



Attitude Toward the Influencer Towards Purchase Intention Through Social Media Engagement

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Abstract. The development of internet technology has an impact on changing the mindset and behavior of consumers in shopping. Nowadays, various groups, both men and women, teenagers and adults, are starting to use the internet as a marketing and business medium. The selection of media in carrying out marketing communications is very decisive in the success of marketing Objectives: Explain the influence of engagement on purchase intention through social media Methodology: The data analysis technique used in this study is a quantitative analysis using the SEM (Structural Equation Modeling) model or Structural Equation Model with the AMOS 4 program. According to Vetter (2017), Descriptive statistics is a specific method used to calculate, describe, and summarize the collected research data logically, meaningfully, and efficiently. Descriptive statistics are reported numerically in the manuscript text, tables, or graphic form (Salkind, 2016; Urdan, 2017). Findings: The results of this study show several managerial implications can be used as input to influencers in carrying out their profession as marketers of products advertised through personal accounts, namely Providing knowledge to influencers that all aspects of their personality will be assessed by the public, especially followers of social media accounts. Conclusion: It needs to be considered by every influencer, such as maintaining his personality, staying in the corridors of the norms that are believed, and maintaining his credibility.

Keywords: Influencers · Engagement · Social Media

1 Introduction

The development of internet technology has an impact on changing the mindset and behavior of consumers in shopping. Nowadays, various groups, both men and women, teenagers, and adults are starting to use the internet as a marketing and business medium

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and one of them is online shopping. Online shopping or online shopping via the internet is a process of purchasing goods or services from those who sell through the internet or online buying and selling services without having to meet face to face with sellers or buyers directly. (Muslihah, 2018).

Internet users in Indonesia in 2018 were 95.2 million, growing 13.3% from 2017 which was 84 million users. In the following year, internet users in Indonesia will increase with an average growth of 10.2% in the 2018–2023 period. In 2019 the number of internet users in Indonesia is projected to grow 12.6% compared to 2018, namely to 107.2 million users. (Widowati, 2019).

Social Media Marketing analyst company based in Warsaw, Poland, Napoleon-Cat recorded the number of Indonesian Instagram users as of January 2020 which was 62,230,000 million. NapoleonCat breaks down Instagram users by gender. Of the 62,230,000 million, the majority of Instagram users are women, which is 50.8 percent, which is actually slightly different from male users at 49.2 percent. Not only gender, NapoleonCat also details Instagram users by age. Starting from the range of 13–17 years, 18–24 years, 25–34 years, 35–44 years, 45–54 years, 55–64 years to the age of 65 years more. (Napoleoncat, 2020).

While the distribution data of Instagram users in Indonesia can be explained in detail in the range of users aged 13–17 years is a representation of 10.9% of the total users, then the age of 18–24 years is a representation of 37%, users aged 25–34 years as much as 33.7%, ages 35–44 years are 11.4%, ages 45–54 years are 4.3%, ages 55–64 years are 1.1%, and finally, the age over 65 years is 1.6%. The data above does show that Instagram users are currently most used by 18–24 year olds (Napoleoncat, 2020).

This age group is included in a particular generation with its characteristics. A generation is a group of people who share the same year of birth, age, location, and historical experiences or events in the same individual with a reigning influence in their growth phase (Son, 2019). The age of 18–24 years is included in Generation Z, the youngest generation who have just entered the labor force. Since childhood, this generation has been introduced to technology and is very familiar with smartphones and categorized as a creative generation (Purnomo, 2018).

Currently, in Indonesia, several influencers specialize in marketing companies in the field of education, including Rinaldi Nur Ibrahim (@rinaldi_ni) with 84,852 followers, then Agnes Lina Gianto (@agneslinagiananto) with 79,133 followers, Anggita Mega Mentari (@megamentari) with 22,566 followers, then Andhika Wijaya Kurniawan (@andhikawijaya) with 8,870 followers, the last is Rainspid Podcast (@rainsvid) with 19,621 followers (Sociabuzz, 2010).

Companies only sometimes look at the number of followers they have, but how an influencer's track record and engagement when marketing their company's products. Regarding education and training products that are currently showing an increase in the use of services, the influencer who is widely asked to market products is Rinaldi Nur Ibrahim. She is also an influencer widely followed by generation Z, who are interested in following the educational content she provides (Rianto, 2020). Previous research has been done on the problem of using social media influencers. As done by Chetioui, Benlafqih, and Lebdaoui (2019), who examined the influence of attitude toward influencers affects brand attitude and purchase intention, then Booth and Matic (2019), who

examined the influence of social media influencers on corporate brand perception, then research by Brandão, Gadekar, and Castelo-Brancho (2020) which examined the influence of Influencer Credibility on Fashion Interest, finally by Woodroof, Howiw, Syrdal, and VanMeter (2020) who examined the influence of influencer transparency on product efficacy and purchase intention. Even so, it is still rare for researchers to research the influence of engagement on the purchase intention of an influencer.

2 Literature Review

2.1 Perceived Credibility

Perceived credibility is the degree to which a person views information as trustworthy and is a strong predictor of subsequent information reader actions, such as recommendations or willingness to adopt an accepted information point of view (McKnight & Kacmar, 2007).

