

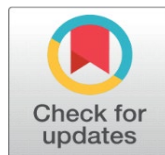
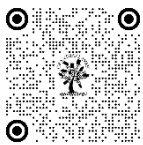
DEMYSTIFYING THE EFFECT OF SOCIAL ENJOYMENT IN SHOPPING BEHAVIOR FOR ELECTRONIC PRODUCTS: A APPROACH TO UNDERSTAND INFLUENCERS MARKETING

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ABSTRACT

The paper focuses on the significance of influencers and how they promote their videos. Social enjoyment is studied in the study which is derived after watching the videos of the influencers on social media platforms. The videos on electronic products create a positive attitude towards the product and consumers think of buying it.

Design/ Research Methodology/ Approach: Purpose sampling is used to carry out research, and the study is carried out using Structural Equation Modelling through PLS-SEM. To carry out research, a Structured Questionnaire consisting questions on the customer's demographic profile in the initial questions is used. Later to study the behavior effect, a 5-point Likert scale is used for the same.

Findings: The study states that social enjoyment is an essential element in the digital era to create a positive attitude and thereby an intention to purchase electronic products in the e-commerce industry. The study also shows the moderating effect of trust, impression, and attitude on electronic products in e-commerce platforms. The study highlights the importance of influencers as an effective strategy to attract a greater audience at a minimal cost. It is quite evident that companies now approach influencers because they can retain customers in the long run. Customers socially enjoy the influencer's videos and watch them leading to the creation of positive attitudes and impressions.

Practical Implications: The study specifically highlights the importance of enjoying a video to retain the customer. The element of trust prevails when the customer enjoys the video. This is an effective strategy to promote business products now because people easily relate to and follow the videos of such influencers. Companies should strategize efficiently and plan to effectively use such followers in the expansion of their business.

Originality: The paper is an original piece of work and ensures the data is authentic. The online platforms and social media have enabled the use of such strategies to enhance trust and loyalty of customers.

1. INTRODUCTION

Social commerce is the combination of online networking platforms and commerce where social media and e-commerce merge to perform better in digitalisation (Hajli et al., 2017). As per the Forbes report of 2023, 61% of online users make crucial decisions after consulting their family, friends and influencers, while only 38% consider brand recommendations before buying online (Forbes, 2023). Online shopping behaviour is widely influenced by influencers. Influencer marketing is playing a crucial role in the digital era. Shopping behaviour in the electronic industry means buying electronic products after much research. Prior studies have highlighted the role of influencers and the influential power they exert on the viewers (Nair et al., 2010). It is important to understand here that content quality makes

influencers more authentic and reliable than others. The strategists have stated that brand promotion through influencer Marketing is more effective and has good reach over others (Admaster,2019). The content is more authentic, and reliable, and entrusts followers to watch their videos. Online content is wide therefore it is necessary to have a reliability factor. Since the costs associated with electronic products are huge, it is necessary to evaluate factors. Influencer Marketing has made the task much easier. Influences with millions of followers influence consumers in their purchase decisions. Consumers watch the videos of their favourite influencers and get motivated to purchase. Watching time differs if the videos are lengthy. Lengthy videos are mostly skipped because they fail to retain the interest of the viewers. A good video with a short duration of study is often watched till last. Influencers and the brands associated with the influencers need to design the videos according to their audience. The literature has highlighted the essential factors however some behavioural factors are studied in this paper which have not been recognized by the researchers to date.

Previous literature has emphasized factors like the quality of associations, social bonding (Liang et al., 2011, Chen and Shen, 2015), pricing strategies, website quality, and branding strategies to be used in the videos. In the digital era, it is important to understand the psychology of customers and how they perceive a product and think of buying it. The buying of an excellent product leads to maintaining a good association with the customers. The influencers play a key role here while they ensure retaining the followers. To retain the customer and convince him to buy the product requires watching the video till the end as an essential criterion to know about the product. Skipping videos in between and switching to other videos has become a frequent practice now. The retention rate is low therefore it is important to understand viewer choice and preferences before designing videos.

