




BY WHOM DO YOU LIKE TO BE #INFLUENCED?

The effect of the source, the reach and the content of the message on trust, online engagement, product liking and brand trust.

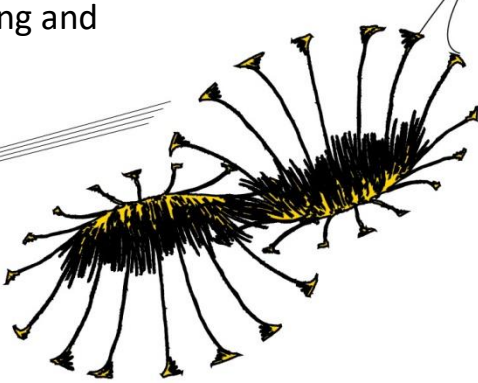


Frankey van Tolij
S1500082

Master thesis

Communication studies
Marketing Communication

Faculty of Behavioural Science



University of Twente
f.vantolij@student.utwente.nl

Examination committee:

Dr. M. Galetzka
Dr. A. D. Beldad

Enschede,
06.04.2018

Abstract

Since social media has gained so much impact on everybody's everyday life, it is important for marketers to respond rightly to this. One strategy that can be used is influencer marketing. Prior research shows that the use of an influencer is better than using a brand as the source. Micro influencers are better at earning trust than macro influencer because they seem to have less commercial motives. Next to this, the combination of the source of the message and the content of the message is important. It is important because the content can bind the target group closer to the source. According to prior research, a two-sided message (both positive and negative aspects) is best to use. This results in the following research question: *To what extent do the source of the message, reach of the message and the content of the message influence trust, online engagement, product liking and brand trust?*

This study focuses on the usefulness of influencer marketing by manipulating the independent variables. For this study a 2 (source: brand (Nokia) vs. influencer) x 2 (reach: micro vs. macro) x 2 (content: one-sided vs. two-sided) online between-subjects design was used (n = 244). Trust, online engagement, product liking and brand trust are the dependent variables in this study. Mediating variables in this study are perceived usefulness and source credibility.

Interestingly, the results showed that Nokia scored higher than the influencer on trust related variables. This is contrasting with prior research. That is why it is questionable if it is really necessary to use influencer marketing. It is possible that this outcome is due to the brand personality of Nokia. Therefore future research with other brands is suggested to find out if other brands also score higher. Another finding is that the two-sided message is best to use, especially when it comes to trust, perceived usefulness and product liking. This is equal to the existing literature. But when the brand is used as the source, it is best to use a one-sided message. This combination is most congruent and clear for the consumers.

Keywords: influencer marketing, source, reach, message sidedness.

Acknowledgements

I would like to thank a couple of people who helped and supported me during the last part of my study. Firstly I would like to sincerely thank my first supervisor Dr. M. Galetzka and my second supervisor Dr. A. D. Beldad. I want to thank them for the feedback, enthusiasm and the pleasant meetings. Furthermore I would like to thank my parents, family members and friends for their support. And a special thank you to Answar Alausy who helped me out with the statistics. Last but not least, this research would not be possible without the help of the 244 participants who filled out my questionnaire. Their time and answers provided the data of this study. I want to thank you all.

Frankey van Tolij, March 2018

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1. Introduction

The tools and strategies that can be used for communicating towards and with customers have changed since social media has emerged. Social media gives users the opportunity to communicate about products and about the companies that provide them. Enormous numbers of internet-based messages are transmitted via social media (Mangold & Faulds, 2009).

Since social media has gained so much impact on everybody's everyday life, it is important for marketers to respond rightly to this. It is known that marketers increasingly make use of digital marketing strategies since a few years (Stephen, 2015). Literature shows that customers find word-of-mouth recommendations more credible than any other recommendations because they consider the source of the message to be trustworthy (Jonas, 2012). An author who creates content for a company might be credible, but will always be seen as a biased source (Jonas, 2012). A strategy that can be used that makes use of word-of-mouth in an online marketing strategy is influencer marketing. Influencer marketing is an approach to marketing that has a focus on individuals who advise or influence consumers. These individuals are called influencers and they can play a critical role in the online engagement process of the consumer (Aswani, Ghrera, Chandra & Kar, 2017).

Big brands as Adidas and Maybelline are keen to make use of influencer marketing. The reasoning behind the use of influencers is that the influencers are a representation of the target audience the brand wants to reach. And if the influencer will like the product, they can probably trick their followers into liking it too (Kuiper, 2017).

Influencer marketing is an upcoming subject in the literature. This literature mostly focusses on one specific type of influencers: macro influencers. Macro influencers are known for their large reach. The bigger the reach, the more potential customers come into contact with the brand (Kuiper, 2017). But using macro influencers is not the only way to make use of influencer marketing. Micro influencers are rising in popularity. As the name of micro influencer already suggests, this type of influencer has a smaller amount of followers. But micro influencers easily earn the trust of their

followers because it seems that they have less commercial intentions to promote products on social media (Tashakova, 2016). Research of Markerly (2016) shows that when the number of followers increases, the online engagement between follower and influencer decreases. This is thus in the favour of the micro influencer.

It is clear that influencer marketing is becoming more and more important and that there are different types of influencers. Influencers need a platform to out their messages. Instagram seems to be the most important platform for influencers. Instagram dominates in the field of influencer marketing, and there are several reasons that can explain this. Generating brand awareness, creating engagement, increasing visibility with a product launch and promoting existing social media channels are the main reasons why Instagram lends itself so well to influencer marketing (Kahrimanovic, 2017). It appears that Instagram had 700 million active users in April 2017 only. The power of Instagram is the fact that it combines pictures/videos with the possibility to add a subscription with hashtags and the option to like and comment (Kahrimanovic, 2017).

Besides that the source and the reach of the message are important, the content of the message is also very important. Content marketing is a way to easily influence consumers. Content marketing can also be named as information marketing. The core is offering relevant information, through the right channel and for the right audience, in order to bind your target group closer to you (Bruijntjes, 2010). Content marketing can be part of the social media strategy. Therefore the content of the message is important. Also since Instagram gives users the option to combine pictures with a message, it is important to know the impact of the message that comes with the picture. The focus of the content in this case is about the message sidedness. The message that is coming from the source can either be one-sided or two-sided. Message sidedness is about whether a message contains a negative aspect or not (Uribe, Buzeta & Velásquez, 2016). A one-sided message focuses on the positive aspects only, whereas the two-sided message also includes negative aspects. Two-sided

messages can increase the credibility of the source (Uribe et al., 2016). Not much is known about the impact that message sidedness can have on the evaluation of the source of the Instagram message.

In order to gain more knowledge about influencer marketing, this study takes three variables into account. These variables are the source of the message (brand vs. influencer), the reach of the message (micro vs. macro) and the content of the message (one-sided vs. two-sided). These independent variables are manipulated to measure their effect on four different dependent variables: trust, online engagement, product liking and brand trust. The research question that comes with this is as following:

RQ 1: To what extent do the source of the message, reach of the message and the content of the message influence trust, online engagement, product liking and brand trust?

Besides the main effect of the three independent variables on the four dependent variables, there might also be the possibility these variable interact. For example it might be possible that the type of source on the dependent variables is more pronounced for micro reach than for the macro reach. There might also be the possibility that the effect of the content of the message on the dependent variables has more impact on the micro reach than on the macro reach. Furthermore it is possible that the effect of the content might be higher for the brand than for the influencer. These are all possible interaction effects. Little to no information is yet available in the literature about these interactions; therefore it is very interesting to take this into account. The following research question is related to the interaction effects:

RQ 2: To what extent does the interaction of source, reach and content influence trust, online engagement, product liking and brand trust?

In addition to this, this study will also give insights about to what extent the effects of the manipulations on trust, online engagement, product liking and brand trust is mediated by perceived usefulness and source credibility. Perceived usefulness has been found to be a predictor of the

intention of consumers to comply with the content of the message (Cheung, Lee & Rabjohn, 2008).

Source credibility is a term that is commonly used to entail a communicator's positive characteristics that can affect the acceptance of the receiver of a certain message (Ohanian, 1990). The following research question was formulated to cover the mediating effect:

RQ 3: To what extents do perceived usefulness and source credibility mediate the relationship between the independent and dependent variables?

2. Theoretical framework

2.2 Influencer marketing

With the rise of social media, influencer marketing became more important for marketers. Influencer marketing is quite the same as word-of-mouth marketing. The difference between these two is that influencer marketing solely takes place in the digital environment (Pophal, 2016). Influencer marketing is about electronic word-of-mouth. Research showed that electronic word-of-mouth has higher credibility and is more relevant than any other form of advertising (Bickart & Schindler, 2001).

Influencers are consumers who gain a large share of voice in the market because of the growing power of the internet. Influencers are creating brand awareness via social media (Booth & Matic, 2011). The definition of being an influencer can be explained as someone who has the power to influence purchase decisions by authority, knowledge, position or relations. The use of influencers as a marketing strategy can be good to create brand awareness but it can also result into making profit (Marketingfacts, 2016). So it can be helpful for companies to use influencers to create brand awareness. But is influencer marketing stronger than the marketing of the brand itself?

2.3 Characteristics of Instagram advertisements

To find out whether influencer marketing has an impact on the customer, three different independent variables are used. These independent variables are the source of the message, the reach of the message and content of the message.

2.3.1 The source of the message

Ohanian (1990) defined source credibility as the communicator's positive characteristics that can influence the receiver's acceptance of the message that has been sent. The credibility of the message is a function of the receiver's perception of the perceived trustworthiness of the source of the message (Chu & Kamal, 2008). This means that the receiver of the message will probably find a message most credible when the source (sender) is trustworthy. This is also the most common explanation why customers find word-of-mouth recommendations from friends and family, people that the customers trust, more credible than any other recommendations (Jonas, 2012).

The persuasive impact that consumer reviews have, is mostly attributed to the authors who people believe that are non-commercial. This is also the case for other forms of word-of-mouth. It is believed that consumers have no interests in recommending products and services. This belief makes that online reviews are viewed as more credible and more useful than information that is marketer generated (Bickart & Schindler, 2001).

Any User-Generated Content is perceived by consumers as written by an independent third-party, regardless of the person who created the message. How credible and objective an author of Company-Produced Content (CPC) may be, it will always be perceived as coming from a source that is biased and has a corporate agenda (Jonas, 2012). Consumers find creators of UGC independent and objective with the reason that these creators are not driven by corporate interests. According to Bughin (2007), money isn't the biggest mainspring why bloggers maintain a blog. This is probably also the case for influencers who use social media as their platform. The main reason why users create UGC is so that they can connect with other people and feel important for giving advice (Daugherty, Eastin & Bright, 2008).

It is also stated that reviews have a strong influence on the purchase behaviour of the consumer and also on the brand attitudes (Park & Kim, 2008). This influence is bigger than the influence of marketer generated information (Chiou & Cheng, 2003).

However the traditional word-of-mouth is different from the electronic word-of-mouth, several studies suggest that information on the internet that is created by third party sources as is the case with User-Generated Content, is more credible than any form of content that is produced by companies itself (Johnson & Kaye, 2004; Cheong & Morrison, 2008). To find out the differences between these two, both an influencer and the brand itself are taken into account.

2.3.2 The reach of the message

So the source can be divided into brand and influencer. But it is also possible for the source to be micro or macro. The biggest difference between these two is their reach. Reach is in this case defined by the number of followers one has and the number of likes generated on one message. Macro means that the source has millions of followers. Macro influencers are most likely considered to be celebrities. With the use of macro influencers, brands are able to reach an enormous number of consumers (Wolfson, 2017). Micro sources have a much smaller reach than macro sources (mostly between 1.000 and 9.000 followers). This may seem as a limitation, but it can have long term benefits. For micro influencers it is stated that they have much more personal content than macro influencers. Followers see micro influencers more as 'real people' than celebrities. Micro and macro influencers can both offer brands benefits, depending on the type of campaign the brand is aiming for (Wolfson, 2017).

The most important characteristic of macro sources is their large reach. So macro sources might have a larger reach than micro sources, but this does not mean that they also have bigger influence on their followers. Credibility, trustworthiness, expertise and the relationship between influencer and followers are also important measures of the influence the influencer has (Kapitan & Silvera, 2015; Wong, 2014). Research shows that the engagement between followers and influencer decreases when the number of followers increases (Markerly, 2016). Micro influencers earn the trust of their followers as it seems like they do have less commercial motives to promote certain products. Also micro influencers are seen as more intimate with their followers especially because they do not have that much followers (Tashakova, 2016). This can be the reason why micro influencers are better in persuading their followers into buying certain products.

To see if it makes a difference whether the source is micro or macro, this will be taken into account in this study. These differences are shown to the respondents by adjusting the amount of followers and likes.

2.3.3 The content of the message

Besides that the source and the reach of the message are important, the combination with the content of the message is also very important. Content marketing is an easy way to influence the followers. Content marketing can also be named as information marketing. The core is offering relevant information, through the right channel and for the right audience, in order to bind your target group closer to you (Bruijntjes, 2010). Content marketing can be part of the social media strategy. Instagram is mostly about the picture, but the message that comes with it is also important. The message can add context to the picture, and with the use of hashtags the message can be categorized. The message is mostly used as a persuasive message. Not much research is done about the impact of the content of the message on the evaluation of the source on Instagram. Therefore this study will take this into account.

