.262	0.345	<i>0.894</i>						
Perceived credibility	0.633	0.664	0.279	<i>0.810</i>					
Perceived expertise	0.529	0.620	0.184	0.580	<i>0.896</i>				
Perceived behavioral control	0.448	0.502	0.068	0.401	0.491	<i>0.791</i>			
Purchase intention	0.587	0.553	0.351	0.572	0.436	0.356	<i>0.929</i>		
Subjective norms	0.250	0.390	0.077	0.318	0.366	0.535	0.152	<i>1.000</i>	
Trust	0.581	0.617	0.319	0.726	0.505	0.365	0.588	0.193	<i>0.824</i>

Note(s): Italic represent the root squares of AVE for each latent variable, and are greater than the correlation with any other latent variable

	Brand attitude	Attitude toward the influencer	Perceived congruence	Perceived credibility	Perceived expertise	Perceived behavioral control	Purchase intention	Subjective norms	Trust
ATTBR1	<i>1.000</i>	0.642	0.262	0.633	0.529	0.448	0.587	0.250	0.581
ATTIN1	0.582	<i>0.747</i>	0.265	0.388	0.471	0.348	0.524	0.095	0.569
ATTIN2	0.536	<i>0.843</i>	0.286	0.551	0.538	0.393	0.426	0.354	0.490
ATTIN3	0.419	<i>0.714</i>	0.232	0.429	0.420	0.408	0.380	0.418	0.373
ATTIN4	0.397	<i>0.753</i>	0.270	0.437	0.459	0.398	0.336	0.376	0.391
CONG1	0.225	0.295	<i>0.889</i>	0.231	0.126	0.104	0.304	0.104	0.271
CONG2	0.236	0.349	<i>0.927</i>	0.276	0.201	0.076	0.332	0.068	0.289
CONG3	0.245	0.274	<i>0.866</i>	0.239	0.160	0.085	0.306	0.034	0.286
CRED1	0.529	0.559	0.187	<i>0.813</i>	0.474	0.338	0.383	0.294	0.542
CRED2	0.467	0.514	0.278	<i>0.797</i>	0.430	0.222	0.479	0.188	0.628
CRED3	0.501	0.498	0.263	<i>0.788</i>	0.417	0.332	0.501	0.276	0.586
CRED4	0.547	0.575	0.187	<i>0.839</i>	0.487	0.400	0.486	0.270	0.599
EXP1	0.429	0.496	0.083	0.441	<i>0.880</i>	0.423	0.335	0.278	0.411
EXP2	0.490	0.594	0.174	0.518	<i>0.908</i>	0.450	0.385	0.387	0.444
EXP3	0.498	0.568	0.226	0.539	<i>0.901</i>	0.444	0.436	0.310	0.469
PBC 1	0.273	0.345	-0.030	0.226	0.348	<i>0.731</i>	0.082	0.554	0.136
PBC 2	0.422	0.441	0.162	0.383	0.424	<i>0.846</i>	0.441	0.326	0.412
PN1	0.506	0.484	0.310	0.528	0.385	0.295	<i>0.919</i>	0.116	0.553
PN2	0.599	0.540	0.341	0.536	0.423	0.363	<i>0.940</i>	0.164	0.542
SUBN	0.250	0.390	0.077	0.318	0.366	0.535	0.152	<i>1.000</i>	0.193
TR1	0.509	0.567	0.275	0.619	0.435	0.344	0.503	0.201	0.839
TR2	0.469	0.475	0.293	0.638	0.400	0.259	0.478	0.080	<i>0.843</i>
TR3	0.453	0.474	0.219	0.532	0.410	0.292	0.469	0.188	0.788

Note(s): *Italic* represent the constructs loadings, and are higher than their cross loadings

Influencers and consumers' purchase intention

Table 4.
Cross-loadings

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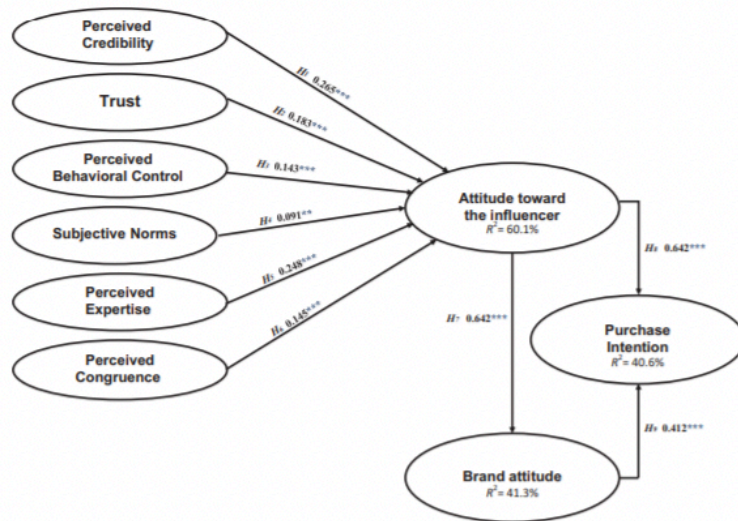