2.2 Believe

Trust is a crucial aspect of the relationship between the seller and buyer (Lien et al., 2015). Trust in sellers can be seen through their ability to provide consumer services and how sellers behave in doing their business (Rahmawati, 2013). In shopping online, Trust is defined as a form of confidence that consumers have in an online vendor or seller (Carter et al., 2014).

2.3 Perceived Behavior Control

Perceived Behavioral Control is determined by control beliefs regarding the ability to control (Ajzen, 1991). In other words, if someone believes that they do not have resources (for example, money), they tend to intend to buy the product, even if they have a positive attitude towards purchasing the product (Ajzen, 1988).

2.4 Subjective Norms

Subjective Norms reflect individual perceptions of the same social pressures. If a person feels that others approve of (or disapprove of) a particular behavior, he or she will be more (or less) likely to intend to display the behavior. Behavior attitude refers to an individual's assessment of specific behaviors that are beneficial or unfavorable. This theory suggests that the more positive the attitude towards a particular behavior, the stronger the individual's intention to carry it out (Armitage & Conner, 2001).

2.5 Perceived Expertise

Perceived expertise refers to an influencer's knowledge, experience, or expertise linked to a supported brand. An influencer who is accepted as an expert on the brand he supports will be more persuasive in attracting audiences than an influencer who is not accepted as an expert.

2.6 Perceived Fit

According to the region and the author, the meaning of the term “congruence” varies according to whether it occurs in a colloquial or a specific language and the academic marketing literature. Many congruence terms in English, such as congruity, congruent or congruous, in colloquial language, refer to the fact for two objects which correspond and are consistent with each other and, when combined with the word perceived will be the words perceived congruence, which has a new meaning of perceived conformity (Robert & Collins Senior, 2000).

2.7 Attitude Towards Influencers

Social media marketing deals with how technology can make it easy for people to connect through social networks and how businesses take advantage of this (Packker, 2011). Social media can allow companies to engage and connect directly with end consumers at a low cost. Moreover, a higher level of efficiency can be achieved when using traditional marketing tools. This makes social media relevant for multinational, medium or small companies, non-profit institutions, and the government (Kaplan & Heinlein, 2010).

2.8 Influencer Marketing

The increasing popularity of social media led to the emergence of a new marketing approach, namely influencer marketing (Li et al., 2012). Influencer marketing differs from traditional word-of-mouth marketing because it allows marketers to gain more control and insight into marketing outcomes. Marketers can access the number of views, likes, comments, influencer posts, and feedback related to their products and services (De Veirman et al., 2017).

2.9 Promise

The engagement has received attention in several academic studies, such as social psychology and organizational behavior, and has now begun to be commonly included in marketing (Spratt et al., 2009; Hollebeek, 2011, 2014). Engagement is a promising concept to provide better prediction and critical explanatory power of consumer behavior outcomes, including loyalty (Avnet & Higgins, 2000; Pham & Avnet, 2009; Schau, Muñoz & Arnould, 2009).

2.10 Purchase Intentions

Purchase Intention refers to the possibility that a consumer is planning or willing to buy a particular brand in the future (Huang et al., 2011). Previous literature suggests that consumers' attitudes toward certain brands directly impact their purchasing intentions (Pradhana et al., 2016). Erkan and Evans (2018) suggest that E-word of mouth (E-WOM) is more effective when created by a recognized personality and substantially impacts online consumers' purchase intentions.

3 Hypothesis Formulation

3.1 The Influence of Perceived Credibility on Attitude Toward the Influencer

Previous studies have shown that Perceived Credibility is one of the most important keys when people choose/follow influencers (Nam & D'an, 2018). Lagner and Eisen (2011) confirm that, although attractiveness may lead to immediate effectiveness, perceived celebrity credibility will much longer affect consumer behavior towards a brand. Recommendations and E-WOM are built on trust and credibility; hence influencers should be considered credible to persuade their followers (Kim et al., 2018). As a result, influencers who are considered credible are more likely to influence followers' attitudes and buying intentions. Therefore:

H1: Perceived Credibility affects The Influencer's Attitude Toward

3.2 Trust Affects the Influencer's Attitude Toward

Trust explains whether a person accepts a claim as trustworthy, honest, and impartial (Hass, 1981). Trust depends on how a person behaves to achieve uncertain goals (Giffin, 1967). Previous studies have shown a positive relationship between trust and attitude (Macintosh & Lockshin, 1997; Ohanian, 1990; Suh & Han, 2002). In online marketing, consumers who trust influencers are more likely to trust influencer recommendations, which can change their attitudes about their products and purchasing behavior (Hsu et al., 2013). Therefore, highly trusted influencers have more opportunities to influence followers' attitudes, preferences, and buying intentions. Such:

H2: Trust affects The Influencer's Toward Attitude

3.3 Perceived Behavioral Control Affects the Attitude Toward the Influencer

Perceived behavioral control has been introduced as a critical component of the SDGs. It shows "people's perceptions of the extent to which they are capable of, or have control over, of carrying out a given behavior" (Fishbein & Ajzen, 2010). The previous literature defined perceived behavioral control conceptually as equal to self-efficacy, which is "an assessment of a person's ability to organize and execute a given type of performance" (Bandura, 1997). Al-Debei et al. (2013) show that customers are more likely to engage in certain behaviors if they control them. In TPB, perceived behavioral control has a direct positive impact on attitudes and intentions. Therefore:

H3: Perceived Behavioral Control affects the Influencer's Attitude Toward

3.4 Subjective Norms Affects the Influencer's Attitude Toward

Subjective norms are defined as the social pressures individuals face when behaving in a certain way (Rhodes & Courneya, 2003). That is, they are more likely to behave in a certain way when they face pressure from the environment 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 the opinions of others, that is, friends and relatives, about whether he

should engage in such behavior. According to the SDGs, the intention is a function of attitudes toward behavior, subjective norms, and control of perceived behavior (Ajzen, 2011). Subjective norms are expected to be positively related to attitudes towards FI. Therefore:

H4: Subjective Norms affect The Influencer's Toward Attitude

3.5 Perceived Expertise Affects the Influencer's Attitude Toward

Perceived expertise contributes to consumer attitudes toward influencers and purchase intent. Consumers are more likely to take content and recommendations from influencers considered experts in their field (Yadav et al., 2013). An expert is generally considered highly qualified and, therefore, more likely to make accurate and valid judgments. Many studies reveal that expert influencers can significantly influence consumer attitudes toward certain brands (Hayes & Carr, 2015; Bergkvist et al., 2016). The perceived expertise of influencers increases the trust among customers and consequently affects their attitudes toward influencers and their buying intentions (Smith et al., 2005). Therefore:

H5: Perceived Expertise affects the Attitude Towards Influencers

3.6 Perceived Congruence Affects the Influencer's Attitude Toward

Garretson and Niedrich (2004) define congruence as the degree to which motivations relate to each other. The appropriateness of motivation can facilitate creating an impression and have an emotional impact on the response of consumers (Hosany & Martin, 2012). Comparable effects can be predicted in the context of influencer marketing. Reinforcing the influencer's congruence with potential customers can lead to higher purchase intentions and a better attitude toward influencers. Xu (Rinka) and Pratt (2018) revealed that consumers tend to follow influencers because they have the same personality traits, a suitable lifestyle, or similar preferences. A higher degree of congruence between influencers and potential customers reflects a positive attitude towards influencers and increases buying intent (Choi & Rifon, 2012). So:

H6: Perceived Congruence affects The Influencer's Attitude Toward

3.7 Attitude Toward the Influencer Affects Engagement

Previous studies have shown that perceived attitudes and judgments are among the most important keys when people choose/follow influencers (Nam & Dean, 2018). Lagner and Eisend (2011) confirm that while attractiveness may lead to immediate effectiveness, the consumer's positive attitude toward an influencer will have a much longer effect on consumer behavior towards an engagement process. Engagement is built on trust and credibility, so influencers should be considered credible to persuade their followers (Kim et al., 2018). As a result, Influencers who have a positive assessment of attitudes from consumers are more likely to influence consumers' interest in having more intense interactions. Therefore:

H7: Attitude Toward The Influencer affects Engagement

3.8 Attitude Toward the Influencer Affects Purchase Intention

Cooke and Sheeran (2004) emphasize that the relationship between consumer attitudes and intentions is usually more consistent when consumers are highly engaged. Using highly liked influencers results in a positive attitude towards the brand, increasing buying intent. Further research understands attitudes toward influencers as direct predictors of buying intent (Bergkvist et al., 2016). Along the same line, consider buying intentions a direct result of attitudes (Ajzen, 2011). Therefore:

H8: Attitude Toward The Influencer affects Purchase Intention

3.9 Engagement Affects Purchase Intention

Engagement refers to emotional reactions to situations and other stimuli from which consumers form bonds or relationships with the stimulus (Kapoor & Kulshrestha, 2011). Consumer engagement can be defined as a manifestation of customer behavior towards a company, for example, influencing a company in ways other than its own purchases (Bijmolt et al., 2010; Doorn et al., 2010). Related examples can range from recommendations, helping other customers, blogging, writing reviews, participation, and co-creation within the influencer community (Doorn et al., 2010; Hollebeek et al., 2014). To rationalize the impact of engagement on consumers, as a first step, consider user engagement with communication between consumers and influencers. This can provide a deeper understanding of what individual users need for communication. Several related studies have investigated the effect of engagement on consumers' purchasing intentions (Baber et al., 2016; Chen et al., 2014; Erkan & Evans, 2016; Mortazavi et al., 2014; Wu & Wang, 2011; Yu & Natalia, 2013). For example, it is reported that a positive relationship between engagement and consumer purchase intent has been observed (Sharifpour et al., 2016). Therefore, consumers involved in implementing Social Media Marketing are very likely to develop higher purchase intentions. Therefore:

H9: Engagement affects Buying Interest

4 Method

4.1 Research Design

This study's free variables "dependent variables" are Perceived credibility, Trust, Perceived Behavioral Control, Subjective Norms, Perceived Expertise, and Perceived Congruence, and the non-free variable "independent variable" is Purchase Intention. In contrast, the intermediate "intervening variable" is Attitude Toward The Influencer and Engagement.

