

# Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing

<sup>1</sup>Arif Ashraf, <sup>2</sup>Dr. Muhammad Azeem Qureshi, <sup>3</sup>Dr. Irfan Hameed

Received: October 2022

Accepted: November 2022

Available Online: December 2022

## Abstract

In recent years Social Media Influencers (SMIs) have shown unprecedented growth worldwide. They build strong relationships and gain the trust of followers to induce their purchase intentions. Brand managers can take advantage of this relationship by having their products endorsed through them. Based on the two dimensions of source credibility, expertise & authenticity, and knowledge sharing, this research investigated how SMIs can gain followers' trust and whether this trust of followers translates into purchase intentions. For research, purposive sampling was employed. Data was collected from 401 respondents living in Karachi, Pakistan, aged 18 years or older. The result of the study suggested that expertise, authenticity and knowledge sharing have a significant positive influence on fostering followers' trust. Moreover, all three constructs have a significant positive influence on purchase intentions via trust. However, price consciousness does not moderate the influence between trust and purchase intentions. Thus, this research is useful both for academia and industry since it fills many important and stated gaps in the literature and gives recommendations to brand managers on how they can select trusted SMIs for the brands' endorsements which could subsequently result in the enhancement of purchase intentions of followers.

**Keywords:** Social media Influencers; trust; mediation; price consciousness and moderation

**JEL Classification:** C12, M31

## 1. Introduction

One of the most significant buzzwords in 21<sup>st</sup>-century marketing is social media influencers (SMIs) (Hund, 2019). Marketing conducted through SMIs has grown by leaps and bounds in the last decade, shifting mass media and social media marketing towards marketing through SMIs (Coco & Eckert, 2020; Kim & Kim, 2021). Influencer marketing is growing by more than fifty percent a year. In 2015 the size of influencer marketing was half a million dollars, reaching \$9.7 billion in 2020. By the end of 2022, marketing through SMIs will be expected to reach \$15 billion (Gerrath & Usrey, 2021; Kim & Kim, 2021).

Influencer marketing is a type of endorsement marketing whose purpose is to increase brand awareness, drive engagement, generate word of mouth and change followers' intentions and

1. PhD scholar, Institute of Business Management, Karachi, Pakistan [arifashraf@hotmail.co.uk](mailto:arifashraf@hotmail.co.uk)
2. Assistant Professor, Institute of Business Management, Karachi, Pakistan  
[azeem.qureshi@iobm.edu.pk](mailto:azeem.qureshi@iobm.edu.pk)
3. Assistant Professor, Faculty of Business and Management, UCSI University, Kuala Lumpur, Malaysia  
[Irfan.hameed@gmail.com](mailto:Irfan.hameed@gmail.com)

## **Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing**

behaviors in favor of the brand or product they are endorsing (Kim & Kim, 2021; Singh et al., 2020). In order to drive followers' engagement and induce intentions and behaviors, trust of followers' is an essential factor (Hu et al., 2019; Jansom & Pongsakornrungrungsilp, 2021).

Just like in developed countries, Pakistan also the traditional form of television, radio, and newspaper advertisement is losing its effectiveness in terms of low awareness, recognition, and recall of brand and it hardly translates into reinforcement of brand positioning. Due to prevailing situation, brand managers are seeking alternatives to reach their target audience to convey their message, increase brand awareness, and induce intentions and behaviors of consumers (Javed, 2021). Under current circumstances, SMIs appear to be the best alternative for brand managers to cost-effectively target a selected group of consumers (Javed, 2020; Kazi, 2021).

The effectiveness of SMIs rests upon their ability to gain trust of consumers, which is important since consumers follow and listen to their trusted SMIs and their intentions and behaviors is also influenced when endorsements are coming from their trusted SMIs (Audrezet et al., 2020; Gerrath & Usrey, 2021; Javed, 2021; Raothar, 2021). However, the authenticity of SMIs is continuously questioned in developed countries and also in Pakistan, and followers are losing trust in them (Mannheim, 2021; Mundkur, 2021; Raothar, 2021; Rimmer, 2022).

There are several factors responsible for why followers are losing trust in SMIs like the fraud of SMIs (endorsements of brand without using it, endorsing the brand highlighting only positive points of brand which are not according to the values of brand), lack of sponsorship disclosures, fake followers and their fake comments resulting in loss of trust in SMIs and reputation of brand endorsed could also be affected (Delbaere et al., 2021; Hudders et al., 2021; Rimmer, 2022). Followers in Pakistan are no different with respect to losing trust in SMIs due to deceptive endorsements, lack of sponsorship disclosures, and fake followers, as experienced in developed countries (Azmi, 2021; Images, 2019). Moreover, a recent study conducted in Pakistan suggested that 47% of followers believe that endorsement made by SMIs is inauthentic and untrustworthy (Raothar, 2021).

Despite the widespread use of SMIs in contemporary marketing, businesses are hoping to find those SMIs whom followers trust and they are endorsing brands out of intrinsic motivation rather than motivated by some external factors such as money (Mannheim, 2021) since followers are already questioning the authenticity and trustworthiness of endorsements made by SMIs (Kazi, 2021; Raothar, 2021).

### **1.1 Gap Analysis**

This research aims to fill several gaps in the literature. Despite the ever-increasing importance of SMIs in endorsing different brands, research related to how SMIs develop a relationship and gain the trust of followers and its subsequent advantages remain nebulous thus far (Kim & Kim, 2021). Pop et al. (2022) added that future research should find out how SMIs gain the trust of followers and what will be its advantages for the brand and company.

Furthermore, The important antecedents of influencer marketing like knowledge sharing, have not been studied before in the literature on SMIs (Casaló et al., 2020). In addition to that, this study will fill other important gaps in the literature since the research community has paid little attention to the essential moderator of price consciousness in the context of influencer marketing (Vrontis et al., 2021).

## **1.2 Objectives of the study**

- i) To determine the role of authenticity, expertise, and knowledge sharing in fostering the trust of followers.
- ii) To find out whether the followers' trust in SMIs helps foster the purchase intentions of followers.
- iii) To find out whether trust mediates the relationship between authenticity, expertise, knowledge sharing, and purchase intentions of followers.
- vii) To find out the extent price consciousness moderates the relationship between followers' trust and purchase intentions.