The present study centres around the concept of socially enjoying a video, perceiving it as a splendid video and watching it till it lasts to like the video. The study purely focuses on the influencers who by way of their regular videos influence the followers who follow them, and watch their videos on electronic products. The videos motivate the followers to know more about the product, which creates a good impression about the product and its worth. An influential image leads to knowing more about the product. Followers Google the product and compare it with the alternatives available in the market. The prices are then compared and throughout the entire process, followers usually refer to the influencers, family, and friends' recommendations. For the entire process, it is essential that followers socially enjoy the video and feel the need to trust and watch the video. Else, followers will skip the video. The study sees how social enjoyment is important and acts as a primary construct in the digital era. Without having enjoyed a video, present viewers do not prefer to watch videos. To achieve this objective, a sample of 264 respondents was sent a questionnaire via Facebook, Instagram, and LinkedIn and were asked about their experiences with influencers' videos on electronic products especially mobile phones which cost more than Rs 20,000.

The study outlines the importance of social enjoyment. If a follower does not enjoy the video, he will not refer to the video or might even skip the video. Social enjoyment creates a favourable impression and builds product value for the company in the minds of the followers. Social enjoyment is critical to understanding how it is essential in creating an intention to purchase for the customers. Mediating role of trust, impression and attitude development is also studied in the paper. The findings of the paper are helpful in further decision-making and framing strategies because Gen Z is more Tech-savvy and wants to watch short videos only with useful content.

2. CONCEPTUAL BACKGROUND

Consumer behaviour pertains to the actions and conduct exhibited by individuals when making purchases. This conduct is characterized by its fluid nature and necessitates thoughtful analysis. The process holds significant importance, leading to its extensive study over generations. The behaviour remains dynamic, consistently evolving without predetermined patterns. Researchers have dedicated themselves to examining the intricate interplay of diverse factors that influence purchasing behaviour across various sectors, with e-commerce emerging as a particularly prominent industry in this regard. Hence, it is imperative to delve into consumer purchasing behaviour and its fluid evolution, particularly in the aftermath of the pandemic when the influence of social media has become both unavoidable and remarkably substantial.

Procuring electronic products necessitates heightened scrutiny due to their substantial cost and the need to conform to budgetary limitations. Given their high expense, individuals often engage in extensive research and seek recommendations from family and friends before making a purchase. These acquisitions carry significant importance and warrant comprehensive investigation for a thorough understanding. Within the realm of rapid industrial growth,

the electronic industry stands out as a frontrunner, particularly driven by the notable purchasing trend of mobile phones among the current Generation Z. Generation Z exhibits a notably swift frequency of mobile phone purchases, deeming these devices as essential commodities. With a plethora of options available, accessibility and variety of choices render mobile phones affordable for their acquisition.

Diverse elements such as trustworthiness, website quality, navigational control, product quality, and perceived control exert influence on purchasing behaviour. Notably, the contemporary landscape emphasizes the pivotal role of influencers—individuals with extensive follower bases—who wield significant sway over the decisions of their audience, particularly in the realm of high-value electronic product purchases. However, the effect of social enjoyment on these factors is yet to be explored therefore this study focuses on and highlights how social enjoyment plays an important role in retaining the interest of the customers which in turn develops a positive attitude towards the electronic products in e-commerce.

The paper uses Theory of planned behavior as crucial supposition for carrying out the research. The Theory of Planned Behavior states that a consumer before purchasing any product goes through a sequence of actions where he investigates the product and tries to find all alternatives available to him. The search for a better alternative makes the customer Google all the products in that category however the buying decision is taken from evaluating all the alternatives and having a good recommendation of all the friends, family and

3. SOCIAL INFLUENCERS AND SOCIAL ENJOYMENT

Social or digital influencers are defined as people who have gained good numbers of regular viewers on their social networking platforms because of their high content quality and regular social presence (Yi et al., 2017) Kapitan and Silvera, 2016). The influencers exert good influential power on their followers and influence them in making their purchase decisions. Followers socially enjoy their videos and feel refreshed and motivated to buy electronic products which are necessary for purchasing electronic products. When followers enjoy the videos, they watch the videos till the end. Watching the full content of the video is important to know about the product. Product information is communicated very effectively by these influencers. Therefore, strategists have collaborated with influencers to promote their products.