4.2 Variables and Measurements

The variables in the study consisted of 9 (nine) variables, namely Perceived credibility, Trust, Perceived Behavioral Control, Subjective Norms, Perceived Expertise, Perceived Congruence, Attitude Toward The Influencer, Engagement, and Purchase Intention.

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1) *Perceived Credibility*

The Perceived Credibility variable is measured by filing 4 (four) statements by Liu et al. (2012), Martins et al. (2017), and Yang et al. (2013) as follows:

- a) I believe that the influence of the influencers I follow is convincing.
- b) I believe that the influencers I follow are credible.
- c) I believe that the ads contained in social media influencers are a good reference for buying products.
- d) I found a product/service purchase advertised by an Influencer I followed.

2) *Believe*

The Trust variable is measured by filing 3 (three) statements of Lu et al. (2014) and Ohanian (1990) as follows:

- a) I believe that I can depend on the influencers I follow to make purchasing decisions.
- b) I truly believe that the influencers I follow is sincerity.
- c) I believe that the influencers I follow use the same products they advertise.

3) *Perceived Behavior Control*

The Perceived Behavioral Control variable is measured by proposing 2 (two) statements of Fishbein and Ajzen (2010) as follows:

- a) In addition to influencer influence, I consider other personal and objective factors when making purchasing decisions.
- b) I will buy a product only if the social media influencer who refers to it has a good reputation.

4) *Subjective Norms*

Subjective Norms variables are measured by filing 3 (three) statements of Ajzen (2011) as follows:

- a) I thoroughly consider my environmental opinions before referring to influencer influence.
- b) I have a standard of judgment on the person of an influencer.
- c) I really noticed the norms that became the attitude of the person of an influencer.

5) *Perceived Expertise*

The Perceived Expertise variable is measured by proposing 3 (three) statements of Bergkvist (2016) and Chanian (1990) as follows:

- a) The influencers I follow are experts in their field
- b) The influencers I follow have amazing knowledge
- c) The influencers I follow provide references based on their expertise

6) *Perceived fit*

The Perceived Congruence variable is measured by filing 3 (three) statements by Xu and Pratt (2018) as follows:

- a) I understand the compatibility between you and your chosen influencer.
- b) I understand the degree of fit between my personality and my chosen influencer.
- c) I rate the relevance of my chosen influencer publications.

7) *Attitude Towards Influencers*

The Influencer's Attitude Toward variable is measured by filing 4 (four) statements by Ajzen and Casalo (2018) as follows:

- a) I believe that the Influencer I follow is the best influencer for me to get the desired product.
- b) I believe that the Influencers I follow have engaging content in the products I want.
- c) I truly believe that the Influencers I follow provide new offers on various products and services on the products I want.
- d) I consider the Influencers I follow to be a reliable source of information.

8) *Promise*

The Engagement variable is measured by filing 3 (three) statements by Rossmann, Rasjan, and Sughatan (2016) as follows:

- a) I believe that the Influencers I follow are always actively posting on Instagram.
- b) I believe the Influencer I follow always replies to every comment asking about the product he is advertising.
- c) I believe in every post on Instagram, the influencers I follow always display interesting messages in a regular time.

9) *Purchase Intentions*

The Purchase Intention variable is measured by filing 2 (two) statements of Hsu and Lin (2015) as follows:

- a) I often intend to use the services advertised by influencers.
- b) I usually recommend products and services advertised by influencers.

Furthermore, respondents were asked to be able to respond to all statements that the researcher had submitted in his questionnaire. The responses were based on five Likert scales (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

4.3 Samples and Data Collection

The population in the study was every Instagram user who followed Rinaldi Nur Ibrahim's (@rinaldi_ni) account. From the existing data, there are currently a total of 84,852 followers on the account. Sampling uses the purposive sampling method, where sampling is based on considerations where the sampling is based on specific criteria. The sample selected was Instagram users who followed @rinaldi_ni accounts, lived in JABODETABEK and were aged between 17–26 years. According to Hair et al. (2012), the determination of the number of representative samples depends on the number of indicators multiplied by 5. The number of samples in this study is as follows:

$$\text{Sample} = \text{Number of indicators} \times 5 = 27 \times 5 = 135$$

Based on the above calculations, it can be concluded that the minimum sample used 135 samples of respondents.

4.4 Demographic Characteristics of Respondents

4.5 Data Collection Sources and Techniques

This study uses primary data where data is collected directly by researchers to answer research problems or objectives by distributing questionnaires in the form of google forms that are distributed through Instagram direct messages. In filling out the questionnaire, there is a scale that refers to the Likert scale that respondents will fill out with as many as 27 statements.

4.6 Research Instrument Testing

In this study, research variables were called latent or un-observed variables, namely variables that could not be measured directly but were formed through the observed dimensions or indicators observed with a Likert scale in the form of questionnaires. Furthermore, the questionnaire is tested for validity and reliability. The approach used to analyze measurement models is the analysis of confirming factors.