## **2. Literature Review**

### **2.1 Trust in SMIs**

Trust is an extremely important construct and it is studied in several disciplines including, philosophy, economics, marketing, sociology and organizational behavior (Lou & Yuan, 2019). According to Golembiewski & McConkie (1975) trust is so potent that there is no other variable thoroughly affecting interpersonal and group behavior such as trust (Golembiewski & McConkie, 1975; Pop et al., 2022). Fisher et al. (2010) stated that trust is an ambiguous and broad concept however marketing and exchange definition of consumer trust is given by Moorman et al. (1993) "Trust is the willingness to rely on an exchange partner in whom one has confidence" (Beldad et al., 2010; Lou & Yuan, 2019; Moorman et al., 1993). Trust is a very important factor in the consumer decision-making process and influencer marketing (Martínez-López et al., 2020; Pittman & Abell, 2021). Extant literature suggests that consumers trust influencers more than any other form of marketing communication coming from the company (Ki et al., 2020; Reinikainen et al., 2020). In the context of SMIs endorsements by them is useful only when consumer trust the content of SMIs (Pop et al., 2022).

### **2.2 Hypotheses Development**

#### **2.2.1 Source Credibility: Expertise and Authenticity**

Ohanian (1990) defined the credibility of the source as the extent to which the source possesses the expertise of the subject that which source is endorsing moreover, the source could also be trusted for making valid assertions (Calvo-Porrá et al., 2021; Ohanian, 1990). If consumer considers the source highly credible then the effectiveness of the source message increases many fold and it does influences the attitudes and behaviors of consumers (Pornpitakpan, 2004; Weismueller et al., 2020). According to Hovland et al. (1953) elements of sources, and credibility could be mainly grouped into two dimensions i.e., expertise and authenticity (Hovland et al., 1953; Kim & Kim, 2021). The expertise of the source refers to the knowledge or training the source possesses about the product they are endorsing (El Hedhli et al., 2021; Namrata & Parmar, 2021; Wallace et al., 2021). Whereas, authenticity is defined as being real, true and genuine (Lee, 2020; Thompson et al., 2006).

According to the literature concept of authenticity is highly subjective and is dependent upon the judgment of the consumer, like for one person product-x endorsed by a celebrity is authentic and for another person, it's not (Lee, 2020; Lehman et al., 2019). In the context of influencer marketing

## **Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing**

authenticity is the genuine endorsement of influencers which is based upon the usage of the product and it is part of intrinsic motivation rather than based on some external factor such as money (Audrezet et al., 2020; Lee & Eastin, 2021). The followers generally have the perception that influencers will be endorsing those products that they are genuinely interested in thus they consider their recommendations authentic (Forrest & Cao, 2010; Lisichkova & Othman, 2017). However, nowadays this perception of consumers is changing and consumers are continuously questioning about authenticity of SMIs (Breves et al., 2021; Images, 2019).

Hovland & Weiss (1951) stated that communication effectiveness is enhanced when the message is communicated by a highly credible source who is also considered trustworthy by consumers as compared to the source whose credibility is considered lower by followers. SMIs are also considered as modern opinion leaders (Sun et al., 2021) and brands in themselves (Newberry, 2021) since consumers follow selected influencers and act upon their recommendations (Newberry, 2021; Sun et al., 2021). Synnott (2021) concluded from their study of Irish followers of SMIs that source expertise is an important antecedent of fostering trust among followers. According to Zenger & Folkman (2019), more the leader possess knowledge and expertise more people will trust their recommendations. A study conducted by Hernandez-Fernandez & Lewis (2019) in the USA based on the data collected from 749 consumers. The result of the study suggested that the authenticity of a brand leads to the trust of consumers. Kim & Kim (2021) studied 384 followers of SMIs in USA result of their study suggested that two dimensions of source credibility i.e., authenticity and expertise lead to the trust of followers, thus it is hypothesized:

**H1:** Expertise of SMIs positively influences the trust of followers.

**H2:** Authenticity of SMIs positively influences the trust of followers.

### **2.2.2 Knowledge Sharing and Trust**

Knowledge sharing is defined as when someone shares their knowledge with others regarding some information, product, or task through their interactions (Abdullah & Al, 2022; Cummings, 2004; Mooradian et al., 2006). According to Salimi et al. (2022) when knowledge is shared with people or a group of people then trust is likely to enhance between them. In the context of organization McNeish & Mann (2010) stated that knowledge-creating and sharing culture is enhanced when there is trust between employees. According to Wu et al. (2021) & Chen et al. (2022), people share their knowledge with others when they believe that their professional reputation will be enhanced due to their knowledge contribution. Previous research has shown that people view knowledge as a people's good that is owned by the community, then they share their knowledge out of intrinsic motivation and to gain satisfaction and recognition from others (Wasko & Faraj, 2000). In the context of SMIs thus it is argued that they share knowledge with consumers and their followers in order to gain recognition and trust of followers so that they can get more followers and endorsements. Thus, it is hypothesized that.

**H3:** Knowledge sharing positively Influences the trust of followers.

### **2.2.3 Mediating Role of Trust**

Consumer trust is the prerequisite for any business to be successful (Yu et al., 2021). Several studies in the literature have confirmed that trust has both direct and mediating effects on

## Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing

marketing-related outcomes (eg. Gomes et al., 2022; Qalati et al., 2021; Yu et al., 2021). A study conducted in the USA suggested that 63% of the followers trust SMIs more than an advertisement coming from the company, this study further suggested that about 58% of followers purchase the products endorsed by their trusted influencers (Falls, 2021). According to Lou & Yuan (2019) trust enhances the effect of SMIs authenticity and expertise on marketing-related outcomes. A study conducted by Kim & Kim (2021) in the USA concluded that trust mediates the effects of expertise, and authenticity on purchase intentions. Thus, we hypothesize that:

**H4:** Trust mediates the relationship between expertise and purchase intentions.

**H5** Trust mediates the relationship between authenticity and purchase intentions.

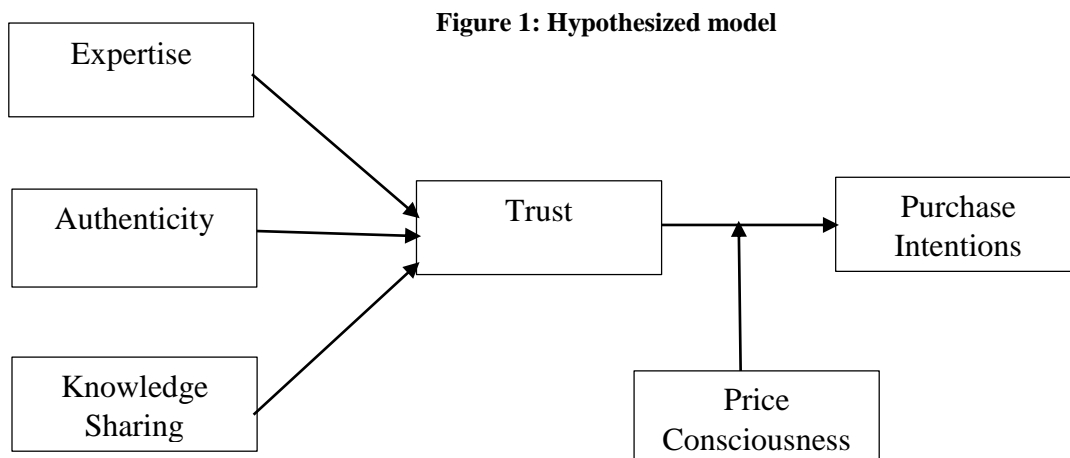
According to Ghahtarani et al. (2020) knowledge sharing enhances trust among people. Trust of people leads to their purchase intentions. Thus, we argue that in the context of SMIs knowledge sharing by SMIs, leads to enhancement of trust among followers and this trust could subsequently lead to enhancement of purchase intentions. Thus, we hypothesize that:

**H6:** Trust mediates the relationship between knowledge sharing and purchase intentions.

### 2.2.4 Moderating role of price consciousness

Price consciousness was defined by Lichtenstein et al. (1993) extent to which customers are interested in paying low prices for their purchases (Lichtenstein et al., 1993; Palazón & Delgado, 2009). Consumers generally have a certain level of price acceptability that they are willing to pay to purchase certain products (Munnukka, 2008). According to Huo et al. (2021), the price is the critical element in consumer purchase decisions since the lower the prices more units are sold in contrast higher the prices fewer units are sold. Yang & Ha (2021) and Liu et al. (2013) stated that price consciousness plays an important moderating role in making a purchase decision. A recent study conducted by Zhao et al. (2021) on Chinese university students concluded that product low pricing has a positive influence on the purchase intentions and behavior of consumers. Ghali-Zinoubi (2020) found out from their study that price consciousness plays a moderating role between purchase intention and behavior in purchasing green products. It means people have the intention to purchase green products however, due to the high price of green products intention doesn't convert into actual purchase behavior. Khurram et al., (2018) stated that price consciousness weakens the relationship between brand recognition and purchase intention. Since brand recognition is one of the vital components of consumer trust (Decker, 2021; Hilson, 2021) thus we came up with the following hypothesis:

**H7:** Price consciousness weakens the relationship between follower's trust and purchase intentions



### **3. Methodology**

This research was undertaken by following a quantitative and positivist approach (Gefen et al., 2000). Data was collected from 401 respondents aged 18 years or older, living in Karachi, Pakistan using Google Forms. Before we allowed the participants to take part in the survey, they were explained in detail who SMIs are, then eligibility of the participants was judged using three pre-screening questions, whether they are active on social media, whether they are following any SMI and If they are following any SMI then they should name the first name of SMI that comes to their mind. Only after completing this phase participants were allowed to take part in the survey thus our sampling is classified as purposive sampling (Cash et al., 2022; Yuan & Lou, 2020).

Scales of all the constructs were either adopted or adapted from previous studies. The constructs of expertise, knowledge sharing, trust, price consciousness, and purchase intentions were measured on 7 points Likert scale whereas, the construct of authenticity was measured on the 7-point semantic differential scale. The construct of expertise consists of 4 items and they were adopted from Munnukka (2008) and Yuan & Lou (2020). Knowledge sharing consists of 4 items and they were adapted from Son (2016) and Ryu et al. (2003). Trust consists of 4 items they are were adopted from Kennedy et al. (2001) and Kim & Kim (2021). Price consciousness consists of 4 items that were adopted from Sun & Wang (2020). The construct of authenticity consists of 5 items and they were adopted from Kim & Kim (2021) and Ohanian (1990).

Data were analyzed through PLS-SEM (Partial Least Square- Structural Equation Modeling) using SMART PLS 4.0.8.4 since PLS-SEM is sophisticated second-generation path modeling and it gives more robust results as compared to first-generation techniques of regression and ANOVA conducted in SPSS (Hair et al., 2019). The demographic profile of the respondents is given in Table 1.

**Table 1: Demographic Profile of the Respondents**

<b>Profile</b>	<b>Frequency</b>	<b>Percentage %</b>
<b>Gender</b>		
Female	165	41.1
Male	236	58.9
<b>Age (Years)</b>		
18-24	255	63.6
25-31	105	26.2
32-38	25	6.3
39-45	10	2.5
Above 45	6	1.5
<b>Education Completed</b>		
Matriculation/O-Level	35	8.7
Intermediate/A-level	132	32.9
Bachelors	150	37.4
Masters	75	18.7
PhD	9	2.2
<b>Profession</b>		
Student	236	58.9
Public sector employee	89	22.2
Private sector employee	28	7.0

## Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing

Self Employed	45	11.2
Others	3	0.7
<b>Monthly Income</b>		
Less than 10,000	184	45.9
10,000-30,000	55	13.7
30,001-60,000	51	12.7
60,001-100,000	55	13.7
Above 100,000	56	14.0

## 4. Results and Discussions

### 4.1 Measurement Model

The measurement model was assessed using SMRAT PLS 4.0.8.4. The internal consistency-reliability was ascertained through CR and roh\_A. All the constructs fulfill the requirements of roh\_A and CR. The roh\_A of constructs vary between 0.917 to 0.814 with a cutoff of 0.7 (Hair et al., 2019) as given in Table 2. CR of all constructs falls between 0.919 to 0.857 with a cutoff of 0.7 (Hair et al., 2019) as given in Appendix A thus fulfilling internal consistency-reliability requirements.