In the field of content marketing, message sidedness has been identified as an important factor. A message can either be one-sided or two-sided. Researchers on consumer marketing are very interested in this topic. The sidedness of the message refers to whether a message contains a negative attribute or not (Uribe, Buzeta & Velásquez, 2016). A one-sided message is only about the positive aspects of a product. This is used to influence the consumer behaviour without mentioning the negative aspects of the product. In a two-sided message both positive and negative aspects of a product are presented. In this case the positive aspects are about the most important attributes of the product and the negative aspects are about the less relevant attributes (Winter & Krämer, 2012). Two-sided messages are perceived as credible in advertisements as they are made voluntarily by the company (Eisend, 2006).

According to the research of Huang and Lin (2009), two-sided messages have a positive impact on the attitude of consumer toward blogs. In the context of blogs, Huang and Lin (2009) concluded that the usage of two-sided messages increases the communication's effectiveness. This is without the negative impact on behaviour that occurs with explicit advertising intent.

There is not yet much research on how message sidedness works on Instagram. But several researches have shown that a two-sided approach is more effective and persuasive than the use of one-sided messages in general (Smith & Hunt, 1978; Swinyard, 1981). The credibility of the source and the buying intent of the consumer can be increased by using two-sided messages (Uribe et al., 2016). The inclusion of negative aspects into a message can lead the consumer into believing that the advertiser is telling the truth. This enhances the credibility of the advertiser (Eisend, 2006).

Blog readers expect that the messages that bloggers write are honest and that they only write about products that they prefer (Colliander & Dahlén, 2010). Therefore it is more expected that influencers will make use of two-sided messages than that companies will use two-sided messages.

2.4 Consumer responses

There are several consumer responses that are important in this study. The effects of the source of the message, the reach of the message and the content of the message will be tested on trust, online engagement, product liking and brand trust.

2.4.1 Trust

Trust is an important key factor of the prediction of actual risk taking in a certain relationship. In this case it is about trusting the advertisement coming from either the brand or the influencer and eventually the willingness to buy the product from the advertisement (Utz, Kerkhof & van den Bos, 2012). Mayer, Davis and Schoorman (1995) define trust as 'the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control the other party' (p. 712). There are three components that are important trust (Mayer et al., 1995). These components are ability, benevolence and integrity. Ability is about if the interaction partner has the skills and competencies that are necessary for an interaction. Benevolence is about the extent to which the trustee wants to do good to the person who has to trust the trustee. Integrity is about following certain principles that are important to the trustor (Mayer et al., 1995).

Since the outburst of the internet, consumers increasingly rely on the information and advice they find on the internet coming from other consumers. But consumers have to seek for cues to examine the trustworthiness of the information (Pan & Chiou, 2011). So trust is an important variable for online information. Information that is coming from an expert is found to be more trustworthy and useful (Willemsen, Neijens, Bronner & Ridder, 2011). But on the other hand the information that is coming from influencers is perceived as coming from other consumers and not from a company. This results into that trust in product information that comes from an influencer is perceived as higher (Cheong & Morrison, 2008). This is because the majority of people trust information coming from others more than the traditional forms of advertising.

It is likely that consumers will trust electronic word-of-mouth that contains negative information more than only positive information (Pan & Chiou, 2011). Several researches have shown that consumers typically give more weight to messages that contain negative information than to only positive information (Kanouse & Hanson, 1972). This results probably out of the fact that positive electronic word-of-mouth is self-serving as opposed to negative information that is not likely to be self-serving (Pan & Chiou, 2011). Micro sources earn the trust of their followers as it seems like they do have less commercial motives to promote certain products. Also micro sources are seen as more intimate with their followers especially because they do not have that much followers (Tashakova, 2016). According to this literature the following hypotheses are formulated:

H1a: The influencer will be more trusted by consumers than the brand.

H1b: The micro source will be trusted more by consumers as compared to the macro source.

H1c: The advertisement with a two-sided message will be more trusted than the advertisement using a one-sided message.

2.4.2 Online engagement

An important aspect of social media is that users can follow other users and like and share their content. The number of followers, likes, shares and comments shows the engagement of the

followers. For advertisers it is important that users are engaged with their content. Because this engagement will lead to remembering the brand and talking about it. On Instagram it is possible to like posts. It is not necessary to be friends to like a post. With liking other posts it shows that the user is interested in the information and that the user appreciates it. Also, when an Instagram user 'likes' a particular post, this is visible for their friends. This means that 'liking' a post is a valuable way of sharing information with others (Jin, Wang, Luo, Yu & Han, 2011). According to Phua & Ahn (2016), Facebook posts with a high number of likes are more likely to have positive attitudes, involvement and purchase intention compared to a Facebook post with a low number of likes.

Not yet much is known about how this online engagement works. But according to literature, online content that is coming from other users is perceived as more credible than online content that is coming from marketers (Bickart & Schindler, 2001). Also the inclusion of negative aspects into a message can lead the consumer into believing that the advertiser is telling the truth. This enhances the credibility of the advertiser (Eisend, 2006). This will probably also have their effects on the online engagement of users. Research shows that the engagement between follower and influencer decreases when the number of followers increases (Markerly, 2016). This leads to the following hypotheses:

H2a: The advertisement coming from the influencer will lead to higher online engagement among the users in comparison to the brand.

H2b: The advertisement with a micro reach will lead to higher online engagement than with the macro reach.

H2c: A two-sided message will lead to higher online engagement among the participants as compared to the one-sided message.

2.4.3 Product liking

Whether someone likes a product is an important factor that can predict buying behaviour (De Pelsmacker & Janssen, 2007). Different factors can influence the product liking of someone. The source and the evaluation of it are factors that influence product liking (Mueller, Szolnoki, 2010). When one is aware of the brand of the product this can positively influence the rating of the product. Of course only when someone has a positive opinion about this brand. When consumers do not know the brand, they rely on the product appearance (Becker, van Rompay, Schifferstein & Galetzka, 2011).

In this study the product has not the main focus. But it can still influence the reaction of the respondents. Therefore product liking will be taken into account as a dependent variable.

H3a: The product will be more liked when the source is the influencer than when the source is the brand.

H3b: The product will be more liked when the advertisement has a micro reach than a macro reach.

H3c: The product will be more liked when the message with it is two-sided than when this is one-sided.

2.4.4 Brand trust

Both consumers and brands make major use of the social media platforms. But it is noticed that marketers are struggling to develop worthwhile consumer-brand relationships on social media platforms (Gretry, Horváth, Belei & van Riel, 2017). Fournier & Avery (2011) state that the attempts that marketers make to nurture relationship with their consumers via social media are far from effective. Consumers resist brand advertising in their online social spaces. Consumers also use the online platforms as a place to attack brands (Fournier & Avery, 2011).

Brand trust is crucial in fostering a relationship on social media. Brand trust can be defined as the feeling of security that is held by the consumer in his or her interaction with the brand based on

perceptions that the brand is reliable and responsible for the interests and the well-being of the consumer (Delgado-Ballester, 2004). Developing brand trust is crucial especially with consumers who are unfamiliar with a brand. This is crucial because these consumers have little upon which they can base their expectations on whether a brand is trustworthy or not (Sparks & Areni, 2002).

About the effect of influencers on brand trust is little to no information yet in the literature. Brand trust can be easily influenced by any direct and indirect contact with the brand. Examples of direct contact are the usage of a product, trial or satisfaction in the consumption. Examples of indirect contact are advertisements, word-of-mouth and reputation (Grewal, Monroe & Krishnan, 1998). Since brand trust can be influenced by any direct and indirect contact, it is likely that brands can use influencer to enhance the trust in their brand. Also the level of involvement plays a role in trusting a brand (Delgado-Ballester & Munuera-Alemán, 2001). Research showed that micro influencers are causing more brand interaction compared to macro influencers (Join, 2017). Interaction with the brand leads to involvement. Based on this, it is likely that the micro influencer (and thus the micro reach) can create higher brand trust. Little is known about the relationship between brand trust and the content of the message. But based on brand Delgado-Ballesters (2004) definition of brand trust, it is likely that the two-sided message will lead to higher brand trust since including negative aspects improves the trust (Eisend, 2006).

H4a: The brand trust will be higher when the source is the influencer than when the source is the brand itself.

H4b: The brand trust will be higher when the advertisement has a micro reach than when it has a macro reach.

H4c: The brand trust will be higher with the two-sided message compared to the one-sided message.

2.5 Interaction effects

Besides the main effects that can appear, it is also expected that some interaction effects are going to take place. Based on prior research that is explained in the previous sections, it is stated that the source with a micro reach leads to the best results. Also prior research showed that it is best to use two-sided messages. Consumers mostly expect influencers to use two-sided message because influencers are also seen as consumers. Therefore it is expected that the effect of the content of the message will be higher for the brand than for the influencer. Not much is known yet about how reach and the content of the message will interact together, but based on the literature it is expected that the effect of the content of the message will be the highest for the micro reach. The following hypotheses are formulated for the interaction effects:

H5a: For the micro reach the effect of type of source on trust/ online engagement/ product liking/brand trust will be more pronounced than for macro reach.

H5b: The effect of the content of the message on trust/ online engagement/ product liking/brand trust will be higher for the micro reach than for the macro reach.

H5c: The effect of the content of the message on trust/ online engagement/ product liking/ brand trust will be higher for the brand than for the influencer.

H5d: The effect of the content of the message on trust/ online engagement/ product liking/ brand trust will be higher for the micro influencer than for the others.

2.6 Mediating variables

Mediating variables can have an effect on the relationship between the characteristics of the Instagram advertisement (independent variables) and the consumer responses (dependent variables). The mediators used in this study are perceived usefulness and source credibility.

2.6.1 Perceived usefulness

Perceived usefulness is a measure of a perceived value that helps in the purchase decision-making process (Mudambi & Schuff, 2010). Perceived usefulness of a review can be a predictor of the intention of consumers to comply with the review (Cheung, Lee & Rabjohn, 2008).

Several factors can influence the perceived usefulness, namely the source credibility, product type, argumentation and valence. Argumentation appears to be an important predictor of perceived usefulness according to Willemsen et al. (2011). Reviews that have high argument diversity are perceived as more useful. This same study of Willemsen et al. (2011) also showed that there is a weak relation between source characteristics and perceived usefulness.

Since perceived usefulness can be influenced by the content of the message and perceived usefulness can influence the consumer responses, it is taken into account as a mediating variable. In this study the perceived usefulness is about the perceived usefulness of the advertisement and not about the perceived usefulness of the product. This makes the perceived usefulness a mediator. The following hypotheses are formulated for perceived usefulness.

H6a: The effect of the content of the message on trust/ online engagement/ product liking/ brand trust is mediated by perceived usefulness.

2.6.2 Source credibility

Source credibility is a term that is commonly used to entail a communicator's positive characteristics. These characteristics affect the receiver's acceptance of the message (Ohanian, 1990). When measuring source credibility, three characteristics are commonly taken into account. These three characteristics are: expertise, trustworthiness and attractiveness.

Expertise can be defined as the extent to which a communicator is perceived to be a source with valid affirmations (Hovland, Janis and Kelly, 1953). The source's expertise has a positive effect on attitude change (Maddux & Rogers, 1980). This means that an expert salesperson has a higher purchase rate than a non-expert.

Trustworthiness is the degree of confidence that the receiver has in the communicator's intention to communicate the assertions he considers most valid (Hovland et al., 1953). A trustworthy communicator is persuasive no matter the communicator is an expert or not (Ohanian, 1990). Also a communicator that is liked will be viewed as trustworthy (Friedman, Santeramo & Traina, 1978).

Physical attractiveness is an important indicator in how a person will be judged by others (Kahle & Homer, 1985). Attractiveness depends on several factors like familiarity, likability and similarity. So a communicator that is attractive will be more likeable, popular and social which leads to a stronger influencer.

When the source credibility is low, it is suggested that the consumers will not pay any attention to the arguments provided by the message (Eagly & Chaiken, 1975). This results in that any product claims made by a source with low credibility are perceived as less useful for judging any consumer responses (Grewal, Gotlieb & Marmorstein, 1994). Message arguments are accepted more by consumers when the source has a high credibility (Mizerski, Golden & Kernan, 1979). Because source credibility can be seen as a link between the independent and dependent variables in this study, source credibility will be taken into account as a mediating variable. The following hypotheses are formulated for source credibility.

H7a: The effect of source on trust, online engagement and product liking is mediated by source credibility.

H7b: The effect of reach on trust, online engagement and product liking is mediated by source credibility.