Figure 2. Structural model results

Hypothesis	Independent variables → Dependent variable	Std. beta	Std. error	T-value	p-value	Decision
H1	Perceived credibility → Attitude toward the influencer	0.265***	0.039	6.760	0.000	Supported
H2	Trust → Attitude toward the influencer	0.183***	0.035	5.166	0.000	Supported
H3	Perceived behavioral control → Attitude toward the influencer	0.143***	0.033	4.355	0.000	Supported
H4	Subjective norms → Attitude toward the influencer	0.091**	0.032	2.886	0.004	Supported
H5	Perceived expertise → Attitude toward the influencer	0.248***	0.035	7.102	0.000	Supported
H6	Perceived congruence → Attitude toward the influencer	0.145***	0.031	4.744	0.000	Supported
H7	Attitude toward the influencer → Brand attitude	0.642***	0.022	28.633	0.000	Supported
H8	Brand attitude → Purchase intention	0.288***	0.040	7.124	0.000	Supported
H9	Attitude toward the influencer → Purchase intention	0.412***	0.041	9.986	0.000	Supported

Table 5. Path coefficients of the research hypotheses

Note(s): **, *** indicate significance at the 1%, 0.1% levels

findings (Ajzen, 2011; Choi and Rifon, 2012; Jabr and Zheng, 2017). Perceived credibility was the strongest factor affecting attitudes toward the influencer, followed by expertise and trust, while subjective norms had the weakest impact on consumers' attitudes toward FIs. These results illustrate that an influencer who is perceived as credible is more likely to influence the follower's attitudes and purchase intention as suggested by prior literature (Kim *et al.*, 2018). Second, it has been demonstrated through this study that a high percentage of the variation in the brand attitude can be explained by attitudes toward FIs. This suggests that consumers are more likely to appreciate or recommend a brand that has been recommended by well-liked influencers. Last, our results convey that the variation in purchase intention can be explained by both attitudes toward FIs and attitudes toward the brand. This implies that FIs do not only influence consumers' attitudes toward a certain brand but also create purchase intentions. These theoretical implications lead us to conclude that influencer marketing is a good alternative for fashion companies aiming to increase awareness about their offerings, boost market share of their products and create purchase intention among existing and potential customers.

6.2 Practical implications

The results of the present research allow us to draw two main practical implications. First, perceived credibility, expertise and trust have been shown to be perceived by customers as the most important factors when following FIs. Congruence to influencers, perceived behavioral control and subjective norms also impact consumers' attitudes toward FIs, to a lesser extent. Fashion marketers and advertisers may consider these concerns when adopting influencer marketing. Second, attitudes toward FIs have been demonstrated to have a significant impact on attitudes toward brands and on purchase intention. This leads us to suggest that influencer marketing should be well recognized by fashion marketers as an efficient strategy to enhance E-WOM related to their products and correspondingly create purchase intentions among customers.

6.3 Limitations and future research

Despite the interesting theoretical and practical implication of this study, it is still subject to some limitations. First, the data used was collected using convenience snowball sampling. The use of nonprobability sampling can be criticized, yet adopting a probability sampling method was impractical in our framework. Second, the study was conducted with consumers of only one developing country. In order to overcome social, cultural and economic disparities, similar studies are to be conducted in other contexts for comparison of outcomes. Finally, it would be interesting to conduct a qualitative study to assess the impact of FIs on consumers'

	SSO	SSE	Q^2
Brand attitude	610.000	363.980	0.403
Attitude toward the influencer	2440.000	1644.345	0.326
Perceived congruence	1830.000	1830.000	
Perceived credibility	2440.000	2440.000	
Perceived expertise	1830.000	1830.000	
Perceived behavioral control	1220.000	1220.000	
Purchase intention	1220.000	813.934	0.333
Subjective norms	610.000	610.000	
Trust	1830.000	1830.000	

Note(s): $Q^2 = (1 - SSE/SSO)$

Table 6.
 Q^2 -square or cross-validated redundancy (CV-Red) of the endogenous latent variables

purchase intention in future research. Qualitative research tolerates more probing, and therefore different outcomes might be accomplished.

