

The Key Characteristics of Food Blogger to Create Purchase Intentions in Indonesia

¹Adinda MelodieBestari, ²Jacqueline Simon, ³Lim Sanny

*Creative Marketing Program, Management Department, BINUS Business School
Master Program, Bina Nusantara University, Jakarta, Indonesia 11480*
¹adinda.bestari@binus.ac.id, ²jacqueline.simon@binus.ac.id, ³lsanny@binus.edu

Abstract

This study examined how social media influencers (SMIs), specifically food bloggers, triggered purchase intentions through consumers' desire to mimic as a mediating variable. It was expected to find the key characteristics of food bloggers which need to be considered to select the most effective food bloggers. In our hypotheses, 5 characteristics which included attractiveness, expertise, informativeness, interaction and likability are positively related with consumers' desire to mimic, followed by consumers' purchase intentions. 164 Instagram users domiciled in Indonesia participated in our online survey, but only 162 responses were valid. 3 questions which originally used to measure the constructs were also taken out due to invalidity issues. Our results showed that only four (attractiveness, expertise, interaction and likability) out of five food bloggers' qualities have positively affected consumers' desire to mimic with significant result, following with purchase intention. The only food bloggers' quality which does not affect consumers' mimicry desire is informativeness. The benefits of this study for scholars and practitioners were discussed.

Keywords: *desire to mimic, influencer marketing, Instagram, purchase intentions, social media influencers, food bloggers*

1. Introduction

As technology emerges, people's lifestyles are changing. One of the biggest phenomena as an impact of emerging technology is the growing number of social media users and their habit to share every little thing they do or consume, such as traveling, fashion, food, interior, and many more, through social media platforms, such as Youtube, Instagram, Facebook, and Twitter. This phenomenon is happening globally, including in Indonesia. According to the report of "Digital Around the World 2019"[1], 150 million people in Indonesia who are equal to 56% of Indonesian citizens are social media users with 3 hours and 16 minutes of average time of social media usage [2].

As social media users share a lot of things, information becomes widely available in social media. People then started to rely on social media to find various ideas and information, including when it comes to food[3], [4]. Previous research explains the increasing number of consumers taking influencers advice for food and lifestyle compared to business entities[4]. Driven by those facts, more business owners in Indonesia conduct influencer marketing to promote their business and increase their sales[5]. 70% brands use paid social media posts and 51% brands use influencer marketing. Both are categorized as native ads with the highest effectiveness score [2], [5]. These are also applied in the food service industry.

In Indonesia nowadays, new restaurants owners usually invite numbers of influencers who focus on food, called food bloggers, to their soft opening events. It shows how they are believed to have that capability to give a huge and positive impact to the restaurants. However, as the entry barrier to become a social media influencer is very low (almost absolutely zero) and anyone who owns a social media account can be a food blogger [6], it is highly possible for people to easily claim themselves as food bloggers. As a result, selecting the right ones for their business is becoming more and more difficult. 41% of the respondents surveyed by Sociabuzz in 2018[5] stated that the biggest challenge in conducting influencer marketing is to find the right ones for the brands. We believe that there are certain characteristics which need to be paid more attention to help them in selecting the best influencer for their products.

Generally social media influencers who are deemed friendly and likable in a way that they quite often interact with their followers through direct messages, live IG, or comment section, have more followers than those who do not. People also consider their attractiveness (i.e. the way they eat), informativeness (i.e. reliable and complete information), and expertise. In this social media era, there are also people who decide what to eat or drink based on suggestions from food bloggers merely because they have FOMO (fear of missing out). Hence, as an influencer, being up to date is a must.

A few researchers analyzed celebrities / social media influencers' characteristics and their effect on purchase intention. Ki and Kim [7] found that attractiveness, prestige, expertise, information, and interaction are five SMI's influence attempts which indirectly affect the targeted consumers' performance outcomes in terms of sWOM and purchase intentions, through targeted consumers' attitudinal effects and their desire to mimic. Sokolova and Kefi[8] found that both physical attractiveness and attitude homophily are positively associated with social media influencers' credibility; attitude homophily and social attractiveness are both positively related to parasocial interaction; lastly, credibility and para-social interaction are both positively associated with purchase intention. Research done by Sokolova and Kefi[8] focused on beauty and fashion influencers in France using two social media platforms, YouTube and Instagram. Awasthi and Choraria[9] found that celebrity's attractiveness and credibility affect consumers' imitation behavior which in turn affect their attitude towards celebrity advertisement, then finally affect their purchase intention.