**Table 2: Internal Consistency and Convergent Reliability**

Variables	roh_A	Average Variance Extracted (AVE)
Authenticity	0.895	0.699
Expertise	0.888	0.739
Knowledge Sharing	0.814	0.608
Price Consciousness	0.866	0.705
Purchase Intentions	0.917	0.704
Trust	0.861	0.703

Factor loadings were used to assess composite reliability they ranged between 0.520 to 0.884, as given in Appendix A with the majority of factor loadings above 0.7 indicating a good measure of latent factors (Collier, 2020; Hair et al., 2019). Then VIF was used to check multicollinearity. The VIF values of all the constructs ranged between 1.113 to 2.348 having a cutoff value of 10 (Collier, 2020, Rehman 2021).

CR and AVE were used to determine convergent validity. The CR of constructs ranged between 0.919 to 0.857 with a cutoff of 0.7 (Hair et al., 2019). Whereas, the AVE of constructs lies between 0.608 to 0.739 with a cut-off value of 0.5 (Collier, 2020; Leguina, 2015) as given in Table 2.

HTMT was used to assess discernment validity. Since it is the most rigorous criterion to assess discernment validity than others like Fornell-Larcker Criterion (Sokolova & Perez, 2021). The result of the analysis suggested that the correlation between and within all the constructs is well within the cutoff value of 0.85 as shown in Table 3. Conforming to the discernment validity of the model (Becker et al., 2018; Collier, 2020; Shoukat, 2021).

**Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing**

**Table 3: Heterotrait-Monotrait (HTMT)**

Variables	Authenticity	Expertise	Knowledge Sharing	Price Consciousness	Purchase intentions	Trust	Price Consciousness X Trust
<b>Authenticity</b>							
<b>Expertise</b>	0.773						
<b>Knowledge Sharing</b>	0.774	0.801					
<b>Price Consciousness</b>	0.574	0.453	0.61				
<b>Purchase Intentions</b>	0.674	0.634	0.759	0.469			
<b>Trust</b>	0.842	0.717	0.749	0.641	0.758		
<b>Price Consciousness X Trust</b>	0.227	0.297	0.196	0.286	0.169	0.315	

**4.2 Structural Model**

The result of the hypotheses test suggested that most of the hypotheses are supported apart from moderating hypothesis as given in Table 4. Supporting hypothesis are, H1(O=0.152, P =0.022, T= 2.283), H2(O= 0.518, P <0.0005, T=8.04), H3 (O=0.174, P <0.0005, T= 3.553), H4(O=0.099, P =0.029, T= 2.190), H5 (O=0.335, P <0.0005, T= 6.786), and H6 (O=0.113, P =0.001, T= 3.291). Hypotheses H1, H2, H3 are supported and suggested that the authenticity, expertise, and knowledge sharing of SMIs have a significant positive influence on the trust of followers. Furthermore, hypotheses H4, H5, and H6 are supported suggesting that there is an indirect positive influence of authenticity, expertise, and knowledge sharing on purchase intentions via trust.

**Table 4: Hypotheses Testing**

Hypotheses	Original Sample	Sample Mean	Standard Deviation	T Value	P Value	Supported
<b>Expertise -&gt; Trust (H1)</b>	0.152	0.15	0.067	2.283	0.022	yes
<b>Authenticity -&gt; Trust (H2)</b>	0.518	0.52	0.065	8.004	0.000	yes
<b>Knowledge Sharing -&gt; Trust (H3)</b>	0.174	0.174	0.049	3.553	0.000	yes
<b>Expertise -&gt; Trust -&gt; Purchase intentions (H4)</b>	0.099	0.098	0.045	2.19	0.029	yes
<b>Authenticity -&gt; Trust -&gt; Purchase intentions (H5)</b>	0.335	0.335	0.049	6.796	0.000	yes
<b>Knowledge Sharing -&gt; Trust -&gt; Purchase intentions (H6)</b>	0.113	0.113	0.034	3.291	0.001	yes

Table 5 suggests that the direct path of authenticity, expertise and knowledge sharing are also significant apart from the indirect path via trust.

Table 5: Direct Influence

Hypotheses	Original Sample	Sample Mean	Standard Deviation	T Value	P Value	Supported
<b>Expertise -&gt; Purchase intentions</b>	0.060	0.061	0.046	1.970	0.049	yes
<b>Authenticity -&gt; Purchase intentions</b>	0.201	0.203	0.031	4.348	0.00	yes
<b>Knowledge Sharing -&gt; Purchase intentions</b>	0.069	0.069	0.024	2.923	0.000	yes

**4.3 Moderation Analysis**

Hypothesis H7, is about price consciousness weakening the relationship between followers' trust and purchase intentions. Hypothesis H7 is not supported since ( $O=0.036$ ,  $P=0.212$ ,  $T=1.2472$ ). It could be interpreted in the manner that when followers develop trust in SMIs then price consciousness does not play a significant moderating role between followers' trust and consumer's purchase intentions.

## **5. Discussions**

In marketing and communication literature SMIs are getting increasing attention with every passing day. SMIs are different from celebrities because unlike celebrities SMIs are creators of content themselves, moreover, their interaction with followers is much better than that of celebrities and they get a chance to build a level of trust and reputation with followers and make the relationship with them (Yuan & Lou, 2020).

The findings of the study suggested that SMI's authenticity, expertise and knowledge sharing have a significant positive influence on fostering the trust of followers. In addition, the findings of the study further suggested that there is an indirect or mediated positive relationship between SMI's perceived authenticity, expertise, and knowledge sharing on purchase intentions via Trust. In other words, followers will trust those SMIs whom they perceive to be authentic, have the expertise in the area they are endorsing and share knowledge with their followers. Moreover, this trust in SMIs results in the enhancement of the purchase intentions of followers.

The findings of this study are consistent with the findings of an earlier study conducted by Kim & Kim (2021) in the USA on a sample of 384 respondents. The findings of their study suggested that the expertise and authenticity of SMIs lead to the trust of followers and there is an indirect or mediated positive effect of expertise and authenticity on purchase intentions via trust.

This study partially agrees with the study conducted by Ghahtarani et al. (2020) result of their study suggested that there is no influence of knowledge sharing on fostering the trust of consumers, but the trust of consumers has a significant positive influence on purchase intentions. However, the result of this study suggested that knowledge sharing has a significant positive influence on fostering the trust of followers moreover, knowledge sharing also enhances the purchase intentions of followers via trust.

It is interesting to note that the earlier studies conducted by Yuan & Lou (2020) and Lou & Kim (2019) suggested that the perceived expertise of SMIs are negatively related to marketing-related outcome in product interest which they call for further investigation. However, this study suggested there is not only a positive impact of the perceived expertise of SMIs in strengthening the trust of followers but also the perceived expertise of SMIs could also lead to the purchase intention of consumers via trust.