The Validity Test is used to measure whether or not a questionnaire is valid or valid. A questionnaire is said to be valid if the question in the questionnaire can reveal something that the questionnaire will measure. If the loading factor > 0.50 , it can be said to be valid.

The reliability test is intended to measure the degree of consistency of the research instrument. This study was tested through Confirmatory Factor Analysis, and if Cronbach's alpha value is greater than or equal to 0.60, the instrument is reliable.

The reliability test is intended to measure the degree of consistency of the research instrument. This study was tested through Confirmatory Factor Analysis, and if Cronbach's alpha value is greater than or equal to 0.60, the instrument is reliable (Table 1).

4.7 Validity Testing

Table 2 shows that with a loading factor of > 0.40 means that it is proven that 4 measurement indicators of perceived credibility are valid. The respondents used in this study were 258 respondents, The trust variable consisting of 3 indicators was declared valid. Validity testing for other variables also produces the same conclusion, namely that all measurement indicators used are valid because the loading factor is more than 0.40.

4.8 Reliability Testing

In addition to validity tests, reliability testing is also very important. Reliability tests were conducted using Cronbach's alpha as a reliability coefficient. Cronbach's alpha shows whether the measurement items are homogeneous and reflect the same fundamental constructs. Based on previous research by Cronbach's alpha coefficient instrument in this study, it is considered reliable if it has an alpha coefficient of 0.700 or more. Processing for testing the reliability of research variables can be seen in Table 3.

The reliability test in Table 3 shows that all variables have a Cronbach's alpha value greater than 0.700, so it can be concluded that all variables in this study are suitable for use and can be continued for research.

Table 1. Demographic Characteristics of Respondents

Characteristic	Group	Sum	Percentage (%)
Gender	Man	123	47.67
	Woman	135	52.33
Age	17–19	16	6.20
	20–23	109	42.25
	24–26	133	51.55
Education	High School	43	16.67
	S1	201	77.91
	S2	14	5.43
Monthly Expenses	< IDR 1.000.000,-	10	3.88
	IDR 1,000,000 up to IDR 2,000,000	19	7.36
	IDR 2,000,000 up to IDR 3,000,000	73	28.29
	> IDR 3.000.000,-	156	60.47
Work	Students	69	26.74
	Private Employees	47	18.22
	Civil Service	6	2.33
	Businessman	81	31.40
	Other	55	21.32

4.9 Analisis Method Data

Data analysis is used to process research results to obtain a conclusion. By looking at the theoretical framework, the data analysis technique used in this study is a quantitative analysis using the SEM (Structural Equation Modeling) model or the Structural Equation Model with the AMOS 4 program. SEM is a set of statistical techniques that allow testing a relatively complex set of relationships simultaneously. Such a complicated relationship can be interpreted as a series of relationships that are built between one or several dependent (endogenous) variables with one or several independent variables (exogenous), and those variables are in the form of factors or constructs built from several indicators that are observed or measured directly.

4.10 Model Conformity Test

Based on the results of the data processing in Table 4, it can be seen that almost all indices are declared following the Criteria (cut-off-value). The indicator value of the goodness of fit index is close to the criteria that represent the standard of a fit model based on the fit indices approach. So it can be concluded that the model used in this study is a fit model that can proceed to hypothesis testing.

Table 2. Validity Test Results

Variable	Thing	Factor Loading	Information
Perceived Credibility	COMPUTER1	0,958	Legitimate
	COMPUTER2	0,960	Legitimate
	COMPUTER3	0,736	Legitimate
	COMPUTER4	0,960	Legitimate
Believe	TR1	0,916	Legitimate
	TR2	0,916	Legitimate
	TR3	0,724	Legitimate
Perceived Behavior Control	PBR1	0,715	Legitimate
	PBR2	0,715	Legitimate
Subjective Norms	SN1	0,925	Legitimate
	SN2	0,932	Legitimate
	SN3	0,724	Legitimate
Perceived Expertise	PE1	0,916	Legitimate
	PE2	0,930	Legitimate
	PE3	0,723	Legitimate
Perceived fit	PCR1	0,617	Legitimate
	PCR2	0,778	Legitimate
	PCR3	0,800	Legitimate
Attitude Towards	ATTI1	0,805	Legitimate
	ATTI2	0,845	Legitimate
	ATTI3	0,798	Legitimate
	ATTI4	0,802	Legitimate
Promise	EG1	0,743	Legitimate
	EG2	0,758	Legitimate
	EG3	0,812	Legitimate
Purchase Intentions	PI1	0,768	Legitimate
	PI2	0,768	Legitimate

5 Results and Discussion

5.1 Descriptive Statistics

According to Vetter (2017), descriptive statistics are specific methods used to calculate, describe and summarize collected research data logically, meaningfully, and efficiently. Descriptive statistics are reported numerically in the manuscript text, tables, or graphic form (Salkind, 2016; Urdan, 2017). Kuswanto (2012) argues that the data presented in descriptive statistics are usually a measure of data centering. One of the commonly used measures of data centering is the average value (mean). The mean is usually reported for continuous data (intervals or ratios) that have a normal (Gaussian) distribution (Vetter, 2017).