However, none of them focused on food bloggers as social media influencers despite people's tendency to look for food advice from them before creating any purchase on food nowadays. We also found that some people make a purchase after seeing food bloggers' posts merely because they aspire to the food bloggers' lifestyle. This indicates that consumers' desire to mimic may affect their purchase intention. Study about consumers' mimicry desire as a mediating variable between food bloggers' qualities and purchase intention is still not available. As less researchers picked Indonesia as their research setting on their studies about social media influencers, especially food bloggers, this study is expected to fill the gaps and find the key characteristics of food bloggers which highly and positively affect consumers' desire to mimic and finally affect their purchase intentions, among five characteristics (attractiveness, expertise, likability, informativeness and interaction) selected by considering the phenomenon and the results of previous studies.

To narrow the scopes further, it will only focus on Instagram as the third social media with biggest daily active users globally [10] which helps 80% of its users in purchase

decisions [11], and is also the fourth most active social media platform in Indonesia [12] which remains as the main platform for influencer marketing success [5].

Lastly, this research is expected to get notable findings regarding food bloggers' criteria which may help practitioners in selecting the best food blogger fit for their business.

2. Literature Review

By sharing their personal lives, experiences and opinion in public through pictures, video, texts, hashtags, etc, SMIs can be construed as independent third-party endorsers who have developed sizable social networks [13], [14]. They are usually "regular people" who have expertise in specific areas, as in food, beauty, and fashion, and have become "online celebrities" in social media. When they are hired, their posts are expected to influence and deliver messages to their followers in some ways the business owners wish to.

One of a lot of factors which affect the influential attempt effectiveness is how the audience sees the SMIs. If the SMIs are seen as experts, the audience's purchase intentions and behaviors can be affected positively [15]. If they see the SMIs as their role models, their mimicry desire may rise [16], [17]. This can be intentional or unintentional, but when it comes to imitating or mimicking the consumption behavior of others, it is often intentional. We assume that people's desire to mimic SMIs is the thing that influences them to buy products, services, or brands or posted it. Our focus is on identifying values which are highly impactful to consumer's desire to mimic, followed by purchase intentions.

SMIs are recognized to be capable of mastering the e-WoM, that has a great impact on consumers' purchase decisions [18], [19], [20]. Researchers have acknowledged several values, such as attractiveness, expertise, likability, informativeness and interaction that have been the reasons why SMIs are very influential to consumers.

Attractiveness is a visual attribute of an SMI that influences consumer's belief and attitude [21]. SMI with a good physical attractiveness can persuade consumers to become the customer for the product. When consumers perceive the blogger as an expert and his/her website has trustworthiness, the more attractive the content, the higher their trust on messages delivered on the blog, and the more easily they are influenced by this word of mouth, thereby increase their intention to consume the products introduced in the article [22]. Likability can be addressed as social attractiveness which indicates to which one feels similar to, or would like to befriend with SMI [23]. The information delivered by SMIs are perceived to be more reliable compared to other sources [14] since they explain the features or quality of the product or service as well as share their personal experiences about it [24], [25], [26], [27]. Interaction is the primary factor which needs to be maximized by social media influencers because it establishes their influential power [28].

Other than choosing the right SMI, choosing the right media to promote the brands, products, or services is also crucial. Nowadays, people rely a lot on Instagram. As a photo sharing social media site, it has been growing rapidly [29]. Burney also found that on average, brand engagement on Instagram is eight times higher than the ones on Facebook, LinkedIn, Twitter, or Pinterest [30]. No wonder more than 500,000 brands use Instagram

as media for promotion [31] and since it continues to grow and provide businesses with more success, it has been addressed as the “King of Social Engagement” [32]. Considering those facts, this research will focus on food bloggers on Instagram.

