The influence of review formats on consumers' purchasing intention of fitness supplements.

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ABSTRACT,

In recent years, influencer marketing has become increasingly popular. Since it is a relatively new practice, marketers still lack a complete understanding of it. As of now, not much is known about the effectiveness of the format by which influencers post sponsored content. The purpose of this research is to find the most effective review format in terms of purchase intentions by which fitness influencers post product recommendations on social media platforms. Two frequently used formats are being compared in this study: the product-only format and the influencer-included format. A sub-objective of this research is to examine the relationship between source credibility and purchase intention in influencer marketing. Correlations between source credibility characteristics and purchase intention are used to determine the most effective format. Data was collected using an online experiment with a between subjects design and was later analyzed using SPSS. The findings of this research support earlier findings that source credibility has a significantly positive relationship with purchase intentions. As for review formats, no statistically significant differences were found between the majority of the source characteristics. This study did find that consumer perceive an influencer as more likeable when he is not visually present in the product review as a significantly higher mean score was found for the product-only format as opposed to the influencer-included format. Moreover, no evidence was found that the influencer-included format leads to higher purchase intentions.

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Keywords
Review format, Influencer marketing, fitness, source credibility, purchase intention, social media

1. INTRODUCTION

The increasing use of the internet has brought challenges to the online advertising world. Recent statistics show that 47% of the internet users use some form of ad blocker (GlobalWebIndex, 2019) and the increasing trust in word-of-mouth over companies' marketing messages, resulted in brands looking for other methods of getting their messages across to the consumers and see influencer marketing as an attractive method (Woods, 2016; Constantinides & Fountain, 2008; Hashoff, 2017). Influencer marketing can be described as the practice of engaging influential social media users to communicate brand messages in the form of sponsored content with their social network (Sammis et al., 2016). It has rapidly become a multi-billion dollar industry, worth an estimated $8 billion in 2019 and with a predicted growth rate of almost 90% by 2022, making it a practice which cannot be ignored (Businessinsider, 2019).

Since online product recommendations are being posted online, influencer marketing is often regarded as a form of eWOM marketing (Erkan and Evans, 2016), as brands try to create positive reviews by partnering with online celebrities to better reach the consumers. However, there has been little research done on the format of the reviews that are posted by these influencers. A post on social media that displays just the product accompanied with a written recommendation, for example, could yield different results compared to a photo posted on social media where the influencer poses together with the advertised product. A study by Jin and Muqaddam (2019) looked at these different review formats but did not make any conclusions about the effectiveness of the formats in terms of purchase intentions. Their main findings were that source credibility was higher when consumers were exposed to influencer-included posts compared to products-only posts which suggests that the presence of the influencer is an important factor. Research has also found that online reviews posted by sources who are perceived as highly credible have more persuasive power than reviews posted by sources who are perceived as less credible. (Sertoglu, Catli, & Korkmaz, 2014; Ohanian 1990; Pornpitakpan, 2004). Marketers therefore partner with influencers on social media as they expect them to be more credible and thus more persuasive. Additionally, research has found that opinions of others have a strong influence on the purchase behaviour of online consumers (Cantallops & Salvi, 2014; Almana & Mirza, 2013).

The global fitness supplements industry is a growing market (Statista, 2019). Not just professional athletes but also casual gym goers resort to supplements like whey protein, pre-workout and creatine to enhance their dietary needs that could help them reach their goals. With the many different brands offering these products, consumers can find it hard to decide on what to purchase and as literature has shown people tend to refer to other people's opinion to help them in this decision process (Constantinides and Holleschovsky, 2016; Dellarocas, 2003). On social media platforms, there are many fitness celebrities who have an exemplary physique for the majority of their followers. Promoting fitness supplements through these influencers could have a strong impact on consumers purchasing decisions as Zak and Hasprova (2020) found that influencers from the sports field are more trusted than influencers from any other field.

1.1 Research objective

This study aims to examine if the inclusion of an influencer in a product review in the form of a social media post has a significant difference on purchase intention as opposed to a product-only review where the influencer is thus visually absent. Influencers operate in many different fields, such as fashion, cosmetics and fitness but this research focuses specifically on fitness influencers. The main focus of this study is therefore on the impact of the format of these reviews on purchase intention by looking at two formats: the influencer-included format and the product-only format. Both formats are frequently used by fitness influencers on social media. We will examine this by conducting an online experiment with a between subjects design. A sub-objective of this study is to examine the relationship between source credibility characteristics and purchase intention. The effectiveness of an influencer in creating purchase intentions depends on the source's credibility and will subsequently be used to determine the most effective review format in creating purchase intentions (Yoon et al., 1998; Pornpitakpan, 2004; Samarasinghe, 2017; Erdogan, 1999).