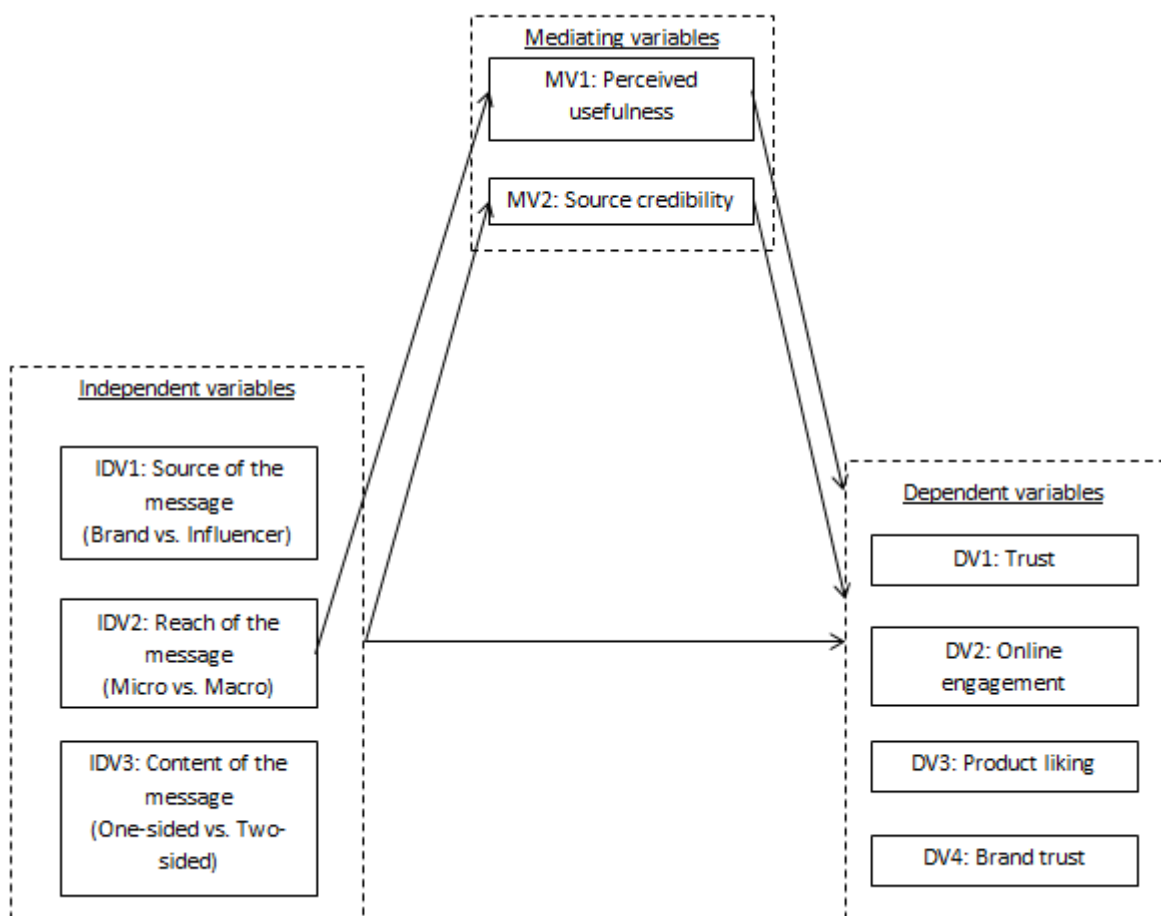
H7c: The effect of the content of the message on trust, online engagement and product liking is mediated by source credibility.

2.7 Research model

In Figure 1 a visual representation of the research model can be seen. In this model the independent, dependent and mediating variables are presented and the way they influence each other. The independent variables are the variables that are being manipulated.

Figure 1

Visualisation of the research model



3. Method

In this part the method that was used in order to test the hypotheses formulated is discussed. The pre-test was followed by the main study. The pre-test was conducted in order to find the right stimulus materials for the main study. The design of the research, the procedure and the participants are also explained. Also the measurements and the reliability analysis for the constructs can be found in this section.

3.1 Pre-test

Before the main study was conducted, firstly a pre-test was held in order to determine the stimulus materials for the main study. Based on the results of the pre-test, the final stimulus materials were designed.

According to the pre-test, Nokia was chosen to be the smartphone brand for this study. Nokia was rated as the most neutral (as opposed to LG, Huawei, HTC, Acer and Sony). Because the focus of this study is not on the brand, the least controversial brand was chosen. This was important for this study because this way it is the least likely that the respondents will have a strong opinion about the brand. Nokia is viewed as a reliable, trustworthy and intelligent brand (Muller & Bevan-Dye, 2017). Also the stimulus materials were tested on the right interpretation. Number of likes, number of followers and the content of the message were all interpreted in the right way. The result section of the pre-test with the questionnaire can be found in Appendix 1. The stimulus materials used for the pre-test can be found in Appendix 2.

3.2 Design

The design used for this study was a 2x2x2 between-subjects-design. With this design the differences between treatments is measured (Dooley, 2009). The participants in this study saw only one of the possible conditions of this study. Due to this the learning effect was being avoided (Verelst, 2005). Because the participants only got to see one of the possible conditions, they had no comparison materials. The participants were randomly assigned to one of the conditions. They could only fill out

one questionnaire. Randomly assessment was used in order to prevent differences between groups, like age and gender.

The independent variables that were manipulated in this study were the source, reach and the content of the message. The source of the message was divided into two different sources: the brand and influencer. The reach of the message could either be macro or micro. The content of the message was divided into two options: a one-sided message and a two-sided message. Combining these options led to eight different conditions as can be seen in Table 1.

Table 1
The different conditions

Questionnaire	Source	Reach	Content	N
1	Brand	micro	one-sided	33
2	Brand	micro	two-sided	27
3	Brand	macro	one-sided	27
4	Brand	macro	two -sided	32
5	Influencer	micro	one-sided	31
6	Influencer	micro	two-sided	27
7	Influencer	macro	one sided	34
8	Influencer	macro	two-sided	33

3.3 Procedure

The participants of this study participated in an online questionnaire of Qualtrics. Participation was entirely voluntarily. The language of the questionnaire was Dutch. The participants where only slightly informed about the purpose of the study in order to overcome that they were influenced by the purpose of this study. They were also informed about their anonymity and the possibility to stop at any moment without giving any reason. The first page that the participants saw is called the informed consent with all the information needed regarding privacy issues. After reading the

informed consent they had to agree with this terms before they could enter the real questionnaire. This informed consent can be found in Appendix 5.

The participants were randomly assigned to one of the conditions. Firstly, the participants had to fill out some demographical questions about gender, age and educational level. After this they got to see the Instagram advertisement with the information to have a good look at this. This image was showed several times to refresh the minds of the respondents. All the participants had to fill in the same questions. These questions are described in the paragraph measures and can also be found in Appendix 4. At the end of the questionnaire the participants were thanked for their participation and if they have any questions or comments they could contact the researcher.

3.4 Stimulus Materials

The brand in this study was set by using the results of the pre-test. This test showed that Nokia was perceived as most neutral, thus the least controversial. The product that was used in the Instagram post was a Nokia 6. The Nokia 6 has Dolby Atmos speakers which provide excellent sound (KPN, n.d.). This smartphone was used in all the stimulus materials, since the product in this study was fixed. All the participants saw the same product. The influencer used in this study was a fictional DJ called Stef Peters. The influencer was fictional to overcome that participants would fill out the questionnaire on their already existing opinion.

The reach of the source was either micro or macro. The micro source had 1075 followers and 121 likes. The macro source had 107.000 followers and 5730 likes. The differences between micro and macro were proven to be significant in the pre-test.

The message that was used was either one-sided or two-sided. The one-sided message only contained positive features of the product opposed to the two-sided messages which contained both positive and negative features. Both messages were proven to be significant in the pre-test. The stimulus materials used in this study were not distinguishable from real Instagram pages and posts

according to the pre-test. In Image 1 and 2 the different independent variables as used in this study are shown. All the eight different stimulus materials can be found in Appendix 3.

Image 1

Brand – micro – one-sided

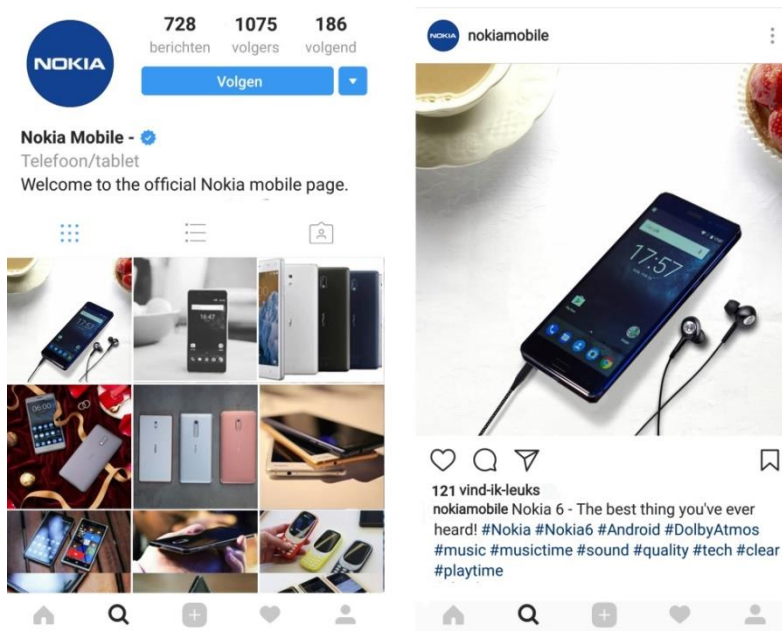


Image 2

Influencer – macro – two sided



3.5 Participants

The product that was used in the stimulus materials was a smartphone, more specifically a Nokia 6.

Smartphones are something that both men and women use, so both men and women were included in this study. The only age limit in this study was that every participant should be at least 18 years old due to ethical reasons. Furthermore the participants should have had access to the internet because the study was about online advertisements. Because the questionnaires were spread online, this was automatically the case.

Convenience sampling was used to gather a representative sample. This meant that the researcher selected a group of people who were easily available. Colleagues, friends, family, neighbours and fellow students are examples of easily available people. The participants were not forced into participating, they were free to participate. The participants were mainly recruited via social media.

In total 244 respondents participated in this research. Most of them were female, namely 187 (76.6%). The remaining 57 respondents (23.4%) were male. The minimum age of the participants was 18 years and the maximum age was 71 years with a mean of 28.96 (SD = 12.82). Most of the participants indicated that University was their highest educational level (43.3%). The majority of the respondents indicated that they are users of Instagram (71.7%). All the demographic data per condition can be found in Table 2.

Table 2
Demographic data of the respondents

Condition	Gender	Age (M)	Instagram users	N
1	8 men 25 women	28.70 (12.76)	25	33
2	4 men 23 women	28.00 (11.52)	19	27
3	5 men 22 women	30.33 (13.07)	17	27
4	9 men	28.81	26	32

	23 women	(12.98)		
5	8 men 23 women	27.71 (13.17)	20	31
6	10 men 17 women	26.15 (8.90)	20	27
7	9 men 25 women	30.82 (15.70)	22	34
8	4 men 29 women	30.61 (13.33)	26	33

3.6 Measures

The questions that the participants had to answer were derived from already existing scales. All the questions were answered on a seven point Likert-scale, unless mentioned differently. This scale was used to measure the attitude of participants (Komorita, 1963). This scale has a range from totally disagree until totally agree. The complete questionnaire can be found in Appendix 4. For each variable a reliability analysis was done in order to find out if the items are reliable. The Cronbach's Alpha needs to be at least .60. The Cronbach's Alpha for all the variables can be found in Table 3.

3.6.1 Consumer responses

3.6.1.1 Trust

The variable trust was divided into three components in this case. These different components are ability, benevolence and integrity. The questions came from the existing scale of Mayer et al. (1995). Examples of these questions are: *'This Instagram user is capable of performing his job'* and *'This Instagram user is trying hard to be fair'*. For each dimension, three questions were asked. The Cronbach's Alpha for ability is .74, for benevolence .86 and for integrity .85. The Cronbach's Alpha for the overall trust in the source is .85.

Furthermore, also the trust in the post was taken into account in the questionnaire. To measure the trust in the post, several existing items were used. These items are derived from McKnight, Choudhury & Kacmar (2002), Gefen & Straub (2004) and Wessel (2010). Examples of these questions are *'This Instagram post seems reliable to me'* and *'I think this Instagram post is honest and*

sincere'. In total there are four questions that measure the trust in the post. The reliability analysis showed that the Cronbach's Alpha of trust in the post is .76.

3.6.1.2 Online engagement

The online engagement is measured to see whether the participants are willing to follow/unfollow the Instagram user and like and share the Instagram content with for example their friends. Six questions were asked to the participants about sharing intentions. Examples of the questions used to measure the mediator are '*I would share this Instagram post*' and '*it is likely that I would share this Instagram post*'. The Cronbach's Alpha for online engagement is .78.

3.6.1.3 Product liking

Product liking is measured to evaluate the attitude of the respondents towards the product that was used in this study (Nokia 6). The existing scale of Peracchio and Meyers-Levy (1994) was used to measure the product liking. There were six items that measured product liking. This was measured on a 7-point semantic differentials scale. Examples of the questions are: '*Common product – Exceptional product*' and '*high quality-low quality*'. The Cronbach's Alpha of product liking is .62 after removing the question '*high quality – low quality*'.