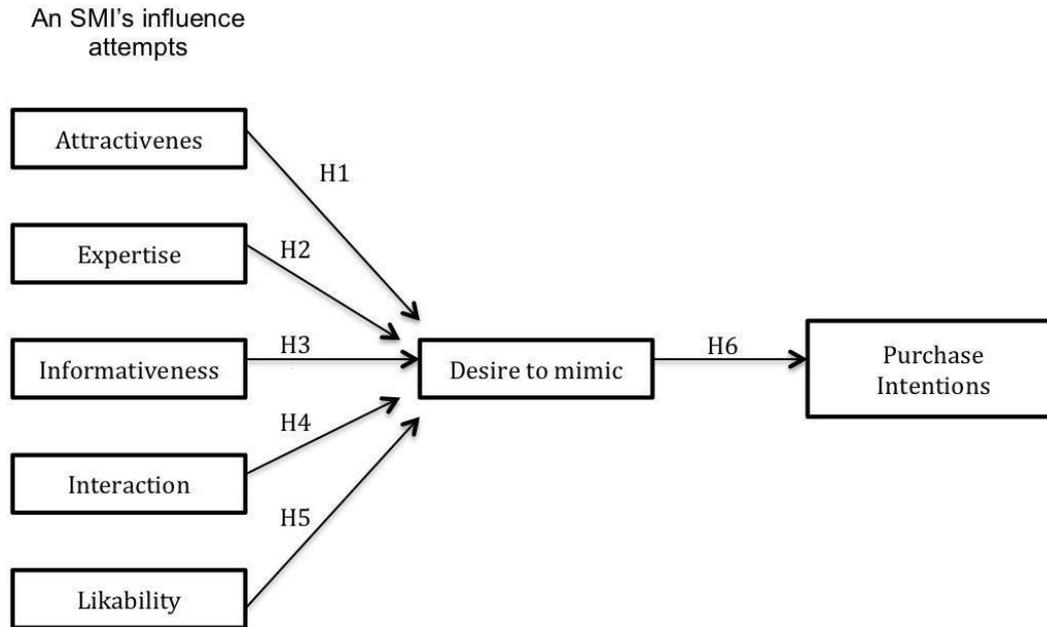


Figure 1. Research Model

Based on previous studies, researchers found that the more attractive the social media influencers, the more positive consumer attitude and the bigger consumers' desire to mimic [33], [34], [35]. In this research, we will see if it also works for food bloggers.

H1 : The perceived level of food blogger's attractiveness will positively affect consumer's desire to mimic.

70% online purchase decisions are made when products are recommended [36]. When they are recommended by influencers with higher credibility, it is more likable for consumers' purchase intention to be generated [37], [38]. One of two elements related to information credibility is expertise which can affect consumer's belief, opinions, attitudes and behaviors [39]. However, there is not any research which showed that expertise directly affects desire to mimic. Here researchers assume that food blogger's expertise will positively affect consumer's desire to mimic.

H2 : The perceived level of food blogger's expertise will positively affect consumer's desire to mimic.

Consumer's attitude towards ads is influenced by informativeness [40], [41], [42], [43], [44]. Social media usefulness and informativeness also positively influence consumer purchase intentions [45], [46]. No research showed the correlation between informativeness and consumer's desire to mimic which in turn will affect consumer purchase intentions. In this research, we assume that both informativeness and consumer's desire to mimic are positively correlated in case of food bloggers.

H3 : The perceived level of food blogger's informativeness will positively affect consumer's desire to mimic.

Researchers found that social media influencers who have strong interaction with consumers, have greater ability to attract consumers, gain consumer trust, and create positive consumer attitude [47], [28], [48], [49], [50]. There is not any research available which analyzes if interaction positively affects consumer's desire to mimic. In this research we will focus on food blogger interaction with their followers as following hypotheses.

H4 : The perceived level of food blogger's interaction will positively affect consumer's desire to mimic.

Social attractiveness is defined as likability to be friends. It is a kind of attractiveness which is influential other than physical attractiveness [51]. Liable people are able to influence consumer's behavior and attitude [52] and it has been proven that likability to the celebrity used in a perfume brand significantly affects consumers buying intention [53]. Nevertheless, no studies analyzed about the causal relationship between likability and purchase intention, mediated by desire to mimic. Here researchers assume that likability will positively affect consumer's desire to mimic.

H5 : The perceived level of food blogger's likability will positively affect consumer's desire to mimic.

Based on the findings in the literature, consumer decisions are affected by mimicry desire [54], [55]. So, it is assumed that the stronger a target consumer's desire to mimic SMIs, the higher his/her intentions to purchase the products that SMIs posted or endorsed. Therefore, we propose the following hypothesis.

H6 : The higher consumer's desire to mimic the SMI's, the higher his/her intentions to purchase the same products, service, or brands SMIs endorse or post.