The findings of this study further suggested that price consciousness does not dampen the relationship between trust and purchase intention. It could be interpreted in the manner that when followers trust their selected SMI then that is not that much price consciousness in their purchase intentions.

This study has some limitations too which can be used for future research. Firstly, for the study, we have taken all platforms of social media rather than specifying any particular platform like Instagram or YouTube. Different platforms provide different features for interaction, in the future, it is recommended to replicate the same study by considering a single platform where the interaction takes place between SMIs and followers. Secondly, we considered purchase intention

as an outcome variable. In future research, it is recommended to consider other outcome variables like purchase behavior or product interest.

## **6. Results and Conclusions**

This study fills several important and stated gaps in the literature, this study responded to the call of Pop et al. (2022) wanting to investigate how SMIs gain the trust of followers and what will be its advantages for the brand. Furthermore, the important antecedent of influencer marketing like knowledge sharing was not explored before in influencer marketing (Casaló et al., 2020). Moreover, little attention was paid to the essential moderator of price consciousness in influencer marketing (Vrontis et al., 2021).

In this contemporary environment where the traditional form of mass media communication is losing its effectiveness and brand managers are diverting their advertisement budget towards SIMs, practically this research will be helpful for brand managers in selecting trusted SMIs for endorsements of their brands. The findings of this study suggested that the brand manager should be looking for the attributes of authenticity, expertise, and knowledge sharing among SMIs for endorsements of their brand since followers are looking for those attributes in their trusted influencers. In turn, these attributes of authenticity, expertise and knowledge sharing turn into purchase intentions of followers via trust, which could be the prime aim of any brand manager.

As a caveat, although the moderating role of price consciousness was not significantly weakening the relationship between trust and consumer purchase intentions. However, brand managers should be careful while interpreting the results of this research since consumers have a certain level of price acceptability for the purchase of products (Munnukka, 2008), and beyond that price; they will favor the competitors' products hence brand managers are required to keep their price competitive as well in relation to target market and competitors.

Thus, the result of this study suggested that carefully selected SMIs for the endorsement of the brand based upon the attributes of, authenticity, expertise, and knowledge sharing not only enhances followers' trust but also it induces their purchase intention.

## **References**

- Abdullah, B., & Al, A. (2022). Knowledge Sharing in International Business : A Literature Review Study. *TEHNIČKI GLASNIK*, 16(3), 401–411. <https://doi.org/10.31803/tg-20220305124542>
- Audrezet, A., de Kerviler, G., & Moulard, J. G. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569. <https://doi.org/10.1016/j.jbusres.2018.07.008>
- Azmi, B. (2021). *Influencer Marketing in Pakistan*. LinkedIn. [https://www.linkedin.com/pulse/influencer-marketing-pakistan-basmah-azmi/?trk=public\\_profile\\_article\\_view](https://www.linkedin.com/pulse/influencer-marketing-pakistan-basmah-azmi/?trk=public_profile_article_view)
- Becker, J.-M., Ringle, C. M., & Sarstedt, M. (2018). Estimating Moderating Effects in PLS-SEM and PLSc-SEM: Interaction Term Generation\*Data Treatment. *Journal of Applied Structural Equation Modeling*, 2(2), 1–21.
- Beldad, A., De Jong, M., & Steehouder, M. (2010). How shall i trust the faceless and the intangible? A

## Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing

- literature review on the antecedents of online trust. *Computers in Human Behavior*, 26(5), 857–869. <https://doi.org/10.1016/j.chb.2010.03.013>
- Breves, P., Amrehn, J., Heidenreich, A., Liebers, N., & Schramm, H. (2021). Blind trust? The importance and interplay of parasocial relationships and advertising disclosures in explaining influencers' persuasive effects on their followers. *International Journal of Advertising*, 40(7), 1209–1229. <https://doi.org/10.1080/02650487.2021.1881237>
- Calvo-Porrá, C., Rivaroli, S., & Orosa-González, J. (2021). The Influence of Celebrity Endorsement on Food Consumption Behavior. *Foods*, 10(9), 222–237. <https://doi.org/10.3390/foods10092224>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117(2), 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Cash, P., Isaksson, O., Maier, A., & Summers, J. (2022). Sampling in design research: Eight key considerations. *Design Studies*, 78. <https://doi.org/10.1016/j.destud.2021.101077>
- Chen, L., Baird, A., & Straub, D. (2022). The impact of hierarchical privilege levels and non-hierarchical incentives on continued contribution in online Q&A communities: A motivational model of gamification goals. *Decision Support Systems*, 153. <https://doi.org/10.1016/j.dss.2021.113667>
- Coco, S. L., & Eckert, S. (2020). #sponsored: Consumer insights on social media influencer marketing. *Public Relations Inquiry*, 9(2), 177–194. <https://doi.org/10.1177/2046147X20920816>
- Collier, J. E. (2020). *Applied structural equation modeling using AMOS: Basic to advanced techniques*. Routledge.
- Cummings, J. N. (2004). Work Groups, Structural Diversity, and Knowledge Sharing in a Global Organization. *Management Science*, 50(3), 352–364. <https://doi.org/10.1287/mnsc.1030.0134>
- Decker, A. (2021). *The Ultimate Guide to Brand Awareness*. Hub Spot. <https://blog.hubspot.com/marketing/brand-awareness>
- Delbaere, M., Michael, B., & Phillips, B. J. (2021). Social media influencers: A route to brand engagement for their followers. *Psychology and Marketing*, 38(1), 101–112. <https://doi.org/10.1002/mar.21419>
- El Hedhli, K., Zourrig, H., & Becheur, I. (2021). Celebrity endorsements: Investigating the interactive effects of internalization, identification and product type on consumers' attitudes and intentions. *Journal of Retailing and Consumer Services*, 58(1), 102–126. <https://doi.org/10.1016/j.jretconser.2020.102260>
- Falls, J. (2021). *Why Consumers Care About Influencers, and Why You Should Too*. Entrepreneur. <https://www.entrepreneur.com/growing-a-business/why-consumers-care-about-influencers-and-why-you-should-too/364993>
- Fisher, J. E., Till, B. D., & Stanley, S. M. (2010). Signaling trust in print advertisements: An empirical investigation. *Journal of Marketing Communications*, 16(3), 133–147. <https://doi.org/10.1080/13527260802588654>
- Forrest, E., & Cao, Y. (2010). Opinions, recommendations and endorsements: The new regulatory