3.6.1.4 Brand trust

To measure brand trust, two existing scales of McKnight, Choudhury & Kacmar (2002) and Lau & Lee (1999) were used. This results into seven items measuring brand trust. Examples of these items are '*I think Nokia an honest brand*' and '*I think Nokia is an authentic brand*'. The reliability analysis showed that the Cronbach's Alpha for brand trust is .73. Because trust and brand trust are two components that lie very close to each other, a factor analysis was conducted to see if they are indeed perceived as two different components. The factor analysis showed that trust and brand trust are two different components. But the items for brand trust loaded less strong, therefore they were removed. This means that hypotheses 4a, 4b and 4c could not be tested.

3.6.2 Mediating variables

3.6.2.1 Perceived usefulness

Perceived usefulness was used in this study to test whether the message used in the stimulus materials is useful for the participants. To measure this mediator, the existing scale of Bailey and Pearson (1983) was used. Examples of the questions are *'The message of this Instagram post is valuable'* and *'the message of this Instagram post is informative'*. In total three questions will be used to measure the perceived usefulness. This construct's Cronbach's Alpha is .81.

3.6.2.2 Source credibility

To measure source credibility, the existing scale of Ohanian (1990) was used. This scale divides source credibility into expertise, trustworthiness and attractiveness. This scale exists out of 15 items that were measured on a 7-point semantic differential scale. Each construct had five items. An example that measure expertise is: *'Please rate the Instagram user on the following dimension: amateurish – professional'*. An example for trustworthiness is: *'Please rate the Instagram user on the following dimension: unfair – sincere'*. And the last example is for attractiveness: *'Please rate the Instagram user on the following dimension: tasteless – stylish'*. The Cronbach's Alpha for expertise is .95, for trustworthiness it is .93, and for attractiveness the Cronbach's Alpha is .87. The Cronbach's Alpha for the overall variable source credibility is .94.

Table 3
Reliability of the variables

Construct	Cronbach's Alpha
Trust	.85
Ability	.76
Benevolence	.74
Integrity	.86
Trust in the post	.85
Online Engagement	.78
Product Liking	.62
Perceived usefulness	.81
Brand trust	.73
Source credibility	.94
Attractiveness	.87
Trustworthiness	.93
Expertise	.95

4. Results

The data of this study was analysed using the IBM Statistical Package for Social Sciences (21). In test of normality, none of the variables exhibited significant skewness or kurtosis. The effect of the three independent variables (source of the message, reach of the message and the content of the message) were tested on the dependent variables trust, online engagement and product liking. Also perceived usefulness and source credibility were measured. To test whether something was significant, an alpha of .05 was used.

The first analysis that was conducted was a MANOVA analysis. The MANOVA showed that there are two significant main effects. The first significant main effect is for source ($F(1,217) = 8.609$, $p < .001$) and the second significant effect is for the content ($F(1,217) = 5.604$, $p < .001$). As can be seen in Table 4, the other independent variable did not turn out to be significant and there is also no significant interaction effect found for any of the independent variables.

Based on the findings of the MANOVA analysis, the source of the message and the content of the message will be further explained by doing a follow-up ANOVA analyses. This analysis shows the results for each dependent variable. All the findings of the ANOVA analyses can be found in Table 5. This table shows, as was already shown by the MANOVA, that there are mainly significant results for the source of the message and the content of the message. It is striking that the ANOVA analyses did show a significant interaction effect for source and content contrary to the MANOVA analysis. These results will still be discussed since this outcome is interesting for this research. The reliability of this outcome will be further discussed in the discussion section.

Table 4
Results of MANOVA analysis

	<i>F</i>	<i>p</i>
Reach	1.283	.235
Source	8.609	.000
Content	5.640	.000
Reach * Source	0.963	.481
Reach * Content	0.951	.493
Source * Content	1.005	.443
Reach * Source * Content	0.416	.948

Table 5
Results of the ANOVA analysis

		F	P
Source	Trust	24.509	.000*
	Ability	26.704	.000*
	Benevolence	24.720	.000*
	Integrity	3.396	.067
	Trust in the post	3.541	.061
	Online engagement	0.007	.934
	Product liking	0.547	.449
	Perceived usefulness	0.024	.878
	Source credibility	7.271	.008*
	Attractiveness	2.388	.124
	Trustworthiness	10.434	.001*
	Expertise	22.589	.000*
Reach	Trust	0.001	.971
	Ability	2.624	.757
	Benevolence	0.096	.757
	Integrity	1.097	.296
	Trust in the post	0.233	.630
	Online engagement	2.500	.115
	Product liking	2.323	.129
	Perceived usefulness	0.098	.754
	Source credibility	0.251	.617
	Attractiveness	1.225	.270
	Trustworthiness	0.911	.435
	Expertise	0.728	.394
Content	Trust	3.720	.055*
	Ability	1.168	.281
	Benevolence	0.180	.672
	Integrity	16.807	.000*
	Trust in the post	4.897	.028*
	Online engagement	0.636	.426
	Product liking	5.121	.025*
	Perceived usefulness	4.080	.045*
	Source credibility	1.294	.257
	Attractiveness	2.372	.125
	Trustworthiness	0.060	.806
	Expertise	2.221	.138
Source x Reach	Trust	1.038	.309
	Ability	2.850	.093
	Benevolence	0.532	.466
	Integrity	0.016	.898
	Trust in the post	0.585	.445
	Online engagement	0.587	.448
	Product liking	0.072	.789
	Perceived usefulness	0.143	.706
	Source credibility	0.075	.785
	Attractiveness	0.299	.585
	Trustworthiness	1.402	.238
	Expertise	0.010	.919
Source x Content	Trust	0.112	.738
	Ability	0.010	.919
	Benevolence	0.294	.588
	Integrity	0.016	.898
	Trust in the post	1.301	.255
	Online engagement	0.227	.634
	Product liking	0.505	.478
	Perceived usefulness	0.145	.704
	Source credibility	4.541	.034*
	Attractiveness	2.328	.128
	Trustworthiness	4.162	.043*
	Expertise	3.495	.063
Reach x Content	Trust	1.323	.251

	Ability	1.869	.173
	Benevolence	0.296	.587
	Integrity	0.872	.351
	Trust in the post	0.127	.722
	Online engagement	0.102	.750
	Product liking	0.240	.625
	Perceived usefulness	0.528	.468
	Source credibility	0.380	.538
	Attractiveness	0.084	.772
	Trustworthiness	0.281	.597
	Expertise	0.516	.473
Source x Reach x Content	Trust	0.081	.776
	Ability	0.670	.414
	Benevolence	0.021	.884
	Integrity	0.047	.829
	Trust in the post	0.020	.889
	Online engagement	0.007	.931
	Product liking	0.226	.635
	Perceived usefulness	0.021	.885
	Source credibility	0.905	.342
	Attractiveness	1.314	.253
	Trustworthiness	0.294	.588
	Expertise	0.560	.455

*: significant

4.1 The source of the message

The MANOVA analysis showed that the source of the message was significant. Follow up analyses

(ANOVA) shows that there are significant main effects for source on trust ($F(1,244) = 24.509, p <$

.001), ability ($F(1,244) = 26.704, p < .001$), benevolence ($F(1,244) = 24.720, p < .001$), source

credibility ($F(1,244) = 7.271, p < .001$), trustworthiness ($F(1,244) = 10.434, p < .05$) and expertise ($F(1,244) = 22.589, p < .001$).

Contrary to the expected outcomes, brand scored higher on these variables than influencer.

The mean and standard deviation can be found in Table 6. Since it was expected that the influencer would score higher in all cases, none of the hypotheses about the source of the message were supported (H1a, H2a, H3a).

Table 6

Means and standard deviations for source of the message

	Brand (M & SD)	Influencer (M & SD)
Trust	4.28 (0.97)	3.66 (0.97)
Ability	4.72 (1.10)	3.98 (1.11)
Benevolence	4.02 (1.33)	3.20 (1.25)
Source credibility	4.32 (0.98)	4.00 (0.99)
Trustworthiness	4.33 (1.00)	3.90 (1.06)
Expertise	4.63 (1.19)	3.87 (1.29)

4.2 The content of the message

The MANOVA analysis for the content of the message also turned out to be significant. The follow up analyses (ANOVA) shows that there are significant main effects for the content on trust ($F(1,244) = 3.72, p = .055$), integrity ($F(1,244) = 16.807, p < .001$), trust in the post ($F(1,244) = 4.897, p < .05$), perceived usefulness ($F(1,244) = 4.080, p < .05$) and product liking ($F(1,244) = 5.121, p < .05$).

As expected, the message that was two-sided scored the highest on these variables. The means and standard deviation can be found in Table 7. This results in the fact that hypotheses 1c and 3c are supported. Hypothesis 2c was rejected.

Table 7

Means and standard deviations of the content of the message

	One-sided (M & SD)	Two-sided (M & SD)
Trust	3.84 (0.98)	4.10 (1.05)
Integrity	3.65 (1.16)	4.29 (1.27)
Trust in the post	3.42 (1.17)	3.79 (1.30)
Perceived usefulness	3.25 (1.23)	3.60 (1.39)
Product liking	3.87 (0.17)	4.04 (0.62)

4.3 Interaction effects

Although the MANOVA analysis did not show any significant interaction effects, the ANOVA analyses did. The reliability of these findings may be questionable. Still, the results are discussed because of the interesting findings of these interaction effects. In the discussion the relevance of these findings are being discussed.

There was an interaction effect found between source and content ($F(1,244) = 4.541, p < .05$) for the dependent variable source credibility. The effect of this interaction is visualised in Figure 2. Only for the one-sided messages the source had an impact. The combination of the one-sided message and the brand scored highest on source credibility.

There is also an interaction effect found between source and content for trustworthiness ($F(1,244) = 4.162, p < .05$). The interaction effect can be seen in Figure 3. The same applies for

trustworthiness as for source credibility. Only for the one-sided messages the source had an impact.

The interaction between the brand and the one-sided message results in the highest score on trustworthiness.

Figure 2

The interaction effect of source and content on source credibility

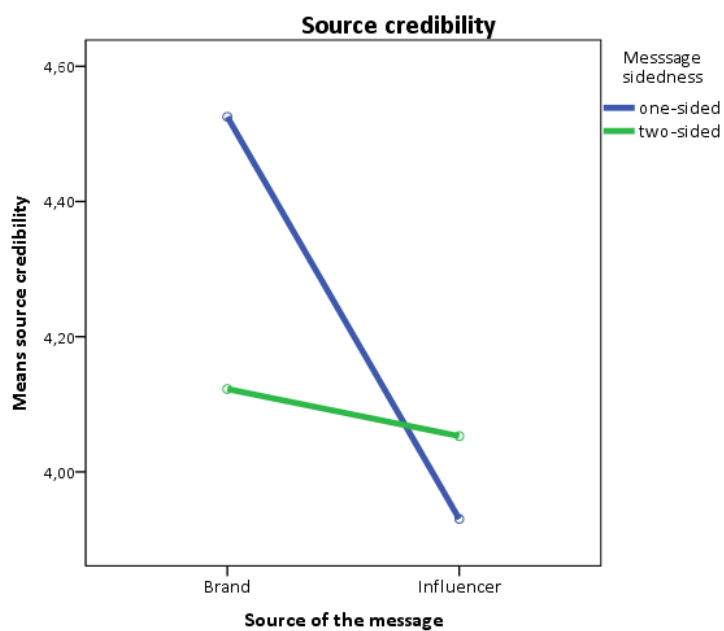


Figure 3

The interaction effect of source and content on trustworthiness



4.4 Mediating variables

This study also took two mediating variables into account. An mediating analysis was done in order to find out if the connection between the independent and dependent variables also can be transferred by a third variable. This was done by doing several regression analyses. This analysis is based on the method of Baron & Kenny (1986). This method (existing of three steps) outlines a complete model for the factors based on the mutual regression. There are two results that show that the independent and dependent variable are transferred by a third variable.

4.4.1 Mediating effect of source credibility

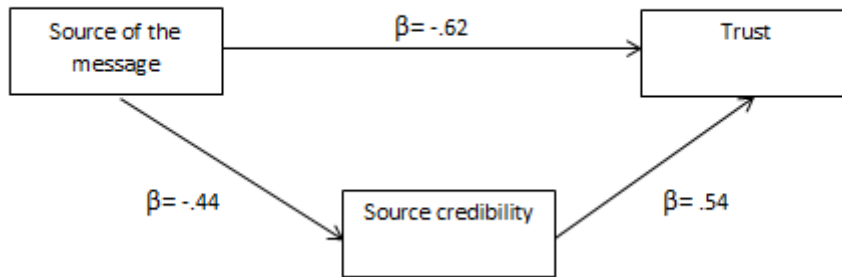
The first one that shows a mediating effect is for the independent variable source of the message, the dependent variable trust and the mediating variable source credibility. The results of the regression analyses of the source of the message on source credibility show that the regression coefficient is statistically significant ($\beta = -.32$, $SE = .12$, $t = -2.63$, $p = .009$). The source of the message has a negative effect on source credibility.