3. Methodology

Data collection will be done via a web survey using Google Forms. Measurement items that were validated in two previous studies were adopted in order to make our survey instrument. They are study about the role of consumers' desire to mimic in social media influencers' process of persuading consumers, done by Ki & Kim [7], and study about how Instagram and YouTube bloggers' credibility and parasocial interaction influence purchase intentions, done by Sokolova&Kefi[8]. The items were then modified to fit our study context. The details of our survey instrument are shown in Table 1 as follows.

Table 1. Constructs & Indicators

Construct	Indicator
Attractiveness	Physical attractiveness
	Appealing content
Expertise	Credibility
	Content Attractiveness
Informativeness	Informative content
Interaction	Two-way communication
	Fast response
	Openness
	Engagement level with followers
Likability	Social attractiveness
Mimicry desire	Motivation to have similarity
Purchase intention	Willingness to try

In order to qualify, respondents must be the ones who live in Indonesia, have Instagram accounts and love exploring Instagram feeds about food. 164 respondents participated in our online survey, but 2 data were taken out due to invalidity issues. 60% of respondents are female and 40% are male. 54% of the samples gathered consist of respondents aged 26-35 years, 26% of the respondents are 16-25 years old, 12% of the respondents are 36-45 years old, 6% of the respondents are 46-55 years old, and 2% of the respondents are above 56 years old. 85% of the respondents are domiciled in West Indonesia (Sumatra and Java), 13% of the respondents are from Central Indonesia (Bali, Kalimantan, and Nusa Tenggara), and the remaining 2% are from East Indonesia (Sulawesi, Maluku and Papua). More than half of the respondents (54%) mostly like to upload their food photo on Instagram. 63% of our respondents know about food bloggers through explore page on Instagram, followed by other Instagram accounts (55%), recommendation from others (32%), searching using #hashtag (27%), using other social media (19%) and others (4%).

The reasons why they followed food bloggers on Instagram are varied. Mostly follows food bloggers to get ideas about where to eat and drink (36%), to do adventure shopping (22%) and to find new places to eat and drink (19%). Almost half of our respondents

(45.1%) picked anakjajan (Julia & Marius) as their favorite food blogger, followed by eatandtreats (28%), myfunfoodiary (12.2%), foodescape_id (8.5%) and inijie (6.1%).

Before answering the questions related to the food blogger characteristics which are assumed to affect consumers' desire to mimic positively, each respondent was asked to pick one food blogger who is closest to his/her favorite food blogger criteria. The blogger s/he chose then was embedded in the remaining questionnaire. Survey items measured the extent to which each respondent perceived that: (a) the Instagram food bloggers are attractive and likeable, the Instagram contents showcase expertise, informative and interactive; (b) s/he wishes to mimic the food blogger and intends to purchase products the food blogger endorsed (or posted).

4. Results and Discussion

Since the research goal is to find the key characteristics / criteria of food bloggers to ensure the effectiveness of social media marketing measured by its relation to mimicry desire which followed by purchase intention, we will examine the proposed research model by using structural equation modeling analysis (SEM) and SmartPLS program. It is selected to test the hypotheses as the model contains quite a lot variables (constructs) which are assumed to have causal relationships, inline with the results of researches done by Fornell and Bookstein[56] and Hulland[57].

Validity test was then run in SmartPLS program to check if the research questions fit to measure the constructs. According to the result, 3 research questions were invalid, shown through the outer loading results which are below 0.70. The statement "I find his / her Instagram contents visually appealing." was not valid to measure attractiveness. The statements "this blogger updates his / her content regularly." and "I find (this blogger's name)'s Instagram contents attractive." were not valid to measure expertise. Those 3 statements were then taken out and the validity test was rerun. The result showed that all statements were valid to measure the constructs.

Consistent PLS bootstrapping with 500 samples was used to evaluate the relevance of the path coefficients. Only 5 out of 6 hypotheses were supported statistically. All social media influencer's attempts positively affect consumers' desire to mimic except for informativeness. The perceived level of food blogger's attractiveness positively affects consumer's desire to mimic (H1: $p = 0.007$). The perceived level of food blogger's expertise positively affects consumer's desire to mimic (H2 : $p = 0.003$). The perceived level of food blogger's informativeness does not affect consumer's desire to mimic (H3: $p = 0.135$). The perceived level of food bogger's interaction positively affects consumer's desire to mimic (H4: $p = 0$). Moreover, there is a positive and significant relationship between consumers' perceived level of food blogger's likability and their desire to mimic (H5: $p = 0.024$). Lastly, the higher consumer's desire to mimic the SMI's, the higher his/her intentions to purchase the same products, service, or brands SMIs endorse or post (H6: $p = 0$).