Table 3. Reliability Test Results

Variable	Alfa Cronbach	Information
Perceived Credibility	0,960	Legitimate
Believe	0,926	Legitimate
Perceived Behavior Control	0,833	Legitimate
Subjective Norms	0,930	Legitimate
Perceived Expertise	0,928	Legitimate
Perceived fit	0,848	Legitimate
Attitude Towards Infulencer	0,918	Legitimate
Enggagement	0,880	Legitimate
Purchase Intentions	0,867	Legitimate

Table 4. Model Conformity Test Results

Goodness-of-fit Index	Criteria (Cut-off value)	Indicator Value	Conclusion
Chi-Square	Approaching 0	714,57	Suitable Kindness
Probability	≥ 0.05	0,08	Suitable Kindness
NFI	≥ 0.90	0,92	Suitable Kindness
CFI	≥ 0.90	0,94	Suitable Kindness
IFI	≥ 0.90	0,95	Suitable Kindness
RFI	≥ 0.90	0,91	Suitable Kindness
RMR	≤ 0.10	0,07	Suitable Kindness
RMSEA	≤ 0.10	0,10	Suitable Kindness

Descriptive Statistics also looks at the minimum, maximum, average, and standard deviation values. The minimum value is the lowest value for each research variable, while the maximum value is the highest for each research variable. The mean value indicates the average of the respondent's assessment of the submitted statement. At the same time, the standard deviation describes the magnitude of the deviation from the mean of the statements submitted in the questionnaire. The descriptive statistical results of the variables Perceived Credibility, Trust, Perceived Behavioral, Control, Subjective Norms, Perceived Expertise, Perceived Congruence, Attitude Toward the Influencer, Engagement, and Purchase Intention are as follows.

Based on the data in Table 5, the descriptive statistical results of respondents' answers to the perception of the credibility of the variable have a mean of 4.37 with a standard deviation of 0.725. Thus, the average respondent trusts the influence of influencers.

Table 5. Descriptive Statistics

Variable	N	Min.	Max.	Mean	Std Dev.
Perceived Credibility	258	1	5	4.37	.725
PC1 I believe that the influence of influencers I follow is reassuring	258	1	5	4.34	.747
	258	1	5	4.34	.742
PC2 I believe that the influencer I follow is credible	258	1	5	4.34	.737
PC3 I believe that the advertisements contained in the social media influencers are a good reference for buying products	258	1	5	4.35	.739
PC4 I found a purchase of a product/service advertised by an Influencer I followed					
Believe	258	1	5	4.26	.721
TR1 I believe that I can depend on the influencers I follow to make purchasing decisions	258	1	5	4.34	.747
	258	1	5	4.34	.747
TR2 I truly believe that the influence I follow is sincerity	258	1	5	4.36	.713
TR3 I believe that the influencers I follow use the same products they advertise					
Perceived Behavior Control	258	1	5	4.32	.743
PBC1 In addition to influencer influence, I consider other personal and objective factors when making purchasing decisions	258	1	5	4.34	.743
	258	1	5	4.36	.699
PBC2 I will buy a product only if the social media influencer who refers to it has a good reputation					
Subjective Norms	258	1	5	4.35	.744
SN1 I thoroughly consider my environmental opinions before referring to influencer influence	258	1	5	4.35	.744
	258	1	5	4.34	.744
SN2 I have a standard of judgment over the person of an influencer	258	1	5	4.37	.706
SN3 I really noticed the norms that became the attitude of a personal influencer					
Perceived Expertise	258	1	5	4.32	.785
PE1 Influencers I follow are experts in their field	258	1	5	4.34	.736
PE2 Influencers I follow have amazing knowledge	258	1	5	4.33	.745
PE3 Influencers I follow provide references based on their expertise	258	1	5	4.35	.707
Perceived fit	258	1	5	4.19	.621

(continued)

Table 5. (continued)

Variable	N	Min.	Max.	Mean	Std Dev.
PCR1 I understand the compatibility between you and your chosen influencer	258	1	5	4.49	.643
	258	1	5	4.11	.902
PCR2 I understand the degree of fit between my personality and my chosen influencer	258	1	5	4.14	.828
PCR3 I rate the relevance of my chosen influencer publications					
Attitude Towards Influencers	258	1	5	4.19	.677
ATI1 I believe the Influencer that I follow is the best influencer for me to get the desired product.	258	1	5	4.25	.694
	258	1	5	4.32	.655
ATI2 I believe that the Influencers I follow have engaging content in the products I want.	258	1	5	4.30	.695
	258	1	5	4.36	.692
ATI3 I truly believe that the Influencers I follow provide new offers on various products and services on the products I want.					
ATI4 I consider that the Influencers I follow as a reliable source of information.					
Promise	258	1	5	4.21	.639
EG1 I believe that the Influencers that I follow are always actively posting on Instagram.	258	2	5	4.58	.601
	258	1	5	4.43	.686
EG2 I believe the Influencer I follow always replies to every comment asking about the product he is advertising.	258	2	5	4.51	.661
EG3 I believe in every post on Instagram, the influencers I follow always display interesting messages in a regular time.					
Purchase Intentions	258	1	5	4.43	.673
PI1 I most often have the intention to use services advertised by influencers.	258	2	5	4.49	.630
	258	1	5	4.54	.716
PI2 I usually recommend products and services advertised by influencers.					