In the results of the regression analysis it can be seen that the source of the message explains 8.8% of the variance of trust when this is the only independent variable included in the model. The regression coefficient of the source of the message is $-.62$ ($SE = .13$, $t = -4.84$, $p < .001$). This is the total effect of source of the message on trust. There is a significant negative relationship between the source of the message and trust. The source of the message is thus related to trust. The influencer causes a lower amount of trust.

The variables source of the message and source credibility together explains 32.9% of the variance of trust (model 2). The regression coefficient of the source of the message is $-.44$ ($SE = .11$, $t = -4.00$, $p < .001$), a value that is significant and much smaller than in the first model. Furthermore, the coefficient of source credibility seems to be $.54$ ($SE = .06$, $t = 9.21$, $p < .001$). Source credibility also has a statistical significant effect on trust. The total effect of the source of the message ($-.62$) changes for a large part ($-.44$) if source credibility is added as a predictor of trust. There seems to be partial mediation. There is a negative effect between source of the message and source credibility,

when the influencer is used the source credibility becomes lower. And a positive effect between source credibility and trust. The higher the source credibility, the higher the trust.

Figure 4
Mediating effect of source credibility



4.4.2 Mediating effect of perceived usefulness

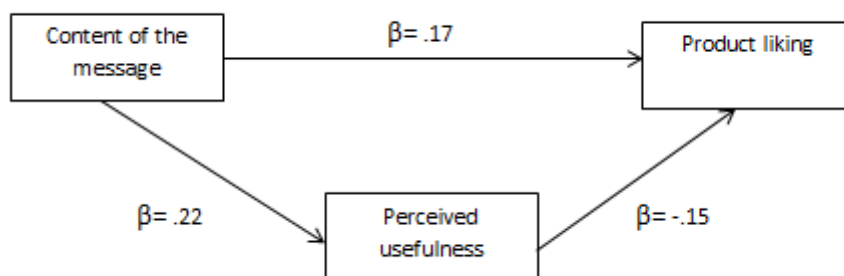
The second one that shows a mediating effect for the independent variable content of the message, the dependent variable product liking and the mediating variable perceived usefulness. The results of the regression analysis for the content of the message on perceived usefulness shows that the regression coefficient is statistically significant ($\beta = .35$, $SE = .17$, $t = 2.04$, $p = .043$). The content of the message has a positive effect on perceived usefulness.

In the results of the regression analysis it can be seen that the content explains 1.5% of the variance of product liking when this is the only independent variable included in the model. The regression coefficient of the content is .17 ($SE = .08$, $t = 2.16$, $p < .05$). This is the total effect of the content on product liking. There is a positive relationship between the content and product liking. When the two-sided message is used, the product liking becomes higher.

The variables content of the message and perceived usefulness together explain 11.1% of the variance of trust (model 2). The regression coefficient of the content is .22 ($SE = .08$, $t = -2.93$, $p < .005$), a value that is significant and bigger than in the first model. Furthermore, the coefficient of perceived usefulness seems to be -.15 ($SE = .03$, $t = -5.15$, $p < .001$). Perceived usefulness also has a

statistical significant effect on product liking. The total effect of the content (.17) changes (.22) if perceived usefulness is added as a predictor of trust. There seems to be partial mediation. There is a positive effect between content and perceived usefulness, when the two-sided message is used the perceived usefulness becomes higher. And the effect between perceived usefulness and product liking is negative. When the perceived usefulness becomes higher, the product liking will become lower.

Figure 5
Mediating effect of perceived usefulness



4.5 Hypotheses

Table 8 shows whether the hypotheses of this study are being supported by the results or that they are being rejected.

Table 8

Outcomes of the hypotheses

#	Hypothesis	Result
1a	The influencer will be more trusted by consumers than the brand	Rejected
1b	The micro source will be trusted more by consumers as compared to the macro source	Rejected
1c	The advertisement with a two-sided message will be more trusted than the advertisements using a one-sided message	Supported
2a	The advertisement coming from the influencer will lead to higher online engagement among the users in comparison to the brand	Rejected
2b	The advertisement with a micro reach will lead to higher online engagement than with the macro reach	Rejected
2c	A two-sided message will lead to higher online engagement among the participants as compared to the one-sided message	Rejected
3a	The product will be more liked when the source is the influencer than when the source is the brand	Rejected
3b	The product will be more liked when the advertisement had a micro reach than a macro reach	Rejected
3c	The product will be more liked when the message with it is two-sided than when it is one-sided	Supported
5a	For the micro reach the effect of type of source on trust/online engagement/ product liking/ brand trust will be more pronounced than for macro reach	Rejected
5b	The effect of the content of the message on trust/online engagement/ product liking/ brand trust will be higher for the micro reach than for the macro reach	Rejected
5c	The effect of the content of the message on trust/online engagement/ product liking/ brand trust will be higher for the brand than for the influencer	Rejected
5d	The effect of the content of the message on trust/online engagement/ product liking/ brand trust will be higher for the micro influencer than for the others	Rejected
6a	The effect of the content of the message on trust/ online engagement/ product liking / brand trust is mediated by perceived usefulness	Supported
7a	The effect of source on trust /online engagement/ product liking/ brand trust is mediated by source credibility	Supported
7b	The effect of reach on trust/online engagement/ product liking/ brand trust is mediated by source credibility	Rejected
7c	The effect of the content of the message on trust/online engagement/ product liking/ brand trust is mediated by source credibility	Rejected

5. Discussion

The research question of this study was: *To what extent do the source of the message, reach of the message and the content of the message influence trust, online engagement and product liking?* In order to answer this question a pre-test and online questionnaire had taken place. In this part the results are discussed in relation to the existing literature. Also the limitations and future research, practical implications and conclusion can be found in this section.

5.1 Main findings

5.1.1 The source of the message

The source of the message focussed on the differences between an influencer and a brand. In this study the source of the message had a significant influence on trust, ability, benevolence, source credibility, trustworthiness and expertise. The results showed that in all of these cases the brand scored higher than the influencer. This is an interesting outcome since prior research showed otherwise. In other studies the influencer scored higher than the brand. Cheong and Morrison (2008) stated that influencers are higher trusted, since the information coming from an influencer is seen as coming from another user instead of coming from a brand. The results of this study show otherwise. It is thus not said that marketers should necessarily use influencers for better results.

An explanation for the different outcomes of this study compared to prior research can be that it was not possible for the participants to form a bond with the influencer. This is normally a unique aspect for influencers and it gives them authority (Jargalsaikhan, Korotina & Pantelic, 2016). Since the influencer was a fictional character in this case, the participants could not have a bond with the influencer. The brand on the other side was an existing brand, and therefore it is possible that the participants did have a bond with the brand. This could also be related to the brand personality of Nokia. Research of Muller and Bevan-Dye (2017) showed that Nokia is seen as a reliable, trustworthy and intelligent brand. It is thus possible that the brand scored higher because of the brand personality of Nokia. This means that it is probably not possible to generalize the results that the brand always scores higher than the influencer. Another explanation has to do with the stimulus

materials. The Instagram page and the post of the brand (see Appendix 3, these stimulus materials show similar pictures on the Instagram page as the one of the post) are more congruent than the Instagram page and post of the influencer. Congruency causes easier processing and positively influences the consumer responses (van Rompay, Pruyn & Tieke, 2009).

All of the variables that were influenced by the source are related to trust. So trust is an important factor when it comes to the source of the message. So it is important to have a look at these variables before choosing the source that will send out the message.

5.1.2 The reach of the message

The reach of the message had no significant influence on any of the variables used in this study. It was expected that the micro influencer would earn the trust of the participants since micro influencers seem to have less commercial motives to promote products on social media (Tashakova, 2016). Since nothing was significant, no differences between macro and micro sources are confirmed. An explanation for this could be that however the difference between macro and micro were tested in the pre-test, it could have been that they were not clear enough to the participants.

5.1.3 The content of the message

The content of the message focussed on the message sidedness. So the message could be either one-sided or two-sided. The results of this study showed that the content of the message influenced the trust, integrity, trust in the post, perceived usefulness and product liking. The two-sided message scored higher in all the cases compared to the one-sided message. This is in line with the hypotheses that were formulated based on existing literature. Huang and Lin (2009) concluded that the usage of two-sided messages increases the communication effectiveness.

A logical explanation why the two-sided message is better to use is that in this message both positive and negative aspects of the product are being explained. This is a better and more honest display than when only the positive aspects are being highlighted.

It is also interesting to highlight the fact that the content of the message significantly influenced other variables than was the case with the source of the message. It is thus important to take different variables into account when making the content of the message than when choosing the right source.

5.1.4 Interaction effects

The MANOVA analysis showed that there were no significant interactions effects. However the follow-up ANOVA analyses did show two significant interactions effect. Although the reliability of these findings might be questionable, the results are interesting enough to be discussed. There was an interaction effect found for the source of the message and the content of the message on source credibility and trustworthiness. This interaction shows that only for the one-sided message the source of the message had an impact. The one-sided message in combination with the brand scored highest on both source credibility and trustworthiness.

These findings are interesting because this was not expected to be the outcome. But an explanation for this outcome has possibly to do with the fact that this interaction is clear and it fits the expectations of the consumer. It could also have to do with the congruency. As said before, Van Rompay, Pruyn and Tieke (2009) explained that congruency between elements causes for easier processing and positively affect the consumer response. The brand is expected to only tell positive aspects about their product, so when they use the one-sided message it is congruent with the expectations. So when the brand uses a one-sided message it is more easily processed and it positively affects the consumer responses.

5.1.5 Mediation effects

It was expected that perceived usefulness and source credibility would have a mediating effect in this study. In two situations this was true. Perceived usefulness had a mediating effect for the content of the message on product liking. The relation between the content and perceived usefulness is positive and the relation between perceived usefulness and product liking is negative. This means that when the two-sided message is used this is perceived as more useful, and when the message is perceived

as more useful the product liking is less. Because perceived usefulness was focussed on the content of the message, it is logical that these two are related. Also according to existing literature reviews that have high argument diversity are perceived as more useful (Willemssen et al., 2011). Perceived usefulness of a review can be a predictor of the intention of consumers to comply with the review (Cheung, Lee & Rabjohn, 2008). This can explain why there is a relationship between perceived usefulness and product liking. Because when the message is perceived as useful, they comply with the product review and therefore like the product. There is also a logical explanation why the relationship between perceived usefulness and product liking is negative. When the message is becoming more useful (two-sided) not only the positive aspects of the product are being highlighted. When also the negative aspects are taken into account, it results into a lower product liking.

Source credibility showed also a mediating effect for the source of the message on trust. The relation between the source and source credibility is negative, and the relation between source credibility and trust is positive. This means that when the influencer is used, the source credibility is lower. And when the source credibility is higher, the trust becomes also higher. Existing literature states that any product claims made by a source with low credibility are perceived as less useful for judging any consumer responses (Grewal, Gotlieb & Marmorstein, 1994). This is also in line with the findings of this study. The influencer in this study was fictional. This could have led to believe that the source credibility of the influencer is lower. Because trustworthiness is a part of source credibility, it is logical that there is a relationship between source credibility and trust.

5.2 Limitations and future suggestions

This research had some limitations that could be improved in future research into influencer marketing. First of all the use of a fictional influencer could have had an impact on the results. With a fictional influencer the participants weren't able to have a bond with the influencer. This can result into having a hard time forming an attitude towards the influencer. Therefore for future research it is advisable to replicate the study with the use of an existing influencer.

The reach of the message did not have any effect in this study. Explanation for this might be that the distinction between micro and macro was not large enough. However the differences were tested in the pre-test to make sure the differences between micro and macro were clear, it might be that the number of followers and likes were too close to each other. Future research should make this distinction more clear in order to overcome this problem. Also the impact of the amount of followers of the source might have an influence on the perception of micro and macro. This is interesting for future research to take into account.

Another limitation of this study might be the fact that participants were not able to scroll through the Instagram page of the source. This is a limitation because since the participants could not see the comments; they could not investigate the used hashtags and could not do some more research about the product and source. For future research it is interesting to monitor participants who already follow an existing influencer.

The brand used in this study is an existing brand. This could have caused that participants answered based on their attitude towards the brand. However the brand was chosen because it was the least controversial, it does not alter the fact that the participants still have an attitude towards the brand. This might have led to biased answers but it is advised to make use of an existing brand again with future research. This is the advice since this makes it easier for participants to answer questions about attitude and trust. Also it is possible that the brand scored higher than the influencer because of the existing brand personality of Nokia. Therefore the study should also be done with other brands in order to see if other brands also score higher than an influencer.

The last limitation has to do with the used social media platform. This study solely focused on influencer marketing on Instagram. Therefore it is hard to generalize the outcomes of this study for other social media platforms. For future research it is advised to study the effects of influencer marketing on other social media platforms as well.

5.3 Practical implications

Opposed to prior research, this research showed that the brand scored higher than the influencer.

This shows that the use of an influencer on social media is not necessarily better than using the brand itself. The results of this study show that the source of the message had mostly significant effects on trust related variables. So if a company still wants to use an influencer instead of the brand itself, it is important to choose an influencer that scores high on trust, ability, benevolence, source credibility, trustworthiness and expertise.