## **Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing**

- framework for social media. *Journal of Business and Policy Research*, 5(2), 88–99. <https://doi.org/427dacef27ee11fa277d3c3704dbec396ca49c>
- Gefen, D., Straub, D., & Boudreau, M.-C. (2000). Structural equation modeling and regression: Guidelines for research practice. *Communications of the Association for Information Systems*, 4(1), 7.
- Gerrath, M. H. E. E., & Usrey, B. (2021). The impact of influencer motives and commonness perceptions on follower reactions toward incentivized reviews. *International Journal of Research in Marketing*, 38(3), 531–548. <https://doi.org/10.1016/j.ijresmar.2020.09.010>
- Ghahtarani, A., Sheikhmohammady, M., & Rostami, M. (2020). The impact of social capital and social interaction on customers' purchase intention, considering knowledge sharing in social commerce context. *Journal of Innovation & Knowledge*, 5(3), 191–199. <https://doi.org/10.1016/j.jik.2019.08.004>
- Ghali- Zinoubi, Z. (2020). Determinants of consumer purchase intention and behavior toward green product: the moderating role of price sensitivity. *Archives of Business Research*, 8(1), 261–273. <https://doi.org/10.14738/abr.81.7429>
- Golembiewski, R. T., & McConkie, M. (1975). The centrality of interpersonal trust in group processes. In *Theories of group processes*. Wiley.
- Gomes, M. A., Marques, S., & Dias, Á. (2022). The impact of digital influencers' characteristics on purchase intention of fashion products. *Journal of Global Fashion Marketing*, 13(3), 187–204. <https://doi.org/10.1080/20932685.2022.2039263>
- Hair, J., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2019). *Multivariate Data Analysis*. Cengage Learning. <https://doi.org/10.1002/9781119409137.ch4>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hernandez-Fernandez, A., & Lewis, M. C. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*, 28(3), 222–238. <https://doi.org/10.1108/EJMBE-10-2017-0027>
- Hilson, S. (2021). *What is Brand Recognition? Definition + Strategies to Develop it*. Rock Content. <https://rockcontent.com/blog/brand-recognition/>
- Hovland, C. I., Janis, I. L., & Kelly, H. H. (1953). *Persuasion and communication* (New Haven (ed.)). Yale University Press.
- Hovland, C. I., & Weiss, W. (1951). The Influence of Source Credibility on Communication Effectiveness The Influence of Source Credibility on Communication Effectiveness. *Public Opinion Quarterly*, 15(4), 635–650. <https://doi.org/10.1086/266350>
- Hu, X., Chen, X., & Davison, R. M. (2019). Social support, source credibility, social influence, and impulsive purchase behavior in social commerce. *International Journal of Electronic Commerce*, 23(3), 297–327. <https://doi.org/10.1080/10864415.2019.1619905>
- Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: a

## **Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing**

- literature review and conceptual framework on the strategic use of social media influencers. *International Journal of Advertising*, 40(3), 327–375. <https://doi.org/10.1080/02650487.2020.1836925>
- Hund, E. D. (2019). *The Influencer Industry: Constructing And Commodifying Authenticity On Social Media*. University of Pennsylvania.
- Huo, C., Hameed, J., Sadiq, M. W., Albasher, G., & Alqahtani, W. (2021). Tourism, environment and hotel management: an innovative perspective to address modern trends in contemporary tourism management. *Business Process Management Journal*, 27(7), 2161–2180. <https://doi.org/10.1108/BPMJ-12-2020-0543>
- Images. (2019). *This Pakistani blogger is calling out social media influencers for misleading their followers*. Images. <https://images.dawn.com/news/1182232>
- Jansom, A., & Pongsakornrunsilp, S. (2021). How Instagram Influencers Affect the Value Perception of Thai Millennial Followers and Purchasing Intention of Luxury Fashion for Sustainable Marketing. *Sustainability*, 13(15), 72–85. <https://doi.org/10.3390/su13158572>
- Javed, B. K. (2020). Why are advertisers in Pakistan experimenting with influencer marketing? *Profit*, 1–4. <https://profit.pakistantoday.com.pk/2020/07/26/why-are-advertisers-in-pakistan-experimenting-with-influencer-marketing/>
- Javed, B. K. (2021). Daraz and GroupM are about to disrupt the \$25 million influencer space. *Profit*, 1–3. <https://profit.pakistantoday.com.pk/2021/04/18/daraz-and-groupm-are-about-to-disrupt-the-25-million-influencer-space/>
- Kazi, H. N. (2021). Are you an influencer? Here's how to avoid being held hostage by advertisers and platforms. *Profits*, 1–8. <https://profit.pakistantoday.com.pk/2021/06/13/are-you-an-influencer-heres-how-to-avoid-being-held-hostage-by-advertisers-and-platforms/>
- Kennedy, M. S., Ferrell, L. K., & Leclair, D. T. (2001). Consumers' trust of salesperson and manufacturer: An empirical study. *Journal of Business Research*, 51(1), 73–86. [https://doi.org/10.1016/S0148-2963\(99\)00039-9](https://doi.org/10.1016/S0148-2963(99)00039-9)
- Khurram, M., Qadeer, F., & Sheeraz, M. (2018). The role of brand recall, brand recognition and price consciousness in understanding actual purchase. *Journal of Research in Social Sciences*, 6(2), 219–241.
- Ki, C. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, 55(2), 102–133. <https://doi.org/10.1016/j.jretconser.2020.102133>
- Kim, D. Y., & Kim, H.-Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134(3), 223–232. <https://doi.org/10.1016/j.jbusres.2021.05.024>
- Lee, J. A. (2020). *What makes social media influencers authentic? Understanding perceived authenticity of social media influencers*. The University of Texas at Austin.

## Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing

- Lee, J. A., & Eastin, M. S. (2021). Perceived authenticity of social media influencers: scale development and validation. *Journal of Research in Interactive Marketing*, 15(44), 822–841. <https://doi.org/10.1108/JRIM-12-2020-0253>
- Leguina, A. (2015). A primer on partial least squares structural equation modeling (PLS-SEM). In *International Journal of Research & Method in Education* (Vol. 38, Issue 2). <https://doi.org/10.1080/1743727x.2015.1005806>
- Lehman, D. W., O'Connor, K., Kovács, B., & Newman, G. E. (2019). Authenticity. *Academy of Management Annals*, 13(1), 1–42. <https://doi.org/10.5465/annals.2017.0047>
- Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price perceptions and consumer shopping behavior: a field study. *Journal of Marketing Research*, 30(2), 234–245. <https://doi.org/10.1177/002224379303000208>
- Lisichkova, N., & Othman, Z. (2017). *The impact of influencers on online purchase intent*. Mälardalen University.
- Liu, M. T., & Brock, J. L. (2011). Selecting a female athlete endorser in China: The effect of attractiveness, match-up, and consumer gender difference. *European Journal of Marketing*, 45(7), 1214–1235. <https://doi.org/10.1108/03090561111137688>
- Liu, X., Burns, A. C., & Hou, Y. (2013). Comparing online and in-store shopping behavior towards luxury goods. *International Journal of Retail and Distribution Management*, 41(11), 885–900. <https://doi.org/10.1108/IJRDM-01-2013-0018>
- Lou, C., & Kim, H. K. (2019). Fancying the new rich and famous? Explicating the roles of influencer content, credibility, and parental mediation in adolescents' parasocial relationship, materialism, and purchase intentions. *Frontiers in Psychology*, 10(2), 256–276. <https://doi.org/10.3389/fpsyg.2019.02567>
- Lou, C., & Yuan, S. (2019). Influencer marketing: how message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Mannheim, M. (2021). *Australia Talks data shows we don't trust Instagram influencers, but advertisers rely on them increasingly*. ABC News. <https://www.abc.net.au/news/2021-05-27/australians-say-they-do-not-trust-influencers-but-do-they-really/100164654>
- Martínez-López, F. J., Anaya-Sánchez, R., Fernández Giordano, M., & Lopez-Lopez, D. (2020). Behind influencer marketing: key marketing decisions and their effects on followers' responses. *Journal of Marketing Management*, 36(7–8), 579–607. <https://doi.org/10.1080/0267257X.2020.1738525>
- McNeish, J., & Mann, I. J. S. (2010). Knowledge sharing and trust in organizations. *IUP Journal of Knowledge Management*, 8(2), 18–28. <https://doi.org/10.1.1.1089.9632>
- Mooradian, T., Renzl, B., & Matzler, K. (2006). Who trusts? Personality, trust and knowledge sharing. *Management Learning*, 37(4), 523–540. <https://doi.org/10.1177/1350507606073424>
- Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors affecting trust in market research relationships. *Journal of Marketing*, 57(1), 81–101. <https://doi.org/10.1177/002224299305700106>

## **Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing**

- Mundkur, P. (2021). *Influencer marketing: The need for transparency*. BrandEquity.Com. <https://brandequity.economictimes.indiatimes.com/news/marketing/influencer-marketing-the-need-for-transparency/83002427>
- Munnukka, J. (2008). Customers' purchase intentions as a reflection of price perception. *Journal of Product and Brand Management*, 17(3), 188–196. <https://doi.org/10.1108/10610420810875106>
- Namrata, & Parmar, Y. (2021). The Moderating Effect of Attachment Styles on the Relationship Between Celebrity Credibility and Brand Attachment. *Global Business Review*. <https://doi.org/10.1177/09721509211044334>
- Newberry, C. (2021). Influencer Marketing Guide: How to Work With Social Media Influencers. *Hootsuite*, 1–8. <https://blog.hootsuite.com/influencer-marketing/>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Palazón, M., & Delgado, E. (2009). The moderating role of price consciousness on the effectiveness of price discounts and premium promotions. *Journal of Product and Brand Management*, 18(4), 306–312. <https://doi.org/10.1108/10610420910972837>
- Pittman, M., & Abell, A. (2021). More Trust in Fewer Followers: Diverging Effects of Popularity Metrics and Green Orientation Social Media Influencers. *Journal of Interactive Marketing*, 56, 70–82. <https://doi.org/10.1016/j.intmar.2021.05.002>
- Pop, R.-A., Săplăcan, Z., Dabija, D.-C., & Alt, M.-A. (2022). The impact of social media influencers on travel decisions: the role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823–843. <https://doi.org/10.1080/13683500.2021.1895729>
- Pornpitakpan, C. (2004). The persuasiveness of source credibility: A critical review of five decades' evidence. *Journal of Applied Social Psychology*, 34(2), 243–281. <https://doi.org/10.1111/j.1559-1816.2004.tb02547.x>
- Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Hong Thuy, T. T., & Merani, S. H. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping. *Cogent Business and Management*, 8(1), 1–18. <https://doi.org/10.1080/23311975.2020.1869363>
- Raothar, S. (2021). How can influencers evade exploitation from advertisers? *Profit*, 1–4. <https://profit.pakistantoday.com.pk/2021/07/25/how-can-influencers-evade-exploitation-from-advertisers/>
- Rehman, N. A., Shakir, K., & Noorani, I. (2021). Effect of Music on Consumer Emotions—An Analysis of Pakistani Restaurant Industry. *JISR management and social sciences & economics*, 19(2), 89–105.
- Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). 'You really are a great big sister'—parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management*, 36(3), 279–298. <https://doi.org/10.1080/0267257X.2019.1708781>