Source: data processed

The average trust variable is 4.26 with a standard deviation of 0.721, meaning respondents highly trust Rinaldi influencers. The average Perceived Behavioral Control variable was 4.32, with a standard deviation of 0.743, indicating that respondents trust Rinaldi’s personality as an influencer.

Then comes the Subjective Norm variable, which has a mean of 4.35 with a standard deviation of 0.744, which means that the subjectivity of the respondent is a form of evaluation to measure the influencer’s personality. The Perceived Competence variable, with a mean of 4.32 and a standard deviation of 0.785, means that respondents trust Rinaldi’s competence as an influencer (Table 6).

The average value of the Perceived Compatibility variable is 4.19, and the standard deviation is 0.621, which means the majority of respondents perceive the reliability of

Table 6. Hypothesis Test Results

Hypothesis		Guess	t-value	Decision
H1.	Credibility Perception - > Attitude Towards Influencers	0,616	12,50	H1 supported
H2.	Trust - > Attitude Towards Influencers	0,632	13,04	H2 supported
H3.	Perceived behavior control - > attitude towards influencers	0,652	13,74	H3 supported
H4.	Subjective Norms - > Attitudes Towards Influencers	0,631	13,00	H4 supported
H5.	Perceived Expertise - > Attitude Towards Influencers	0,616	12,49	H5 supported
H6.	Congruence Perceptions - > Attitudes Towards Influencers	0,694	15,40	H6 supported
H7.	Attitude Towards Influencers - > Engagement	0,612	9,81	H7 supported
H8.	Attitude towards influencers - > buying intentions	0,554	10,63	H8 supported
H9.	Engagement - > Purchase intent	0,457	8,219	H9 supported

Source: Data Processed

the influencers they follow as reliable. The attitude towards the variable that affects the average is 4.19, and the standard deviation is 0.677, indicating that the respondent's attitude towards Rinaldi's personality is always a good influencer since it is measured from several existing aspects.

The last two variables, namely, a commitment trust of 4.21 with a standard deviation of 0.639, indicating that Rinaldis can be established as an influencer and his followers. Finally, the average purchase intent variable is 4.43, and the standard deviation is 0.716, which means that respondents have a desire or interest in using the service products advertised by Rinaldi on his social media.

5.2 Results of Research and Discussion

The notion of a hypothesis itself is a temporary answer to a problem. Data analysis is obtained from the results of testing against hypotheses. The hypothesis testing aims to determine whether the tested H_0 hypothesis is accepted or rejected. This can be done by looking at the significant value of each relationship. The explanation in the analysis of the results is related to testing the hypotheses proposed in the study by using the SEM model to solve problems in this study. The basis for making decisions in this hypothesis test is to look at the t-value value with a significant limit of 5%. If the t-value > 1.96 then the hypothesis ($H(x)$) is supported, if the t-value is < 1.96 then the hypothesis ($H(x)$) is not supported.

a) Hypothesis 1

Perceived Credibility affects The Influencer's Attitude Toward

Based on the hypothesis test results, a t-value of 12.50 was obtained with an estimate of 0.616. Because the t value > 1.96 , there is a positive impact of perceived credibility towards the attitude towards influencers. This study showed that the awareness and assessment of respondents who followed Rinaldi's Instagram account saw his credibility influencing their attitude to judge the influencer's personality. The results of this test follow research that confirms that Perceived Credibility is one of the most important keys when people choose/follow influencers (Nam & D'an, 2018).

b) Hypothesis 2

Trust influences Attitude Toward The Influencer

Based on the hypothesis test results, a t-value of 13.04 and a guess of 0.632 were obtained. Because the t-value > 1.96 , trust positively affects attitudes toward influencers. The study showed good faith among respondents who followed Rinld's Instagram account, where good faith shaped them to have a positive attitude toward the influencer's personality. The results of this test are consistent with research that affirms that trust depends on how a person behaves to achieve uncertain goals (Giffin, 1967).

c) Hypothesis 3

Perceived Behavioral Control affects The Influencer's Attitude Toward

Based on the hypothesis test results, a t value of 13.74 was obtained and an estimate of 0.652. Because the t-score > 1.96 , the perception of behavioral control has a positive effect on attitudes toward influencers, this study shows that the ability of influencers to control their attitudes and personalities in cyberspace affects respondents' perception of Rinaldi's personality. The results of these tests are consistent with research showing that perceptions of behavioral control indicate that "people understand the extent to which they are capable of, or control, certain behaviors" (Fishbein & Ajzien, 2010). The previous literature conceptualized perceived behavioral control as self-efficacy, which "is an assessment of a person's ability to organize and perform certain types of performance" (Bandura, 1997).

d) Hypothesis 4

Subjective Norms affect The Influencer's Toward Attitude

Based on the hypothesis test results, a t-value of 13.00 was obtained with an estimate of 0.631. Because the t value > 1.96 , there are positive subjective norms against attitudes towards influencers. This research shows that the norms that are the basis of a person's subjectivity affect his attitudes toward an influencer. The results of this test correspond to studies that confirm that Subjective norms are defined as the social pressures individuals face when behaving in a certain way (Rhodes & Courneya, 2003). That is, they are more

likely to behave in a certain way when they face pressure from the environment or other people they know.