An advice based on the outcomes of this study is that marketers should make use of two-sided messages. Existing literature showed that two-sided messages have a positive influence on the attitude of consumers. This study confirms this. The trust, product liking and perceived usefulness were positively influenced when using a two-sided message. This means that when adding both positive and negative aspects in the message, it leads to better consumer responses.

Another practical implication is that when the brand is being used as the source of the message, it is best to do this in combination with a one-sided message. This leads to the most clear and congruent combination. Congruency causes easier processing and positively affects consumer responses. This study showed that the combination of brand and one-sided message leads to higher source credibility and trustworthiness.

5.4 Conclusion

Because influencer marketing is on the rise, it is important for marketers to know how they should use this. Opposed to prior research, this research did not show that it is necessarily better to use an influencer instead of a brand. In this study the brand scored higher on trust related variables. So when a company still wants to use an influencer, it is advised to look closely which influencer can be trusted by the consumers. Furthermore, this study confirmed that the use of a two-sided message is better than to use a one-sided message. Especially when it comes to trust, perceived usefulness and product liking. But when the brand is the source of the message, it is best to use a one-sided message in order to be congruent.

This study did not confirm that the use of an influencer leads to more positive outcomes, probably because the used influencer was fictional. Therefore it is interesting to do further research focussing on existing influencers. Also future research should focus more on the micro versus macro influencers to see if there are any differences between the two, since this study showed no significant effects on the reach of the message.

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Appendices

Appendix 1 – Pre-test Questionnaire

A questionnaire for the pre-test was developed by using Qualtrics. The link that led to the questionnaire was shared with friends and family to collect the data. Firstly, the participants had to fill in some demographic questions about age, gender and education. The questionnaire consisted of two parts. In the first part of the questionnaire, the respondents were asked to rate several smartphone brands. This was done in order to find out which smartphone could be best used for the main manipulations. After the respondents had filled this in, they were asked to have a good look at an Instagram page and post. This page and post were used to find out if the differences between micro and macro were identified and also if the difference between the one-sided message and two-sided message was clear. To find out if the respondents identified the micro and macro in the right way, they were asked if they thought the number of followers and likes was high. For the content of the message they had to answer whether the message was positive, negative or both positive and negative. Also the participants had to answer the question if they thought the Instagram page and post looked realistic.

Results pre-test

In total, 17 participants finished the questionnaire. Six respondents were male, and 11 respondents were female. The youngest participant was 19 years old and the oldest participant was 60 years old. The average age of the participants is $M = 29.12$ ($SD = 13.12$).

The smartphone brand that was rated as the best was Sony with an average of $M = 4.41$ ($SD = 1.00$). The smartphone brand that was rated the lowest was LG with an average of $M = 3.71$ ($SD = 1.40$). Nokia was the brand that the respondents are most neutral about ($M = 4.12$, $SD = 1.05$).

The overall manipulation of the stimulus materials for reach was successful in the pre-test. The number of followers for the micro influencer ($M = 3.44$, $SD = 1.67$) was rated as lower as the

number of followers for the macro influencer ($M = 5.75$, $SD = 1.49$). The difference proves to be significant; $t(16) = 7.53$, $p = <.001$. This is also the case for the number of likes (micro: $M = 3.33$, $SD = 1.12$; macro: $M = 5.63$, $SD = 1.06$). The difference here also proves to be significant; $t(16) = 9.17$, $p = <.001$.

The message under the Instagram was also successful. The one-sided message was rated as mostly positive ($M = 5.50$, $SD = 1.41$) opposed to the two sided message ($M = 3.89$, $SD = 1.62$). This proves to be significant; $t(16) = -6.44$, $p = <.001$. The two-sided message was rated as both positive and negative ($M = 5.00$, $SD = 1.73$), this was not the case for the one sided message ($M = 2.88$, $SD = 1.64$). The difference is here also proven to be significant; $t(16) = -5.87$, $p = <.001$. This means that the manipulations for the content of the message are perceived in the right way.

The manipulation check proves that both the reach and content are significant. This means that the manipulations are interpreted in the right way and can be used in the main study. The smartphone brand that will be used in the main study is Nokia. Nokia is perceived as the most neutral, which means that the respondents didn't have a strong opinion about this brand. In the main study it is not about the attitude towards the brand, so the brand should not be controversial.

Pre-test questionnaire as shown to the participants

General questions:

Gender

Age

Education

Do you use Instagram?

For the following question you should make a choice whether you hate or love the following smartphone brands:

LG:

	1	2	3	4	5	6	7	
Hate	o	o	o	o	o	o	o	Love

Huawei

	1	2	3	4	5	6	7	
Hate	0	0	0	0	0	0	0	Love

HTC

	1	2	3	4	5	6	7	
Hate	0	0	0	0	0	0	0	Love

Nokia

	1	2	3	4	5	6	7	
Hate	0	0	0	0	0	0	0	Love


Acer

	1	2	3	4	5	6	7	
Hate	0	0	0	0	0	0	0	Love

Sony

	1	2	3	4	5	6	7	
Hate	0	0	0	0	0	0	0	Love

Have a good look and read the following images (Example)



728
berichten





107k
volgers

186
volgend

Volgen

Stef Peters
Muzikant
GOOD VIBES & ADDICTIVE FUNKY BEATS!
LET'S CREATE HAPPINESS! 🎵🎧🎸🎹🎤







stefpeters







5.730 vind-ik-leuks
stefpeters LG V20- the best thing you've ever heard. #LG #LGSmartphone #LGV20 #V20 #Playmore #HiFi #beoplay #music #musictime #sound #quality #tech #clear #playtime



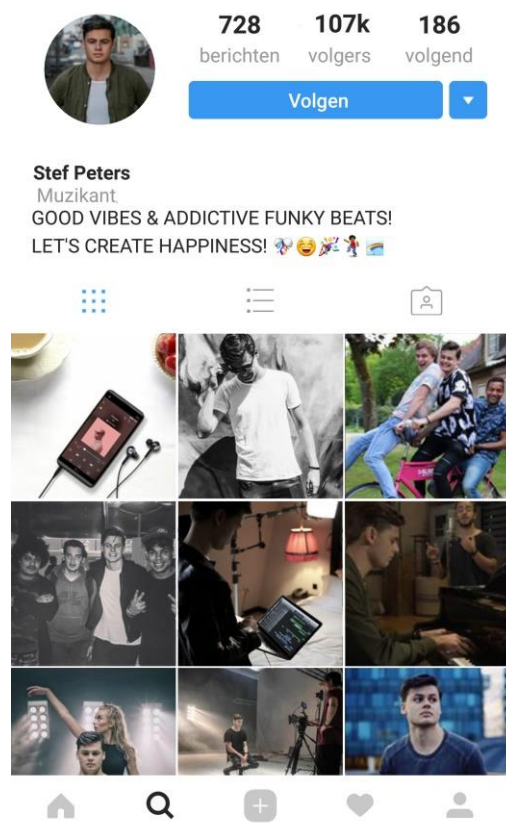
	Totally disagree	Disagree	Neutral	Agree	Totally agree
This Instagrammer is popular	0	0	0	0	0
This Instagrammer gets many likes	0	0	0	0	0
This Instagrammer has many followers	0	0	0	0	0
This Instagrammer is influential	0	0	0	0	0

	Totally disagree	Disagree	Neutral	Agree	Totally agree
The message under this post includes only positive sides of the product	0	0	0	0	0
The message under this post includes only negative sides of the product	0	0	0	0	0
The message under this post includes both positive and negative sides of the product	0	0	0	0	0

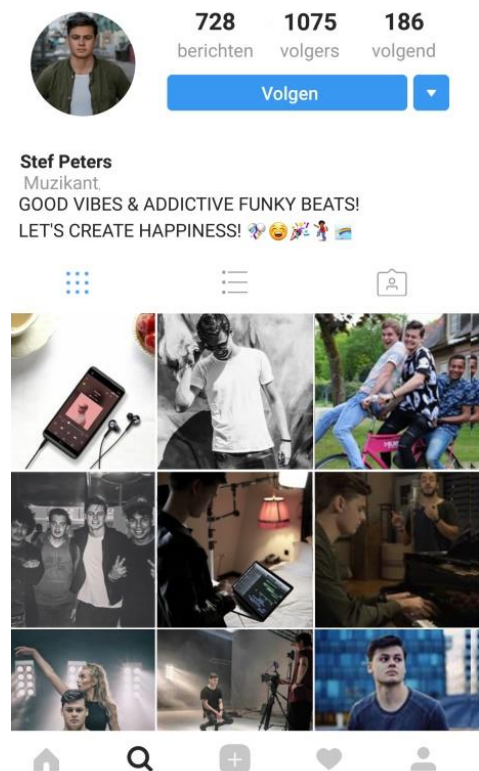
	Totally disagree	Disagree	Neutral	Agree	Totally agree
This Instagram page looks realistic	0	0	0	0	0
This Instagram post looks realistic	0	0	0	0	0