3.1. THE MEDIATING ROLE OF TRUST, IMPRESSION, AND ATTITUDE DEVELOPMENT

Mediators are those variables that directly affect the study. Their presence in a study might change the results of the study. They are studied very deeply to understand their effect on other variables. Here in this study, there are three variables whose moderating effect has been studied throughout. These variables play a critical role in determining the different behaviours of trust, impression, and attitude play a mediating role and directly affect intention to purchase in e-commerce. In this study, all three variables play an essential role and have a good moderating role in the purchase behaviour of the consumer.

4. INTENTION TO PURCHASE

Intention to purchase means making up the mind to purchase products using an e-commerce platform. The digital era has made shopping more flexible and easier for shoppers with flexible and easy payment options available. Intention to purchase is defined as the step proceeding towards buying a product. Buying a product is important. Sales bring profit to the companies therefore, not just creating a positive attitude towards the product but also an intention to purchase is important in e-commerce. Intention to purchase is determined when a viewer, after being motivated by the video of an influencer, adds the product to the shopping cart and pays for it. The entire process starts initially with social enjoyment which later results in intention to purchase.

5. RESEARCH GAP

To study consumer intention to purchase in electronics, this paper tries to study how social enjoyment as an independent variable leads to intention to purchase. Social Enjoyment means enjoying a video on a social media platform because the viewer feels the video is good in quality and content. The study also examines how the mediating variables-trust, impression and attitude affect the association between socially enjoying and intention to purchase electronic

products, specifically mobile phones. It is important to study the impact of how socially enjoying is related to the intention to purchase to understand consumer psychology in e-commerce. With the advent of Web 3.0 and Artificial intelligence, it is even more evident and urgent to study the effects of social enjoyment on intention to purchase when Gen Z is more tech-savvy and spends the majority of their time on social media watching influencer videos.

5.1. OBJECTIVES

- The following are the objectives of this paper as per the research gap: To see the impact of social enjoyment on the intention to purchase.
- To examine the mediating association of impression, trust and attitude and how these affect social enjoyment and intention to purchase.

5.2. CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT

A thorough analysis of the literature has revealed several factors that affect intention to purchase. The study primarily suggested social enjoyment as an influencing factor in intention to purchase toward an electronic item. To have a clear and good understanding of how social enjoyment on the intention to purchase of the buyer where impression, trust and attitude have been introduced as mediators. It is hypothesised that social enjoyment plays direct and mediating impact on intention to purchase through impression, trust and attitude. Figure 1 displays the research model.

Figure 1: Conceptual Model

The following hypotheses are put in light of the theoretical foundation and the ensuing conceptual model:

H1: Social enjoyment has a positive impact on intention to purchase.

H2: Impression, trust and attitude mediate the effect of social enjoyment on intention to purchase.

6. RESEARCH METHODOLOGY

The study focuses on studying the change in behaviour of the customers after watching the videos of influencers about electronic products on social media platforms. The study is important because often videos are skipped. After all, viewers do not find the video attractive, influential, or enjoyable enough. It is taken into consideration that the videos are highly interactive or convincing. To achieve this objective, Structural Equation Modelling is used in the study. Structural Equation Modelling is applied using PLS-SEM software for the best results. A research model is framed using the Theory of Planned Behavior. Purposive Sampling is used as a research methodology in the paper to focus only on those respondents who follow influencers online. Purposive Sampling as a method of sampling method is appropriate because the study requires a survey of only those people who regularly follow influencers are actively follow their recommendations. The non-probability approach of sampling students has been utilized in numerous research on the intention to purchase of students because sampling frames are not always available. Therefore, only people who follow influencers are purposely chosen. The sample size is 260 which is arrived by calculation after applying the standard formula for calculation of sample size. The questionnaire is used to collect data. The questionnaire consisted of demographic variables like name, age, gender, occupation, income, and educational background of the respondents and the rest of the questionnaire contained five constructs which were measured by a 5-pointer Likert scale. Here 5 means strong agreement and 1 means strong disagreement. The five elements of social enjoyment, intention to purchase, impression, trust and attitude were included in the research model, and associations between them were hypothesized. After theoretical analysis, five constructs having twenty- two questions were prepared. Along with these studies, certain self-developed items and modified versions of the already-existing items were created to suit the respondents better. Each item was evaluated using a five-point Likert scale, with 1 representing "strong disagreement" and 5 representing "strong agreement". The Likert scale is used in the study because it is used to measure the frequency of likeness or Dis likeness on a scale of 1-5. The final questionnaire was addressed to the students who are studying in undergraduate and postgraduate classes. The number of items in the questionnaire was used to estimate the sample size. According to Hair et al. (1998), the sample size should be ten times as many as the questionnaire's items. As a result, 312 questionnaires

were given out to students; 280 were returned, and 14 were rejected for having insufficient or incomplete information. As a result, 264 questionnaires with a response rate of 84 per cent were considered for the final analysis.