e) Hypothesis 5

Perceived Expertise affects The Influencer's Attitude Toward

Based on the hypothesis test results, a t value of 12.49 was obtained and an estimate of 0.616. Because the t value > 1.96 , the perception of competence positively affects the attitude towards influencers. The study shows that confidence in Rinaldi's expertise as someone who understands education and markets educational services influences followers' attitudes and evaluations of how they perceive themselves. The results of this test are consistent with research showing that perception of competence is another factor influencing consumer attitudes towards influencers and purchase intentions. Consumers are more likely to receive content and recommendations from influencers considered experts in their field (Yadav et al., 2013).

f) Hypothesis 6

Perceived Congruence influences the Attitude Toward The Influencer

Based on the hypothesis test results, a t-value of 15.40 and a guess of 0.694 were obtained. Because the t-value > 1.96 , perceived compatibility positively affects attitudes toward influencers. This study's results showed a relationship and similarity of attitudes between respondents who followed Rinaldi's report. The results of these tests are consistent with research showing that influencer marketing can predict comparable effects. Strengthening an influencer's compatibility with potential customers can result in higher purchase intentions and a better attitude toward influencers. Xu (Rinka) and Pratt (2018) found that consumers follow influencers because they share a typical personality, lifestyle, or preference trait. The higher fit between influencers and potential customers reflects a positive attitude towards influencers and increases purchase intent (Choi & Rifon, 2012).

g) Hypothesis 7

Attitude Toward The Influencer affects Engagement

Based on the hypothesis test results, a t-score of 9.81 and an estimated value of 0.612 were obtained. The attitude towards influencers positively impacts engagement, as the t-score is above 1.96. The results showed that the attitudes of Rinaldi's account followers significantly influenced how they built strong relationships on social media through the direct comment and message channels offered. The results of this test are consistent with previous research studies that show that attitude perception and judgment are among the most important keys when people choose/follow influencers (Nam & Dean, 2018).

h) Hypothesis 8

Attitude Toward The Influencer affects Purchase Intention

Based on the hypothesis test results, a t-value of 10.63 and a guess of 0.554 were obtained. Since the t-score > 1.96 , the attitude towards influencers positively affects buying intentions. This study shows that respondents' good and positive attitude towards the influencer's personality makes them ready and willing to buy the products advertised by Rinaldi. The results of this test are consistent with the research of Cooke and Sheeran (2004), who highlighted that the relationship between consumer attitudes and intentions tends to be more consistent when consumers are highly engaged. Using preferred influencers leads to a positive attitude towards the brand and thus increases buying intent. Another study understands attitudes toward influencers as direct predictors of purchase intent (Bergkvist et al., 2016). Similarly, buying intent is seen as a direct result of recruitment (Ajzen, 2011).

i) Hypothesis 9

Engagement affects Purchase Intention

Based on the hypothesis test results, a t-value of 8.21 and an estimate of 0.457 were obtained. Because the value of $t > 1.96$, the commitment positively affects the purchase intention. This study shows that close relationships and intensive communication, where influencers contact their followers through well-crafted comments or direct messages, influence respondents' desire to buy the advertised product. The results of this test are consistent with the research by (Kapoor & Kulshrestha, 2011).

6 Conclusion

1. There is a positive and significant influence of perceived credibility on attitudes toward influencers.
2. There is a positive influence and significant trust in the attitude toward influencers.
3. There is a positive influence and perceived behavioral control on attitudes toward influencers.
4. There is a positive influence and significant of subjective norms on attitudes toward influencers.
5. There is a positive influence and perceived expertise on attitudes toward influencers.
6. There is a positive influence and perceived congruence on attitudes toward influencers.
7. There is a positive and significant influence on influencers on engagement.
8. There is a positive influence and significant attitude towards influencers on purchase intention.
9. There is a positive and significant influence of engagement on purchase intention.

6.1 Managerial Implications

1. Inform influencers that the public, mainly social media followers, value all aspects of their personality. That is why each influencer must, for example, consider maintaining his personality, adhering to known standards, and maintaining his credibility.
2. The influencer needs to trust the people who follow his account more, constantly improving his skills, expertise, and credibility for the public to judge. This leads people to believe that influencers have more value.

3. Every business that decides to market its products through influencers must consider many things, including what their social media life is like, how to engage with their followers, *see their interactions, and respond to each view that receives comments.*

6.2 Research Limitations

The limitations of this study are limited dimensions and items related to 258 respondents who only include followers of an influencer. The research was uneven, excluding followers from Rinaldi's IG account, which was outside the city of Jakarta. The subject of influencers who are indeed limited to educational products is also a limitation because it is possible to develop other products. This research will also develop issues and problems over time.

6.3 Suggestions for Further Research

We hope that this research can benefit the development of even better research in the future and can be used as a reference for subsequent research. The suggestion for further research is to examine other variables that have not been studied before, including the influence of behavioral switching, variety intention, and personal value.

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