Appendix 2 – Stimulus materials pre-test

Macro – one-sided

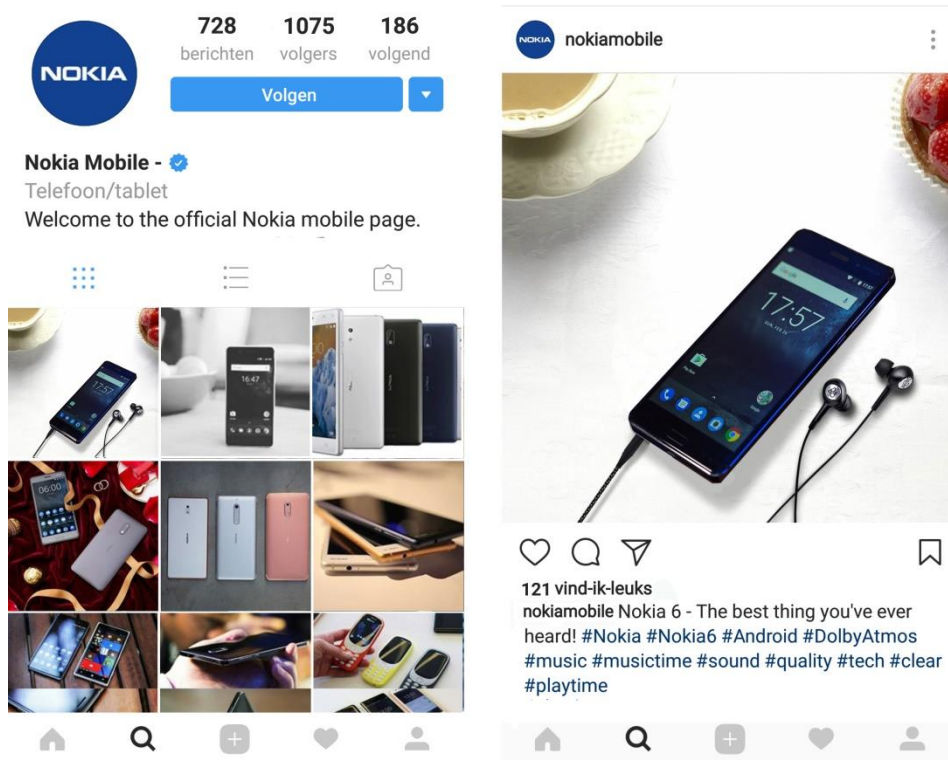


Micro – two-sided

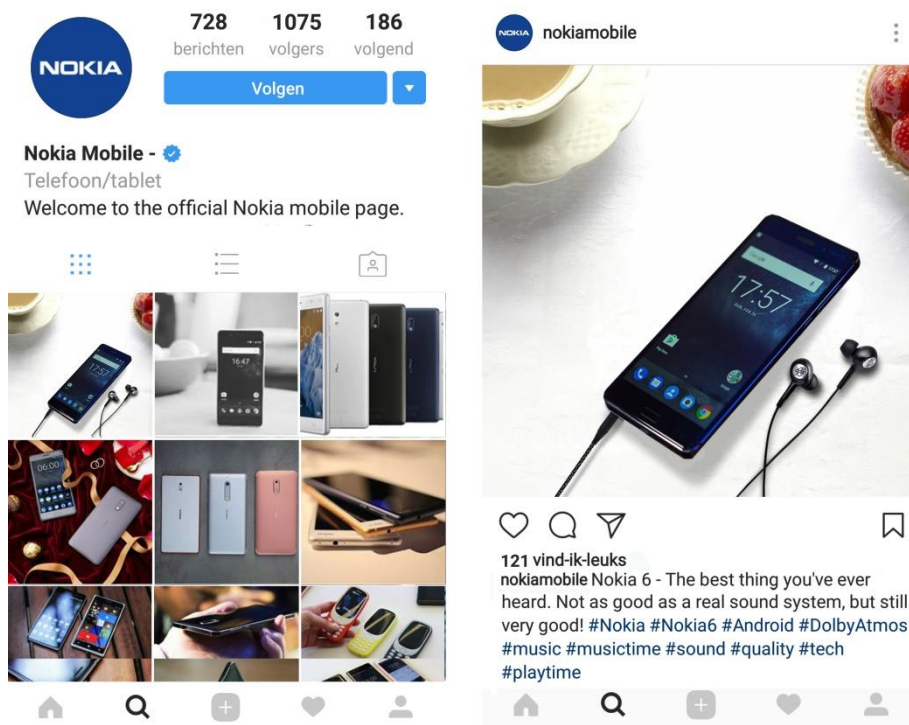


Appendix 3 – Stimulus materials main study

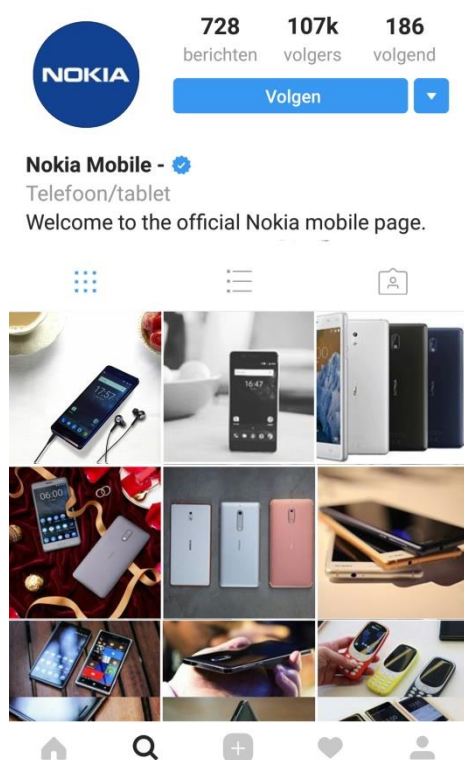
Nokia – micro – one-sided



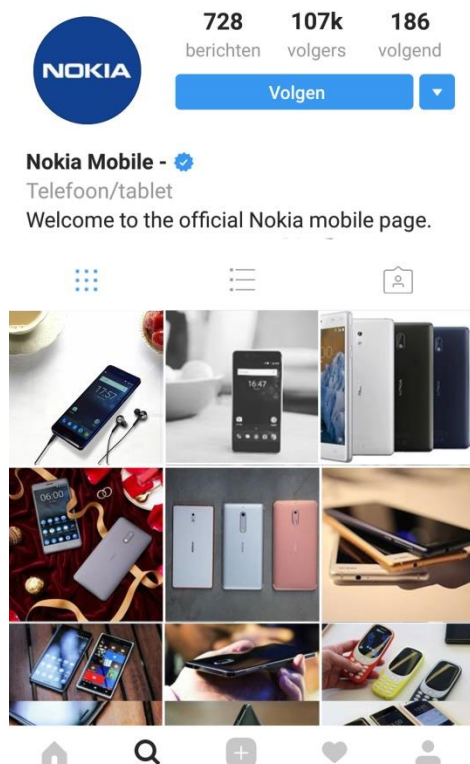
Nokia – micro- two-sided



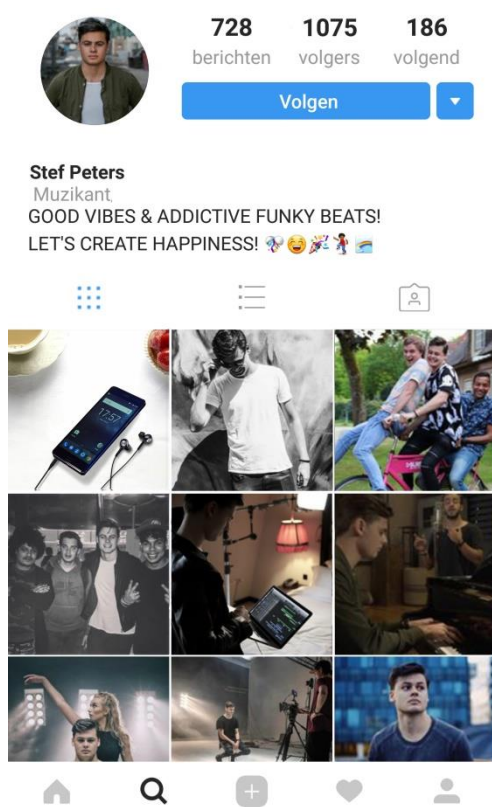
Nokia – macro – one-sided



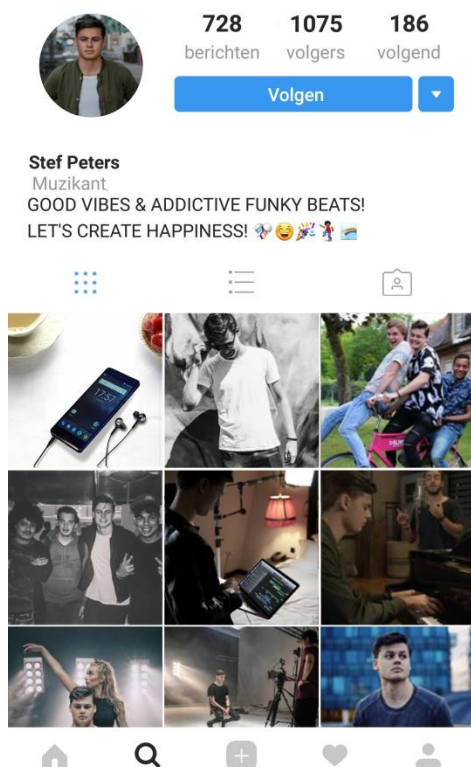
Nokia – macro – two-sided




Stef peters – micro – one-sided



Stef peters – micro – two-sided



Stef – macro – one-sided



728
berichten






107k
volgers

186
volgend

Volgen

Stef Peters
Muzikant
GOOD VIBES & ADDICTIVE FUNKY BEATS!
LET'S CREATE HAPPINESS! 🎵 🎧 🎶 🎸 🎹 🎤 🎧 🎶 🎸 🎹 🎤 🎧 🎶 🎸 🎹 🎤




stefpeters








5.730 vind-ik-leuks

stefpeters Nokia 6 - The best thing you've ever heard! #Nokia #Nokia6 #Android #DolbyAtmos #music #musictime #sound #quality #tech #clear #playtime







Stef Peters – macro – two-sided



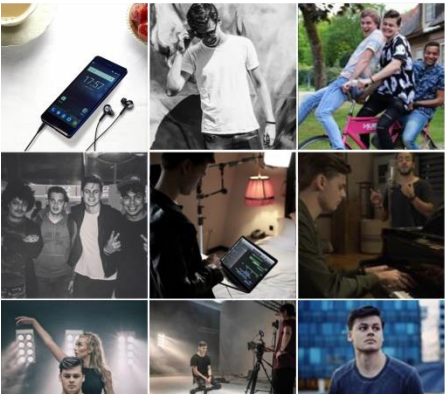
728
berichten



107k
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stefpeters








5.730 vind-ik-leuks

stefpeters Nokia 6 - The best thing you've ever heard. Not as good as a real sound system, but still very good! #Nokia #Nokia6 #Android #DolbyAtmos #music #musictime #sound #quality #tech #playtime







Appendix 4 – Questionnaire

General questions:

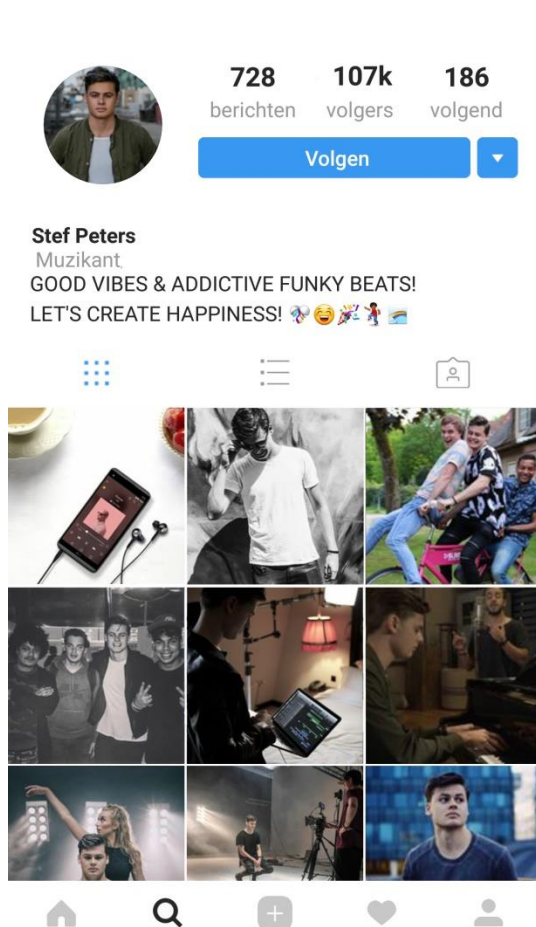
Gender

Age

Education

Do you use Instagram?

Have a good look and read the following images (Example)



	Totally disagree	Disagree	A little disagree	Neutral	a little agree	Agree	Totally agree
This Instagrammer is popular	0	0	0	0	0	0	0
This Instagrammer gets many likes	0	0	0	0	0	0	0

This Instagrammer has many followers	0	0	0	0	0	0	0
This Instagrammer is influential	0	0	0	0	0	0	0

	Totally disagree	Disagree	A little disagree	Neutral	A little agree	Agree	Totally agree
The message under this post includes only positive sides of the product	0	0	0	0	0	0	0
The message under this post includes only negative sides of the product	0	0	0	0	0	0	0
The message under this post includes both positive and negative sides of the product	0	0	0	0	0	0	0

Trust

Ability

	Totally disagree	Disagree	A little disagree	Neutral	A little agree	Agree	Totally agree
This Instagram user is capable of performing his job	0	0	0	0	0	0	0
This Instagram user has a lot of knowledge about this topic	0	0	0	0	0	0	0
I feel confident about the skills of this Instagram user	0	0	0	0	0	0	0

Benevolence

	Totally disagree	Disagree	A little disagree	Neutral	A little agree	Agree	Totally agree
My needs are important to this Instagram user	0	0	0	0	0	0	0
This Instagram user looks out for what is important for me	0	0	0	0	0	0	0
This Instagram user would not knowingly do anything to harm me	0	0	0	0	0	0	0

Integrity

	Totally disagree	Disagree	A little disagree	Neutral	A little agree	Agree	Totally agree
This Instagram user has a sense of justice	0	0	0	0	0	0	0
This Instagram user is trying to be fair	0	0	0	0	0	0	0
I think that this Instagram user is honest	0	0	0	0	0	0	0

Trust in the post

	Totally disagree	Disagree	A little disagree	Neutral	A little agree	Agree	Totally agree
This Instagram post seems reliable to me	0	0	0	0	0	0	0
I think that this Instagram post is honest and sincere	0	0	0	0	0	0	0
I have a feeling that this post is sincerely trying to service the reader	0	0	0	0	0	0	0
This post is interested in me and not in money	0	0	0	0	0	0	0

Online engagement

	Totally disagree	Disagree	A little disagree	Neutral	A little agree	Agree	Totally agree
I would share this Instagram post	0	0	0	0	0	0	0
I would like this post	0	0	0	0	0	0	0
I would comment on this post	0	0	0	0	0	0	0
This post will lead me into following this user	0	0	0	0	0	0	0
This post will lead me into unfollowing this user	0	0	0	0	0	0	0
I would tag my friends in this post	0	0	0	0	0	0	0

Product liking

common product	o	o	o	o	o	o	o	exceptional product
low quality	o	o	o	o	o	o	o	high quality
valuable	o	o	o	o	o	o	o	not valuable
attractive product	o	o	o	o	o	o	o	non attractive product
not interesting	o	o	o	o	o	o	o	very interesting
heavy	o	o	o	o	o	o	o	light

Perceived usefulness

	Totally disagree	Disagree	A little disagree	Neutral	A little agree	Agree	Totally agree
The message of this Instagram post is valuable	o	o	o	o	o	o	o
The message of this Instagram post is informative	o	o	o	o	o	o	o
This message of this Instagram post is helpful	o	o	o	o	o	o	o

Brand trust

	Totally disagree	Disagree	A little disagree	Neutral	A little agree	Agree	Totally agree
I find Nokia a sincere brand	o	o	o	o	o	o	o
I find Nokia an authentic brand	o	o	o	o	o	o	o
I find Nokia an expert brand	o	o	o	o	o	o	o
the brand Nokia keeps their promises	o	o	o	o	o	o	o
The brand Nokia is trustworthy	o	o	o	o	o	o	o
The brand Nokia acts in the interests of its customers	o	o	o	o	o	o	o
The brand Nokia misleads her customers	o	o	o	o	o	o	o

Source credibility

Attractiveness

Please rate the Instagram user on the following dimension

	1	2	3	4	5	6	7	
unattractive	o	o	o	o	o	o	o	attractive
Tasteless	o	o	o	o	o	o	o	Stylish
Ugly	o	o	o	o	o	o	o	Beautiful
Simple	o	o	o	o	o	o	o	Elegant
Not sexy	o	o	o	o	o	o	o	Sexy

Please rate the Instagram user on the following dimension

Trustworthiness

	1	2	3	4	5	6	7	
Irresponsible	o	o	o	o	o	o	o	Responsible
Unfair	o	o	o	o	o	o	o	Fair
Fake	o	o	o	o	o	o	o	Authentic
Unrighteous	o	o	o	o	o	o	o	Righteous
Unreliable	o	o	o	o	o	o	o	Reliable

Please rate the Instagram user on the following dimension

Expertise

	1	2	3	4	5	6	7	
No expert	o	o	o	o	o	o	o	Expert
Inexperienced	o	o	o	o	o	o	o	Experienced
Incapable	o	o	o	o	o	o	o	Competent
Ignorant	o	o	o	o	o	o	o	Well-grounded
Amateurish	o	o	o	o	o	o	o	Professional

Appendix 5 – Informed consent

Dear participant,

Thank you for participating in this study. This research is part of my Master thesis for the study Marketing Communications at the University of Twente. It is about Instagram posts.