1.2 Research question

As the main objective of this research paper is to find the influence of review format on purchase intention, the following research question is formulated: *What is the influence of review formats on consumers' purchasing intention of fitness supplements?*

This study also aims to examine the relationship between the source credibility characteristics and purchase intention and therefore the following sub-question is formulated: *What is the relationship between the source credibility characteristics and purchase intention of fitness supplements?*

1.3 Academic and practical relevance

As influencer marketing is still a relatively new practice, research hasn't covered all aspects of it. Most studies focus on the benefits of it on multiple dimensions such as brand attitude and purchase intention but research about formatting is very limited. Also marketers still lack a clear understanding of the processes around influencer marketing (Childers et al., 2019). This study contributes to a study by Jin and Muqaddam (2019) by placing the researched topic in a different context. Instead of looking at influencers operating in the field of fashion, this study focuses on another popular field which is fitness. In addition, purchase intentions were not directly examined in their study and will be the main point of focus in this study. A better understanding of these topics could be used by marketers to improve the effectiveness of influencer marketing campaigns. If the results show that either one of the formats is significantly better at leading to purchase behaviour, marketers would want their partnered influencers to use this format more often and perhaps differentiate in price per post based on the format of the post.

1.4 Outline of this paper

In the next section of this paper we will have an overview of the existing literature relevant to the topics of this paper. Based on the literature in the theoretical framework, a research model is developed and hypotheses are formulated. This will be followed by the research methodology as well as the analysis of the gathered data. This paper ends with a conclusion and discussion about the findings in. Recommendations and implications for further research will also be discussed.

2. THEORETICAL FRAMEWORK

2.1 Research context

Current research on review formats, specifically the role of the influencers presence in creating purchase intention, is very limited. Most prior studies about review formatting focus on effects of advertisement disclosure (Evans et al., 2017; Carr & Hayes, 2014; Hwang & Jeong, 2016) or product placement (Liu, Chou & Liao, 2015; Alassani & Göretz, 2019; Russell & Rasolofoarison, 2017) but not many researchers have considered the importance of influencers appearing together with the product. The presence or absence of an influencer in a sponsored post can be of great importance. When a post contains solely the advertised product, the post might look too much like a traditional advertisement which can lead to negative attitudes towards it (Althoff, 2017). In contrast, a post which includes the presence of the influencer can be seen as part of the influencers normal life and prevents their followers to assume that there is an advertisement strategy behind it (Althoff, 2017).

Source credibility can be defined as *"the communicator's positive characteristic that affects the receiver's acceptance of a message"* (Ohanian, 1990, p41). Numerous prior studies have linked source credibility with purchase intentions and the vast majority support the idea that source credibility is positively related to purchase intentions (Ohanian 1990; Yoon et al., 1998, Pornpitakpan, 2004; Erdogan ,1999). A study by Jimenez and Mendoza (2013) found that reviews that are perceived as more credible lead to higher purchase intentions for both experience and search products. Therefore, this study makes the assumption that a review which is perceived as highly credible leads to more purchase intentions than a review which is lower in credibility. This will be tested by examining the relationship between the different source characteristics (discussed in 2.2) in a product review and purchase intention. After examining this relationship, we will test if the influencer-included format significantly moderates the relationship between the source characteristics and the consumers intention to purchase. This is visualized in our research model (Figure 1).

2.2 Source credibility, attractiveness and purchase intentions.

According to the source credibility theory, the acceptance of a message from a source is depending on the trustworthiness and the expertness of the source (Ohanian, 1990). The components trustworthiness and expertise were adapted from an earlier study by Hovland, Janis, and Kelley (1953) who defined expertise as *"The extent to which a communicator is perceived to be a source of valid assertions"* (p21). In other words, expertise refers to the extent to which others view a source as well-informed about a certain topic (Stiff & Mongeau, 2003). It therefore does not matter if the influencer is in fact an expert, it is only important that an influencer is perceived as such by the consumers (Erdogan, 1999; Hovland et al., 1953) Hovland and associates define trustworthiness as *"The degree of confidence in the communicator's intent to communicate the assertions he considers most valid"* (p21). In short, trustworthiness refers to the perception that the source knows the truth and speaks the truth (Stiff & Mongeau, 2003).

The social influence theory by Kelman (1958) explains how celebrities can influence consumers. He first describes the process of *compliance*, which occurs when individuals accept influence from others because they hope for a favorable reaction. They might be interested in a specific reward or avoid disapproval by the influencer if the consumer complies with his message. *Identification* occurs when individuals accept influence because they want to maintain or create a self-defining relationship with a person. An individual might even attempt to become like the other person and buying the advertised product could help them in this process or at least make them look alike (McCormick, 2016). It is expected that identification has a big impact in this study. Fitness influencers have an exemplary physique and promoting products by saying they helped them get into this shape could lead to persuasive behaviour by the consumers since they may believe that this will make them look like the influencer. *Internalization* occurs when the proposed behaviour from the influencer is congruent with their value system. This process explains how a message can influence consumers' beliefs, opinions, attitudes and behaviours (Erdogan, 1999). Consumers will buy the products from the influencer if they believe that they possess a certain degree of expertise.