7. Conclusions

The contribution of this research was to identify the main factors affecting consumers' selection of FIs and assess the impact of consumers' attitudes toward influencers on attitudes toward recommended brands and on purchase intention. To this end, we developed a model based on an extension of the TBP to influencer marketing. Other variables were borrowed from prior literature to construct our conceptual model. Our research presents a novel framework for identifying the key factors impacting FIs' fellowships and consumer purchase intentions. Based on a sample of 610 Moroccan respondents, we empirically confirmed that consumers' attitudes toward influencers are significantly biased by perceived credibility, trust, perceived expertise, perceived congruence, perceived behavioral control and subjective norms, as was suggested in previous studies. Perceived credibility was demonstrated to be the major factor persuading attitudes toward the influencer, followed by expertise and trust, while subjective norms had the weakest impact on consumers' attitudes toward the FI. Our results reveal that FIs perceived as credible and trustworthy are more likely to influence followers' attitudes and purchase intention. It has been illustrated that a large share of the variation in the attitude toward the brand comes from attitudes toward FIs. This implies that consumers are more likely to appreciate or recommend a brand that has been recommended by popular influencers. Finally, our results suggest that attitudes toward FIs and toward the brand have a significant impact on consumers' purchase intention. This research adds to the body of the literature by understanding consumers' perceptions of FIs and their impact on purchase intentions and behaviors. The findings are of significant relevance to the ongoing debate concerning influencer marketing and how influencers shape perception of brands through their endorsements.

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Appendix				Influencers and consumers' purchase intention
Variables	Items	Measurement items	Sources	
Perceived credibility	CRE D 1	I do believe that fashion influencers I follow are convincing	Liu <i>et al.</i> (2012); Martins <i>et al.</i> (2017); Yang <i>et al.</i> (2013)	
	CRE D 2	I do believe that fashion influencers I follow are credible		
	CRE D 3	I do believe that fashion influencers advertising is a good reference for purchasing products		
	CRE D 4	I find purchasing product/service advertised by fashion Influencers I follow to be worthwhile		
Trust	TR 1	I do believe that I can depend on fashion influencers I follow to make purchasing decisions	Lu <i>et al.</i> (2014); Ohanian (1990)	
	TR 2	I do believe that fashion influencers I follow are sincere		
	TR 3	I do believe that fashion influencers I follow use the same products they advertise		
Perceived behavioral control	PBC 1	In addition to fashion influencers, I do take other personal and objective factors into consideration when making my purchasing decision	Ajzen (2011); Fishbein and Ajzen (2010)	
	PBC 2	I will buy a product only if the social media influencer referring to it has a good reputation		
Subjective norms	SUBN	I do take into consideration my surroundings' opinions before referring to fashion influencers	Ajzen (2011)	
Perceived expertise	EXP 1	The fashion influencers I am following are experts in their field	Bergkvist <i>et al.</i> (2016); Ohanian (1990)	
	EXP 2	The fashion influencers I am following have great knowledge		
	EXP 3	The fashion influencers I am following provide references based on their expertise		
Perceived congruence	CONG 1	How do you perceive the compatibility between you and your preferred fashion influencers	Xu (Rinka) and Pratt (2018)	
	CONG 2	How do you perceive the level of match between your personality and your preferred fashion influencers		
	CONG 3	How do you assess the relevance of your preferred fashion influencers' publications with regard your personal beliefs and life mode		
Attitude toward the influencer	ATTIN 1	I do believe that fashion influencers serve as fashion models for me	Ajzen (2011); Casaló <i>et al.</i> (2018)	
	ATTIN 2	I do believe that fashion influencers present interesting content		
	ATTIN 3	I do believe that fashion influencers provide new deals about different products and services		
	ATTIN 4	I do consider fashion influencers as a reliable source of information and discovery		
Brand attitude	ATTBR 1	I do trust brands advertised by fashion influencers I follow	Ajzen (2011); Bergkvist <i>et al.</i> (2016)	
Purchase intention	PIN 1	I most frequently have intentions to purchase products advertised by the fashion influencers I follow	Ajzen (2011); Hsu and Lin (2015); Kumar <i>et al.</i> (2009); Martins <i>et al.</i> (2017)	
	PIN 2	I generally recommend products and/or services advertised by the fashion influencers I follow		

Table A1.
Main survey variables, items, measures, and sources