7. EXPLORATORY FACTOR ANALYSIS

The dimension structure of the constraints was determined using Exploratory Factor Analysis (EFA). As a result of its ability to reduce items into a small number of components, this technique is also known as a data reduction process. Principle component analysis with varimax rotation was used to carry out EFA. The factors were extracted using the eigenvalue higher than one criterion. The criterion for keeping the items was a factor loading of 0.60 or above (Hair et al., 1998; Field, 2009). Items whose loading was less than 0.60 were dropped. Five factors were found after performing EFA, with each item loading on its corresponding component, demonstrating the validity of the scale. These five components are significant, with a cumulative variance of 68.75% and Eigenvalues greater than one. The dataset appeared to be adequate for further analysis based on the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (KMO = 0.914) and Bartlett's test of sphericity ($\chi^2 = 2524.932$, $df = 105$, $p < 0.001$). Table 1 shows how the elements are loaded into the corresponding components.

Table 1 Rotated Component Matrix

	Component				
	1	2	3	4	5
Search for price discounts on the product	.784				
Add the product to your shopping cart	.759				
Browse e-commerce websites to see the colour preferences available	.759				
Buy the product and find it good enough as a great choice	.624				
Image is created by the influencers mainly		.721			
Creation of a positive image of that product		.705			
Like to know the specifications of the product		.608			
Development of views		.600			
enjoy the videos of influencers			.794		
feel motivated to know more about electronic products			.783		
like and enjoy the videos of influencers			.782		
Videos are reliable				.796	
Clear communication of content				.710	
videos are consistent with regular informative videos				.604	
Influencer guarantees the authenticity and reliability of the product					.784
believe the video contains sufficient information					.731

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was used to estimate the various validity indicators and evaluate the measurement model's model fitness. Model fitness was assessed using a variety of indices, including λ^2/df , the comparative fit index (CFI), the goodness of fit index (GFI), the root mean residual (RMR), and the root mean square error of approximation (RMSEA). The measurement model was recommended to have a good fit by the threshold values of 0.9 or higher for CFI and GFI, 0.08 or below for RMR and RMSEA, and 5 or below for λ^2/df . The maximum likelihood estimation (MLE) approach was used to design and execute the measurement model. Items having loadings below 0.6 were eliminated after an evaluation of the item loadings. The model fit indices were $\lambda^2/\text{df} = 2.705$, CFI =

0.912, GFI = 0.921, RMR

= 0.057, and RMSEA = 0.064. These model fit indices show how well the data fit the measurement model.

Table 2: Measurement Model

Dimensions	CFA Loadings	Critical Ratio	Average Variance Extracted	Composite Reliability
Social Enjoyment			0.736	0.826
like and enjoy the videos of influencers	0.805	10.449*		
feel motivated to know more about electronic products	0.775	10.205*		
Enjoy the videos of influencers	0.710	9.559*		
feel you have chosen the right video of the influencer	0.654	Reference		
Impression			0.725	0.689
The quality of the video is good and worth watching	0.681	7.350*		
an influencer is knowledgeable and highlighted relevant information	0.768	7.765*		
Trust			0.672	0.768
Videos are reliable	0.659	Reference		
Clear communication of content	0.641	9.194*		
videos are consistent with regular informative videos	0.643	9.223*		
Videos are competent enough to influence you in your decisions	0.745	10.437*		
Attitude			0.742	0.861
Creation of a positive image of that product	0.740	Reference		
Like to know the specifications of the product	0.804	13.070*		

Able to relate to the video and believe the accomplishment of the purpose	0.775	12.560*		
Image is created by the influencers mainly	0.621	9.926*		
Development of views	0.770	12.481*		
Purchase Intension			0.760	0.872
The creation of viewpoint is a positive	0.766	Reference		
Browse e-commerce websites to see the colour preferences available	0.782	13.043*		
Search for price discounts on the product	0.768	12.769*		
Add the product to your shopping cart	0.763	12.668*		
Buy the product and find it good enough as a great choice	0.719	11.854*		

The path coefficient was set to 1.0, therefore critical ratio value is not present.