Table 3. Structural Model Evaluation and Hypotheses Tests

Hypothesis	Structural Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	Attractiveness -> Mimicry Desire	0.177	0.177	0.066	2.686	0.007
H2	Expertise -> Mimicry Desire	0.254	0.246	0.085	2.971	0.003
H3	Informativeness -> Mimicry Desire	-0.12	-0.109	0.08	1.499	0.135
H4	Interaction -> Mimicry Desire	0.32	0.322	0.088	3.645	0
H5	Likability -> Mimicry Desire	0.189	0.196	0.083	2.27	0.024
H6	Mimicry Desire -> Purchase Intention	0.486	0.487	0.062	7.869	0

t - statistic > 1.96 = significant ; p < 0.05 = significant

Regarding the levels of R², the model explains 48.3% of the variance of the mimicry desire construct and 23.6% of the variance of purchase intention.

Our study adds to knowledge about social media influencer by finding the key characteristic of food bloggers to create purchase intentions through the effect of desire to mimic in the scope of Instagram. The concept of social media influencers have been discussed in other studies, but not specifically in food bloggers. Our research is one of the first studies in this topic using datasets collected from respondents living in Indonesia. Using consumers' desire to mimic as a mediating variable between food bloggers' characteristics and purchase intentions, has become our distinctive point compared to other researches which did not involve consumers' mimicry desire.

This study investigated the combined effect of food bloggers' attractiveness, informativeness, interaction, expertise and likability to consumers' desire to mimic. The construct is based on a combination of previous studies about social media influencers[7], [8]. In this study, it is found that food bloggers' informativeness had a negative effect on consumers' desire to mimic. In other words, desire to mimic does not mediate food bloggers' informativeness to consumers' purchase intention. Influencers' informativeness about the product does not make consumers want to imitate the lifestyle of food bloggers themselves. Nonetheless, the other four constructs which are attractiveness, interaction, expertise and likability, are proved to positively affect consumers' desire to mimic.

Notably, it is possible that purchase is not merely made because of consumers' perceived value of the products, but also because of their view about the food bloggers. Customers may create a purchase as they are inspired by food bloggers; they aspire to have a similar lifestyle as the food bloggers to an extent where they are willing to try the food and drinks appeared on the food bloggers' Instagram posts. In other words, consumers nowadays may not get through the traditional decision-making process of recognizing a need, searching for information, and evaluating alternatives anymore [58]. Instead, their purchase decision can be indirectly influenced by social media influencers' interaction, expertise, likability, and attractiveness which drive their desire to mimic the influencers.

As social media marketing and influencer marketing are getting more common and believed to be quite effective ways to reach targeted consumers, more marketing practitioners choose to apply them in various industries, including food and beverages or food service industry. Our findings offer some benefits for those who would like to execute those strategies. First, our findings show that attractiveness, likability, expertise and interaction are food bloggers' qualities which positively affect consumers' mimicry desire and finally, affect their purchase intention. Nevertheless, informativeness is not associated with their mimicry desire in the same way. Among four constructs which are proven to have positive relationships with consumers' mimicry desire, food bloggers' interaction and expertise are the qualities which affect their mimicry desire the most. These findings put additional factors to be considered by marketing practitioners in selecting the right food blogger. Rather than simply examining food bloggers based on their number of followers or posts, we suggest practitioners assess their attractiveness, likability, and especially their interaction and expertise to increase the chances of delivering the message successfully and stimulating consumers' desire to mimic and in turn, purchase intention.

Lastly, our findings show that it is important to grow consumers' mimicry desire to create purchase intention. Instead of simply paying attention to food bloggers' influence attempts on their impact to purchase intention, practitioners should evaluate their impact on consumers' desire to mimic first as it is proven to be the mediating variable between food bloggers' influence attempts and consumers' purchase intention. It is noteworthy to examine if the audience are motivated to have similarities with the food bloggers.

Despite contributing to both the literature and business, our study has some limitations that open up possibilities for more research in the future. Our conceptual model and hypotheses were tested only on Instagram platform. A lot of food bloggers are also active in other social media platforms though. Aside from that, research which focuses on certain categories, such as age categories or genders, is interesting to be conducted as it may result in different findings considering people in different categories possess their own characteristics. Lastly, our study focused on Indonesia as a research setting. Studies in other research settings may reveal different results as the audience's behavior in each area is varied and affected by its own unique culture.