## **Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing**

- Rimmer, K. (2022). *Do Your Customers Trust Influencers?* Brand Resources. <https://www.tribegroup.co/blog/do-your-customers-trust-influencers>
- Ryu, S., Ho, S. H., & Han, I. (2003). Knowledge sharing behavior of physicians in hospitals. *Expert Systems with Applications*, 25(1), 113–122.
- Salimi, G., Heidari, E., Mehrvarz, M., & Safavi, A. A. (2022). Impact of online social capital on academic performance: exploring the mediating role of online knowledge sharing. *Education and Information Technologies*. <https://doi.org/10.1007/s10639-021-10881-w>
- Shoukat, A., Baig, U., Batool Hussain, D., Rehman, N. A., & Shakir, D. K. (2021). An Empirical Study Of Consumption Values On Green Purchase Intention. *International Journal of Scientific & Technology*
- Singh, J., Crisafulli, B., & Xue, M. T. (2020). ‘To trust or not to trust’: The impact of social media influencers on the reputation of corporate brands in crisis. *Journal of Business Research*, 100, 99–111. <https://doi.org/10.1016/j.jbusres.2020.03.039>
- Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of Retailing and Consumer Services*, 58(1), 102–113. <https://doi.org/10.1016/j.jretconser.2020.102276>
- Son, J. (2016). *Consumers in an online brand community: Uses and gratifications, social capital, and brand loyalty* (Vol. 15, Issue 2).
- Sun, Y., Wang, R., Cao, D., & Lee, R. (2021). Who are social media influencers for luxury fashion consumption of the Chinese Gen Z? Categorisation and empirical examination. *Journal of Fashion Marketing and Management: An International Journal*, 2. <https://doi.org/10.1108/JFMM-07-2020-0132>
- Sun, Y., & Wang, S. (2020). Understanding consumers’ intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 860–878. <https://doi.org/10.1108/APJML-03-2019-0178>
- Synnott, W. (2021). *Influencer Marketing’s effect on purchasing decisions in the health & fitness industry from the perspective of a millennial*. Dublin Business School.
- Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional branding and the strategic value of the doppelgänger brand image. *Journal of Marketing*, 70(1), 50–64. <https://doi.org/10.1509/jmkg.70.1.050.qxd>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12647>
- Wallace, L. E., Simon, K. A., & Wegener, D. T. (2021). Lay concepts of source likeability, trustworthiness, expertise, and power: A prototype analysis. *Behavior Research Methods*, 53(3), 1188–1201. <https://doi.org/10.3758/s13428-020-01478-1>
- Wasko, M. M., & Faraj, S. (2000). “It is what one does”: why people participate and help others in electronic

## **Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing**

- communities of practice. *The Journal of Strategic Information Systems*, 9(2–3), 155–173. [https://doi.org/10.1016/S0963-8687\(00\)00045-7](https://doi.org/10.1016/S0963-8687(00)00045-7)
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal (AMJ)*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Wheeler, S. A., Gregg, D., & Singh, M. (2019). Understanding the role of social desirability bias and environmental attitudes and behaviour on South Australians' stated purchase of organic foods. *Food Quality and Preference*, 74, 125–134. <https://doi.org/10.1016/j.foodqual.2019.01.007>
- Wu, L., Li, J., Liu, Q., He, L., Yang, W., Zhang, Y., & Cheng, Y. (2021). Information Measures of Knowledge Contribution: A New Method to Measure Knowledge Contribution in Collaborative Knowledge Building: An Information Theory Perspective. *Journal of Educational Computing Research*, 59(7), 1319–1342. <https://doi.org/10.1177/0735633121994939>
- Yang, Y., & Ha, L. (2021). Why People Use TikTok (Douyin) and How Their Purchase Intentions Are Affected by Social Media Influencers in China: A Uses and Gratifications and Parasocial Relationship Perspective. *Journal of Interactive Advertising*, 297–305. <https://doi.org/10.1080/15252019.2021.1995544>
- Yu, W., Han, X., Ding, L., & He, M. (2021). Organic food corporate image and customer co-developing behavior: The mediating role of consumer trust and purchase intention. *Journal of Retailing and Consumer Services*, 59(November), 102377. <https://doi.org/10.1016/j.jretconser.2020.102377>
- Yuan, S., & Lou, C. (2020). How social media influencers foster relationships with followers: The roles of source credibility and fairness in parasocial relationship and product interest. *Journal of Interactive Advertising*, 20(2), 133–147. <https://doi.org/10.1080/15252019.2020.1769514>
- Zenger, J., & Folkman, J. (2019). The 3 Elements of Trust. *Harvard Business Review*, 1–10. <https://hbr.org/2019/02/the-3-elements-of-trust>
- Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Frontiers in Psychology*, 12, 1–11. <https://doi.org/10.3389/fpsyg.2021.720151>

**Trust Me or Trust Me Not: An Apocryphal View of Influencer Marketing**

**APPENDIX**  
**Factor Loadings and CR**

<b>Items</b>	<b>Factor Loading</b>	<b>CR</b>
<b>Expertise (Munnukka, 2008; Yuan &amp; Lou, 2020)</b>		<b>0.919</b>
I consider my selected SMI has sufficiently experienced to make assertions about his/her area.	0.852	
I consider my selected SMI is an expert on his/her area.	0.837	
I feel my selected SMI is competent to make assertions about things s/he is good at.	0.884	
I feel my selected SMI knows a lot about their area.	0.864	
<b>Authenticity (Kim &amp; Kim, 2021; Ohanian, 1990)</b>		<b>0.920</b>
Un-dependable - Dependable	0.658	
Un-honest – Honest	0.869	
Un-Reliable – Reliable	0.871	
In-sincere - In-sincere	0.882	
Un-trustworthy - Trustworthy	0.878	
<b>Knowledge Sharing (Ryu et al., 2003; Son, 2016)</b>		<b>0.857</b>
My selected social media influencer spends lot of time-sharing knowledge with their followers	0.871	
My selected social media influencer actively shares knowledge with their followers	0.870	
My selected social media influencer involves in discission of various topics rather than specific topic with their followers	0.805	
My selected social media influencer usually responds to comments on all my messages	0.520	
<b>Trust (Kennedy et al., 2001; Kim &amp; Kim, 2021)</b>		<b>0.904</b>
My selected social media influencer could be relied upon on the basis of his/her content.	0.846	
I believe what this influencer says and that s/he would not try to take advantage of the followers.	0.834	
My selected social media influencer is straightforward and honest even though his/her self-interests are involved.	0.878	
My selected social media influencer would not tell a lie even if he/she could gain by it.	0.793	
<b>Purchase Intention (M. T. Liu &amp; Brock, 2011)</b>		<b>0.934</b>
Brands endorsed by my selected social media influencer draws my attention easily.	0.779	
Brands endorsed by my selected social media influencer easily come to mind whenever I make a purchase.	0.797	
If my selected social media influencer endorses a brand, I will definitely buy a product.	0.852	
Brands endorsed by my selected social media influencer draws my attention easily.	0.854	
Brands endorsed by my selected social media influencer easily come to mind whenever I make a purchase.	0.881	
If my selected social media influencer endorses a brand, I will definitely buy a product.	0.866	
<b>Price Consciousness (Sun &amp; Wang, 2020)</b>		<b>0.905</b>
For me, the price is the deciding factor when I purchase any product.	0.873	
Price is important to me when I decide to buy products.	0.860	
I usually try to buy products at the lowest price.	0.803	
I have to pay attention to the price when I purchase products.	0.822	