* All paths are significant at $p < 0.05$.

Discriminant validity is required to prove that the measures of constructs are not highly correlated. An effective assessment must consider discriminant validity for no item to load more highly on one construct than the construct to which it is intended to belong. Studies by Vaske et al. (2017), de Vet et al. (2017), and Cronbach and Meehl (1955) have emphasised the significance of examining the reliability of the discriminant constructs employed. Successful reliability analysis demonstrates that there must not be a significant association between tests that are made to measure theoretically distinct ideas. There are two ways to conduct this test.

The square root of the average variance is represented by the diagonal elements of the correlation matrix (Table 3). The outcome highlighted that each diagonal element is more critical than every entry in related rows and columns, of which the diagonal element is a part. As a result, discriminant validity is reached since analysis results satisfy this requirement. The elements should also not load more heavily in a different design for good discriminant validity (Loudon et al. 2017). The data meet both validity requirements. Thus, it is established that discriminant validity is sufficient.

Table 3 Discriminant Validity and Correlation Analysis

Constructs	Social Enjoyment	Impression	Trust	Attitude	Intention to purchase
Social Enjoyment	0.858				
Impression	0.742	0.851			
Trust	0.639	0.726	0.820		
Attitude	0.632	0.672	0.702	0.861	
Intention to purchase	0.569	0.589	0.613	0.712	0.872

Hypotheses Testing and Structural Equation Model Results

The Structural Equation Model (SEM) was used to evaluate the data and test the suggested hypotheses. The structural model in Figure 2 demonstrates that the model fit indices, CMIN/DF=2.92, GFI=0.92, CFI=0.926, RMR=0.06,

and RMSEA=0.06, are all within the acceptable range. Standard regression weights, the critical ratio, and the degree of significance were examined to test the hypotheses.

Figure 2 Structural Equation Model (Indirect Effect)

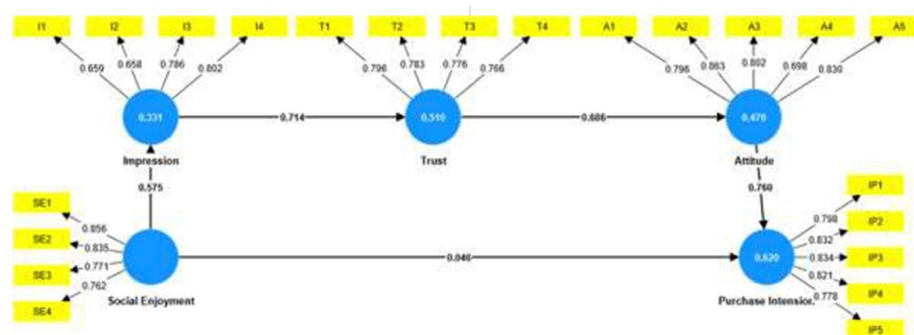


Figure 2 displays the tested conceptual model. It shows that in the presence of impression, trust and attitude, the direct effect of social enjoyment on intention to purchase is completely diminished. Hence, the model shows complete mediation. Therefore, H2 that impression, trust and attitude mediate the effect of social enjoyment on intention to purchase is fully supported by the impression, trust and attitude to intention to purchase which has a standard regression weight of 0.76.

Figure 3 displays the direct effect of social enjoyment on intention to purchase in the absence of mediators i.e. impression, trust and attitude. The standard regression weight of 0.485 supports the hypothesis that social enjoyment positively impacts intention to purchase.