References

- [1] S. Kemp, "Global Digital Report 2019," We Are Social Inc., 2019. [Online]. Available: <https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates>. [Accessed 2019].

- [2] GetCraft, "Indonesia Native Advertising and Influencer and Marketing Report 2018," GetCraft, 2018. [Online]. Available: <https://academy.getcraft.com/blog/indonesia-native-advertising-and-influencer-marketing-report-2018>. [Accessed 2019].
- [3] A. E. Doub, M. L. Small, A. Levin, K. Levangie and T. R. Brick, "Identifying users of traditional and Internet-based resources for meal ideas: An association rule learning approach," *Elsevier Ltd*, vol. 103, pp. 128-136, 2016.
- [4] S. Bryant and L. Demeritt, "Social media: Redefining our relationships with food," MSLGROUP, 2012. [Online]. Available: <http://blog.mslgroup.com/social-media-redefining-our-relationships-with-food/>. [Accessed 2019].
- [5] Sociabuzz, "The State of Influencer Marketing 2018 in Indonesia," 12 February 2018. [Online]. Available: <https://www.slideshare.net/sociabuzz/the-state-of-influencer-marketing-2018-in-indonesia-kupas-tuntas-tren-pemasaran-endorse>. [Accessed 2019].
- [6] S. B. Tulsian, "The Good, The Bad, and The Ugly of Restaurant Influencer Marketing," Entrepreneur Media Inc., 6 February 2019. [Online]. Available: <https://www.entrepreneur.com/article/327574>. [Accessed 2019].
- [7] C. W. ' . Ki and Y. K. Kim, "The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic," *Psychol Mark*, pp. 1-18, 2019.
- [8] K. Sokolova and H. Kefi, "Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions," *Journal of Retailing and Consumer Services*, vol. 53, 2019.
- [9] A. K. Awasthi and S. Choraria, "Effectiveness of Celebrity Endorsement Advertisements: The Role of Customer Imitation Behavior," *Journal of Creative Communications*, vol. 10, no. 2, pp. 215-234, 2015.
- [10] A. Guttman , "Influencer Marketing - Statistics & Facts," Statista, 22 January 2019. [Online]. Available: <https://www.statista.com/topics/2496/influence-marketing/>. [Accessed 2019].
- [11] M. Mohsin, "Top 10 Instagram Statistics You Need To Know in 2019," Oberlo, 6 February 2019. [Online]. Available: <https://www.oberlo.com/blog/instagram-stats-every-marketer-should-know>. [Accessed 2019].
- [12] Websindo, "Indonesia Digital 2019 : Tinjauan Umum," Websindo, 2019. [Online]. Available: <https://websindo.com/indonesia-digital-2019-tinjauan-umum/>. [Accessed 2019].
- [13] T.-S. Chua, H. Luan, M. Sun and S. Yang, "Next: Nus-tingshua center for extreme search of user-generated content," *IEEE MultiMedia*, vol. 19, no. 3, pp. 81-87, 2012.
- [14] M. De Veirman, V. Cauberghe and L. Hudders, "Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude," *International Journal of Advertising*, vol. 36, no. 5, pp. 798-828, 2017.
- [15] B. A. Lafferty and R. E. Goldsmith, "Corporate credibility's role in consumers' attitudes and purchase intentions when a high versus a low credibility endorser is used in the ad," *Journal of Business Research*, vol. 44, pp. 109-116, 1999.
- [16] J. Berger, *Invisible influence: The hidden forces that shape behavior*, New York: Simon and Schuster, 2016.
- [17] K. White and J. J. Argo, "When imitation doesn't flatter: The role of consumer distinctiveness in responses in mimicry," *Journal of Consumer Research*, vol. 38, no. 4, pp. 667-680, 2011.
- [18] K. Freberg, K. Graham, K. McGaughey and L. A. Freberg, "Who are the social media influencers? A study of public perceptions of personality," *Public Relations Review*, vol. 37, no. 1, pp. 90-92, 2011.
- [19] Y.-M. Li, Y.-L. Lee and N.-J. Lien, "Online Social Advertising via Influential Endorsers," *International Journal of Electronic Commerce*, vol. 16, no. 3, pp. 119-153, 2012.
- [20] M. G. Nejad, D. L. Sherrell and E. Bahakus, "Influentials and Influence Mechanisms in New Product Diffusion: An Integrative Review," *Journal of Marketing Theory and Practice*, vol. 22, no. 2, pp. 185-207, 2014.
- [21] N. P. Said and W. N. W. Napi, "Celebrity and non-celebrity endorsement effectiveness on