There are no right or wrong answers because your opinion is important in this study. Please fill in every question or statement. If you are not sure about an option, just choose the one that you think is the most appropriate.

When you fill in this questionnaire, you will stay completely anonymous. The data will only be used by the researcher and will not be handed out to third parties. The data is being used confidentially. You can withdraw from this study at any moment as you wish to without giving any reason.

Thank you for participating!

Frankey van Tolij (f.vantolij@student.utwente.nl)

University of Twente

I am informed about the kind and content of this study. I understand that I can withdraw at any moment if I wish so, without giving any reason. I know that I stay anonymous when participating in this study.

I agree to voluntarily participate in this study, by continuing here.

Appendix 6 – Approval form of ethics committee

UNIVERSITEIT TWENTE.

Gedragswetenschappen

COMMISSIE ETHIEK (CE) FACULTEIT GEDRAGSWETENSCHAPPEN

AANVRAAGFORMULIER BEOORDELING
VOORGENOMEN ONDERZOEK DOOR CE, VERSIE 2

1. Achtergrond proefpersonen

1. Betreft het een medisch-wetenschappelijk onderzoek?

NB: Medisch-wetenschappelijk onderzoek wordt in deze context gedefinieerd als 'onderzoek dat als doel heeft het beantwoorden van een vraag op het gebied van ziekte en gezondheid (etiologie, pathogenese, verschijnselen/symptomen, diagnose, preventie, uitkomst of behandeling van ziekte), door het op systematische wijze vergaren en bestuderen van gegevens. Het onderzoek beoogt bij te dragen aan medische kennis die ook geldend is voor populaties buiten de directe onderzoekspopulatie.'

Nee

2. Titel

2b. Datum van de aanvraag

03-07-2017

2a. Wat is de titel van het onderzoek (max. 50 tekens)?

LET OP: Als u van het SONA systeem gebruik gaat maken, moet hier dezelfde titel worden vermeld als de titel die in SONA zal worden gebruikt. Deze titel zal ook zichtbaar zijn voor de proefpersonen (bij gebruik SONA).

Effectiviteit van Influencer marketing

3. Contactgegevens onderzoekers/uitvoerders

3a. Voorletters

F.

3b. Achternaam

van Toli

3c. Vakgroep (indien van toepassing)

0

3d. Studentnummer

1500082

3e. E-mailadres

f.vantolij@student.utwente.nl

3f. Telefoonnummer (tijdens het onderzoek):

0628767175

3g. Indien er meer dan één uitvoerder is, dan graag in het onderstaande invulblok de gegevens (voorletters/achternaam/e-mailadres/telefoonnummers) van alle uitvoerders van het onderzoek invullen.

-

4. Contactgegevens hoofdonderzoeker/begeleidend docent

LET OP: De eerst verantwoordelijke onderzoeker/begeleidend docent is verantwoordelijk voor de bij deze aanvraag verstrekte gegevens en het onderzoek als geheel en verleent (indien van toepassing) met de aanvraag in dit formulier toestemming aan ANDERE PERSO(N)EN (zie vraag 3) om voornoemde onderzoek met proefpersonen uit te voeren.

Deze eerst verantwoordelijke onderzoeker is een gepromoveerde onderzoeker.

4a. Voorletters

M.

4b. Achternaam

Galetzka

4c. Vakgroep

CW

4d. E-mailadres

m.galetzka@utwente.nl

4e. Telefoonnummer tijdens het onderzoek

+31534893329

5. Beoogde begin- en einddatum onderzoek

5a. Wat is de beoogde begindatum van het onderzoek?

10-07-2017

5b. Wat is de beoogde einddatum van het onderzoek?

31-07-2017

6. Doel en vraagstelling onderzoek

Geef een duidelijke en voldoende uitgebreide omschrijving van het onderzoek, waarmee een voldoende ethische beoordeling mogelijk is.

6a. Wat is het doel van het onderzoek?

Het doel van deze studie is om de effectiviteit van influencer marketing te onderzoeken. Dit wordt gedaan aan de hand van een vergelijking tussen een advertentie op Instagram die komt van een merk zelf of van een influencer. Ook wordt rekening gehouden met het bereik van de Instagram gebruiker, met andere woorden of de gebruiker micro of macro is. Daarnaast wordt er nog gekeken naar de invloed van de berichtzijdigheid. Hier wordt gekeken naar de invloed van een bericht dat alleen positiviteit bevat of een bericht dat zowel positief en negatief is. Deze factoren worden getest op de betrouwbaarheid en de online betrokkenheid.

6b. Wat is de vraagstelling van het onderzoek?

To what extent do the source of the message, reach of the source and message sidedness influence trust and the online engagement?

7. Binnen welk kader wordt het onderzoek uitgevoerd?

7. Het onderzoek wordt uitgevoerd in het kader van een studie. Het gaat specifiek om een:

Masterthese

8. Aard van het onderzoek

8. Wat is de aard van het onderzoek?

(Online) survey onderzoek

9. Gebruik Proefpersonen uit SONA

9. Wilt u voor uw onderzoek met proefpersonen gebruik maken van SONA?

Nee

10. Omvang aantal sessies

Probeer een zo goed mogelijke schatting te geven van de benodigde duur van het onderzoek.

LET OP: Het onderzoek moet worden aangevraagd in eenheden van 15 minuten.
Proefpersooncredits worden toegekend per standaard eenheid van 15 minuten.

10a. Zal een proefpersoon zijn/haar deelname afronden in één of meerdere sessie(s)?

In één sessie (vragen 10b en 10c zijn niet van toepassing)

10d. Wat is de totale duur van de sessie(s) in minuten?

10 minuten

11. Beoogde aantal proefpersonen, verdeling, inclusie en exclusie criteria

11a. Wat is het beoogde aantal proefpersonen?

240

11b. Wat is de beoogde verdeling man/vrouw onder de proefpersonen?

50% mannen, 50% vrouwen

11c. Wat zijn de beoogde inclusiecriteria?

mannen en vrouwen, 18 jaar of ouder, toegang tot internet

11d. Wat zijn de beoogde exclusiecriteria?

jonger dan 18 jaar

12. Procedure van het onderzoek

12. Wat moet een proefpersoon die aan dit onderzoek deelneemt doen?

Een duidelijke beschrijving van de procedure van het onderzoek (instructies aan de proefpersonen, te meten variabelen, condities, manipulaties, meetinstrumenten) is vereist.

Nadat de respondent heeft ingestemd met deelname aan dit onderzoek krijg de respondent een Instagram pagina en post te zien. Deze moet goed bekeken en gelezen worden. Aan de hand van deze afbeeldingen moeten ze vragen beantwoorden over twee afhankelijke variabelen, namelijk trust en online engagement. verder worden er vragen gesteld over de volgende mediators: perceived usefulness, brand trust, source credibility en self-congruity. Deze vragen zijn afkomstig van al bestaande schalen. Alle vragen moeten beantwoord worden op een 7 punts Likert-scale. Daarnaast zullen er nog een aantal demografische vragen gesteld worden over geslacht, leeftijd, opleidingsniveau en de bekendheid met instagram.

13. Is een van de onderstaande situaties van toepassing?

n.v.t.

14. Mogelijke gevolgen van het onderzoek voor de proefpersonen.

14a. Kan het onderzoek mogelijk ongemak en/of risico's opleveren voor de proefpersonen?

Nee

14b. Toelichting

Indien Nee: Graag toelichten.

Indien Ja: Leg uit op welke wijze het ongemak en/of de risico's voor de deelnemende proefpersonen gerechtvaardigd worden in het licht van mogelijke opbrengsten van het onderzoek (voor de proefpersonen en/of andere groepen). Leg ook uit welke maatregelen worden getroffen om ongemak en risico's zoveel mogelijk op te vangen of te beperken.

Het gaat puur over de mening van de respondenten over de stimulus materialen. Hier zitten verder geen risico's of ongemak aan vast. Mocht de respondent zich niet op zijn of haar gemak voelen dan kan op ieder gewenst moment gestopt worden met deelname aan het onderzoek.

15. Wilsbekwaamheid proefpersonen

Wilsbekwaamheid houdt in dat de proefpersonen beschikken over het individuele vermogen om zelfstandig beslissingen te nemen.

Proefpersonen zijn wilsbekwaam als zij:

- 18 jaar of ouder (meerderjarig) zijn, en
- ieder voor zich in staat zijn tot een redelijke beoordeling van het eigen belang ter zake.

Volwassenen die daartoe niet in staat zijn, zijn wilsbekwaam. (zie ook www.ccmo.nl/nl/onderzoek-bij-wilsbekwame-volwassenen)

15a. Zijn de proefpersonen wilsbekwaam?

Ja

16. Leeftijdscategorie

16. In welke leeftijdscategorie vallen de proefpersonen?

- ☒ Meerderjarig: 18 jaar en ouder (alleen toestemming proefpersoon nodig)

17. Volledige voorlichting vooraf

17a. Worden proefpersonen (en/of ouders/verzorgers) alvorens zij meedoen aan het onderzoek volledig over doel en inhoud van het onderzoek voorgelicht, bijvoorbeeld door middel van een brochure?

Nee

17b. Toelichting

Indien Ja: op welke wijze?
Indien Nee: waarom niet?

Om te voorkomen dat de respondenten te veel over het doel van het onderzoek weten worden ze niet volledig ingelicht. Op deze manier zullen de antwoorden minder gebaseerd worden op het doel van het onderzoek en meer op de mening van de respondenten.

17c. Welke informatie ontvangen proefpersonen (en/of ouders/verzorgers) vooraf over het doel en de inhoud van het onderzoek?

Dat het gaat over een marketing gerelateerd onderzoek dat zich bezig houdt met Instagram berichten.

18. Informed Consent

18a. Verlenen proefpersonen (en in geval van niet-wilsbekwame proefpersonen: de voogd of ouders/verzorgers) vooraf schriftelijk toestemming voor het onderzoek door middel van een 'Informed Consent' formulier met daarin informatie over doel, aard en duur, risico's en bezwaren?

Het gebruik van een Informed Consent formulier heeft sterk de voorkeur! Een standaard Informed Consent formulier is te vinden op de website van de Commissie Ethiek.

Ja

19. Volledige voorlichting achteraf

19. Op welke manier vindt de debriefing plaats? Kunnen proefpersonen (en/of hun ouders/verzorgers) bijvoorbeeld naderhand nog in contact treden met de onderzoeker over het onderzoek?

Indien Ja: op welke wijze?
Indien Nee: waarom niet?

De respondenten kunnen contact zoeken via het e-mailadres dat te zien zal zijn in het informed consent en aan het einde van het onderzoek.

20. Afhankelijkheid proefpersonen

20a. Beschrijf de relatie tussen de hoofdonderzoeker/onderzoekers enerzijds en de proefpersonen anderzijds.

De proefpersonen in dit onderzoek zijn nodig om de onderzoeker te helpen aan data om het onderzoek te kunnen voltooien.

20b. Zijn de proefpersonen, buiten de context van het onderzoek, in een afhankelijke of ondergeschikte positie t.o.v. de onderzoeker?

Nee

20c. Toelichting

Indien Ja: op welke wijze?

–

21. Duidelijkheid t.a.v. terugtrekken

21a. Wordt proefpersonen duidelijk gemaakt dat zij zich te allen tijde zonder verklaring/rechtvaardiging kunnen terugtrekken?

Ja

22. Beloning proefpersonen

LET OP: Alleen voor onderzoek waarbij alleen proefpersoon credits worden gegeven, kan gebruik gemaakt worden maken van het SONA systeem.

22. Welke beloning(en) kunnen proefpersonen ontvangen voor hun deelname aan het onderzoek.

☒ Geen

23. Opslag en verwerking gegevens

23a. Worden gegevens van het onderzoek vertrouwelijk behandeld en anoniem opgeslagen en verwerkt?

Ja

24. Inzage gegevens

24a. Hebben proefpersonen achteraf inzage in hun eigen gegevens?

Nee

24b. Worden de mogelijkheden tot inzage vooraf bekend gemaakt aan de proefpersonen? Op welke wijze?

Dit wordt niet bekend gemaakt.

Opmerkingen

n.v.t.