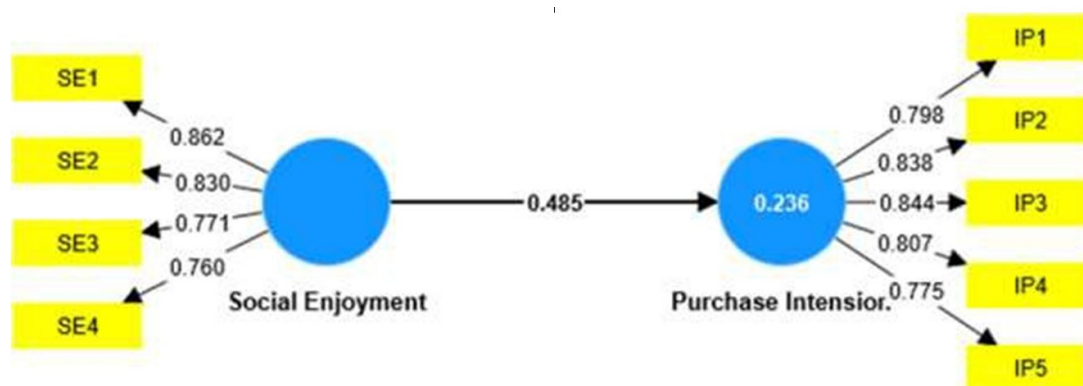


Figure 3 Structural Equation Model (Direct Effect)

8. DISCUSSION

New categories of "online" celebrity groups, including bloggers, vloggers, and "Instafamous" individuals, have grown in popularity over the past ten years (Chahal, 2016). Through the use of internet platforms like Instagram, blogs, and YouTube, these persons have gained notoriety (Djafarova and Rushworth, 2017; Nouri, 2018). According to Chung and Cho (2017), social media has evolved into an incomparably valuable platform for offline and online personalities. Social media has fundamentally altered how consumers search for content with product and brand information. Consumers research products online by reading blog posts and watching videos when making a pre-purchase choice. Since there are so many influencers on social media, it has become crucial for brands to choose the best one to advertise their goods and services (Arora et al., 2019).

Viewers are significantly influenced by vloggers (Gannon and Prothero, 2018). Vloggers serve as referral people by introducing fresh data and viewpoints on goods and services. By means of YouTube and many popular online social

platforms, they spread novelty to online consumers. Users exchange and remark on these novelties, increasing the informal influence over attitudes and behaviours, particularly those relating to new goods and services and brands. They have an impact on product awareness, product attitude, product preferences, and buying decisions as celebrities. Numerous ideas and conceptual frameworks have been created about the influence of celebrity endorsements as a communication strategy (Amos et al., 2008; Bergkvist and Zhou, 2021; Chung and Cho, 2017; Erdogan, 1999; McCracken, 1989). Research on the impact of "online celebrity" endorsement, particularly among vloggers, is still lacking. The theoretical implications, management implications and constraints, and the direction of future study are covered in the following three subsections.

9. CONCLUSION

Nowadays, businesses are moving towards a more digitalized mode of communication to advertise their goods and services, making the use of online platforms an essential means to communicate. Influencers and their videos are effectively used as a good marketing tool to grow and expand businesses exponentially now. The increase in online networking platforms and their higher reachability have enabled companies to trust this type of marketing strategy in the long run. To sustain in the market, online influencers and their videos are highly appreciated and they create a positive impression of the products for the customer. Literature has not focused much investigation on the factors that are vital to their popularity or how they affect viewers' tastes and purchase choices. The study uses impression, trust and attitude as essential elements in creating an intention to purchase. These are essentially important to create a positive brand worth and its value. Great brand values signify a good association between company and customers. With the advent of the digital media, socially involving with the customers, engaging with them and having a positive bond with the customers is vital. This association is even stronger when driven by the influencers who have the potential and proficiencies to capture large audiences. The audience socially enjoy the videos and trust the products. They often buy the products out of the trust factor. This is common for electronic products which are usually bought after considering the recommendations of the influencers.

9.1. OVERALL DISCUSSION AND IMPLICATIONS

In today's digital era, enjoying a video is the foremost crucial step. It is important to retain the customer till the video ends. This study highlights the importance of social enjoyment and how social enjoyment plays a key role in maintaining a customer base. In the age of reels, long videos fail to retain the customer till last. Even big influencers struggle to fetch long watch time if their videos exceed a specific duration of time. 10-second videos are the most viewed ones because they save time for the viewers therefore enjoying a video and that too on a media platform is a crucial factor which decides the fate of the brands. While enjoying a video develops an attitude towards the product overall. The attitude creation leads to a viewpoint to purchase the product. This behaviour is applicable especially in electronic items because they are quite expensive and require a second opinion from relatives, family friends, influencers, and opinion leaders. This study is restricted to influencer's influence in purchasing electronic products from e-commerce.

CONFLICT OF INTERESTS

None.

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