- consumers' attitude towards advertisement," *International Academic Research Journal of Business and Technology*, vol. 1, no. 2, pp. 51-57, 2015.
- [22] H.-Y. Ho and P.-H. C. Chien, "Influence of Message Trust in Online Word-of-Mouth on Consumer Behavior – by the Example of Food Blog," *International Conference on Electronics and Information Engineering*, vol. 1, pp. 395-399, 2010.
- [23] K. S. Kurtin, N. O'Brien, D. Roy and L. Dam, "The Development of Parasocial Relationships on Youtube," *The Journal of Social Media in Society Spring*, vol. 7, no. 1, pp. 233-252, 2018.
- [24] A. Alhidari, P. Iyer and A. Paswan, "Personal level antecedents of eWOM and purchase intention, on social networking sites," *Journal of Customer Behaviour*, vol. 14, no. 2, pp. 107-125, 2015.
- [25] K. Alsulaiman, S. L. Forbes, D. L. Dean and D. A. Cohen, "Relationships between perceived product values and three word of mouth variables," *Journal of Customer Behaviour*, vol. 14, no. 4, pp. 277-294, 2015.
- [26] S. Y. Song, E. Cho and Y.-K. Kim, "Personality factors and flow affecting opinion leadership in social media," *Personality and Individual Differences*, vol. 114, pp. 16-23, 2017.
- [27] V. Liljander, J. Gummerus and M. Söderlund, "Young consumers' responses to suspected covert and overt blog marketing," *Internet Research*, vol. 25, no. 4, pp. 610-632, 2015.
- [28] Y. Wang and Y. Li, "Proactive engagement of opinion leaders and organization advocates on social networking sites," *International Journal of Strategic Communication*, vol. 10, no. 2, pp. 115-132, 2016.
- [29] P. Sheldon and K. Bryant, "Instagram: Motives for its use and relationship to narcissism and contextual age," *Computers in Human Behavior*, vol. 5, pp. 89-97, 2016.
- [30] K. Burney, "Blog : What Marketers Need to Know About the Instagram Algorithm," Trackmaven.Inc, March 2016. [Online]. Available: <https://trackmaven.com/blog/marketing-instagram-algorithm/>. [Accessed 2019].
- [31] eMarketer, "Instagram Continues Double-Digit Growth," eMarketer Inc., 22 February 2016. [Online]. Available: <https://www.emarketer.com/Article/Instagram-Continues-Double-DigitGrowth/1013612>. [Accessed 2019].
- [32] N. Elliot, "Forrester," Forrester Research, Inc, 24 April 2014. [Online]. Available: http://blogs.forrester.com/nate_elliott/14-04-29-instagram_is_the_king_of_social_engagement. [Accessed 2019].
- [33] D. Hooper, J. Coughlan and M. R. Mullen, "The servicescape as an antecedent to service quality and behavioral intentions," *Journal of Services Marketing*, vol. 27, no. 4, pp. 271-280, 2013.
- [34] R. Petty, J. Cacioppo and D. Schumann, "Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement," *Journal of Consumer Research*, vol. 10, no. 2, p. 135, 1983.
- [35] B. Z. Erdogan, "Celebrity endorsement: A literature review," *Journal of Marketing Management*, vol. 15, no. 4, pp. 291-314, 1999.
- [36] J. Lecinski, *Winning the Zero Moment of Truth*, Google, 2011.
- [37] D. Van der Walldt, M. Van Loggerenberg and L. Wehmeyer, "Celebrity Endorsements versus Created Spokespersons in Advertising: A Survey among Students," *South African Journal of Economics and Management Sciences*, vol. 12, no. 1, pp. 110-114, 2009.
- [38] Y. W. Fan and Y. F. Miao, "Effect of Electronic Word-of-Mouth on Consumer Purchase Intention: The Perspective of Gender Differences," *International Journal of Electronic Business Management*, vol. 10, no. 3, pp. 175-181, 2012.
- [39] K. H. Wang, G. Chen and H.-G. Chen, "A model of technology adoption by older adults," *Social Behavior and Personality: An international journal*, vol. 45, no. 4, pp. 563-572, 2017.
- [40] A. E. Schlosser, S. Shavitt and A. Kanfer, "Survey of Internet Users' Attitudes Toward Internet Advertising," *Journal of Interactive Marketing*, vol. 13, no. 3, pp. 34-54, 1999.
- [41] R. H. Ducoffe, "Advertising Value and Advertising on the Web," *Journal of Advertising*

- Research*, vol. 36, no. 5, pp. 21-35, 1996.
- [42] Y. Gao and M. Koufaris, "Perceptual antecedents of user attitude in electronic commerce," *Acm Sigdis Database*, vol. 37, no. 2-3, pp. 42-50, 2006.
- [43] A. K. Rathore, P. V. Ilavarasan and Y. K. Dwivedi, "Social media content and product co-creation: An emerging paradigm," *Journal of Enterprise Information Management*, vol. 29, no. 1, pp. 7-18, 2016.
- [44] D. G. Taylor, J. E. Lewin and D. Strutton, "Friends, fans, and followers: Do ads work on social networks?: How gender and age shape receptivity," *Journal of Advertising Research*, vol. 51, no. 1, pp. 258-275, 2011.
- [45] W.-T. Dao, A. N. H. Le, J. M.-S. Cheng and D. C. Shen, "Social media advertising value: the case of transitional economies in Southeast Asia," *International Journal of Advertising*, vol. 33, no. 2, pp. 271-294, 2014.
- [46] D. Arli, "Does Social Media Matter? Investigating the Effect of Social Media Features on Consumer Attitudes," *Journal of Promotion Management*, vol. 23, no. 4, pp. 521-539, 2017.
- [47] F. Meng and J. Wei, "What factors of online opinion leaders influence consumer purchase intention?," *International Journal of Simulation-Systems, Science & Technology*, vol. 16, pp. 1-8, 2015.
- [48] Q. Chen, D. A. Griffith and F. Shen, "The Effects of Interactivity on Cross-Channel Communication Effectiveness," *Journal of Interactive Advertising*, vol. 5, no. 2, pp. 19-28, 2005.
- [49] M. Sicilia, S. Ruiz and J. L. Munuera, "Effects of interactivity in a web site: The moderating effect of need for cognition," *Journal of Advertising*, vol. 34, no. 3, pp. 31-44, 2005.
- [50] G. Wu, "The mediating role of perceived interactivity in the effect of actual interactivity on attitude toward the website," *Journal of Interactive Advertising*, vol. 5, no. 2, pp. 29-39, 2005.
- [51] R. B. Cialdini, *Influence: Science and practice*, New York: William Morrow, 2009.
- [52] G. E. Belch and M. A. Belch, *Advertising and promotion: An integrated marketing communication perspective (6th ed.)*, New York: McGraw-Hill Education, 2008.
- [53] R. Priyankara, S. Weerasiri, R. Dissanayaka and M. Jinadasa, "Celebrity Endorsement and Consumer Buying Intention With Relation to the Television Advertisement for Perfumes," *Management Studies*, vol. 5, no. 2, pp. 128-148, 2017.
- [54] C. Jacob , N. Gueguen , A. Martin and G. Boulbry, "Retail salespeople's mimicry of customers: Effect on consumer behavior," *Journal of Retailing and Consumer Services*, vol. 18, no. 5, pp. 381-388, 2011.
- [55] R. J. Tanner, R. Ferraro, T. L. Chartrand, J. R. Bettman and R. V. Baaren, "Of chameleons and consumption: The impact of mimicry on choice and preferences," *Journal of Consumer Research*, vol. 34, no. 6, pp. 754-766, 2007.
- [56] C. Fornell and F. L. Bookstein, "Two structural equation models: LISREL and PLS applied to consumer exit-voice theory," *Journal of Marketing Research*, vol. 19, no. 4, pp. 440-452, 1982.
- [57] J. S. Hulland, "Use of partial least squares in strategic management research: a review of four recent studies," *Strategic Management Journal*, vol. 20, no. 2, pp. 195-204, 1999.
- [58] M. R. Solomon, *Consumer Behavior: Buying, Having, and Being*, Philadelphia: Pearson Education Inc., 2015.
- [59] S.-C. Chu and Y. Kim, "Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites," *International Journal of Advertising*, vol. 30, no. 1, pp. 47-75, 2011.
- [60] D. A. Aaker and J. G. Myers, *Advertising Management (3rd ed.)*, New Jersey: Prentice-Hall., 1987.