The term purchase intention is described by Lu et al., (2014) as *"the consumers' willingness to buy a given product at a specific time or in a specific situation"* (p261). Purchase intentions is often used as a predictor of consumers' actual buying activities. (Kamalul Ariffin, 2018). Many prior studies have examined the relationship between source credibility and purchase intentions. In online reviews, consumers determine the credibility of the review by considering the source. They do this by estimating how trustworthy and expert the source is (Chakraborty, 2019). Conflicting findings have been found as some researchers have failed to find a significant effect of one or more source credibility characteristics on purchase intentions. Ohanian (1991) only found that expertise had a significant effect on purchase intention. However, other studies have found significant effects of all source credibility characteristics on purchase intentions. Yoon et al. (1998) looked at the influence of the source credibility characteristics on purchase intentions between Americans and Koreans and found similar results across the two cultures. The source credibility variables were all significantly correlated with purchase intentions. These findings were further supported by Pornpitakpan (2004) who argued that high-credible sources are superior in creating purchase intentions over low-credible sources. With the previous findings in mind, this study predicts that a credible reviewer leads to greater purchase intentions. This is hypothesized in 2.4 and will be tested as part of this study.

In addition to the source credibility theory by Hovland and associates (1953), Ohanian (1990) included a third component; attractiveness, adopted from another frequently used model, the source valence model (McGuire 1985). However, in his model attractiveness mostly focused on physical attributes of the source, whereas Erdogan (1999) argued that attractiveness is not solely based on physical attributes. Since we try to examine the differences between product-only and influencer-included reviews, it does not make sense to solely focus on physical attractiveness. For example, items by which Ohanian (1990) measured attractiveness were 'sexiness' and 'handsomeness' which are not typically associated with product-only reviews where the physical appearance of the influencer is absent. Therefore, we exclude physical attractiveness in this study. Instead, we use the other components from the source attractiveness model (McGuire 1953) to measure attractiveness. The components used in this model are

familiarity, similarity and likeability. Familiarity refers to *"the level of knowledge of a source through exposure"* (Erdogan, 1999, p299). Familiarity implies that when a source has established a relationship with consumers and is easily recognized, they are more likely to trust the source which facilitates the decision making process (Lee & Yurchisin, 2011, p276). Prior research has found that information coming from a source who is similar or familiar produces greater levels of trust, appears more authentic and has a greater effect on consumers purchasing behaviour as opposed to the same information received from marketing messages created by brands (Harmeling et al., 2016; Trusov et al., 2009; Arndt, 1967; Brown & Reingen, 1987). Similarity is defined as *"a supposed resemblance between the source and the receiver of the message"* (Erdogan, 1999, p299). In the context of this study, with similarity we mean the extent to which a consumer identifies with an influencer. Woodside and Davenport (1974) studied the effect of perceived similarity of the consumers with a salesperson and found a significant relationship between similarity and the likelihood of purchasing. Salesmen who are perceived as similar to the consumer generated 22% more sales than salesmen who were perceived as dissimilar. In a more digital context, this relationship has also been supported by a study from Fu and colleagues (2019), who looked at the effects in the context of online movie ticket purchases and found that similarity has a positive relationship purchase intentions. The last source component is likeability which refers to the *"affection for the source as a result of the source's physical appearance and behaviour"* (McGuire, 1985, p239). According to a study by Samarasinghe (2017), when a celebrity possesses a charismatic personality, attractive physical appearance and a good sense of humor, the celebrity will be liked by the consumer. This will subsequently lead to higher intention to purchase the advertised product by the liked celebrity. Similarly to source credibility, literature suggests that source attractiveness is positively associated with purchase intentions.

This study looks at the purchase intentions of fitness supplements. A fitness supplement is a form of dietary supplement which is defined by the Health and Education act (1984) as "a product other than tobacco intended to supplement the diet that bears or contains one or more of the following ingredients: a vitamin, a mineral, an herb or other botanical, an amino acid, a dietary substance for use by man to supplement the diet by increasing the total daily intake, or a concentrate, metabolite, constituent, extract or combination of any of the above". To classify this into a fitness supplement, the supplement must be taken with the purpose of increasing muscle mass, losing weight, improving endurance or any other sports related purpose.

2.3 Influencer marketing

The practice of promoting products through celebrities is not a new one. Brands would traditionally partner with professional athletes, actors and supermodels to endorse their products (Friedman and Friedman, 1979). The purpose of celebrity endorsement is to use their public image to draw more attention to the advertised product and thus increase the consumers intention to purchase the product (McCormick, 2016). This is effective as celebrities have the ability to enhance the readership or viewership of the advertisement and are able to associate their positive personality characteristics with the promoted product or brand (Vijayakumar & Ramakrishnan, 2016).

In recent years, with the rapid increase in social media use, a new type of celebrity emerged: the so-called micro-celebrity. Micro-celebrities are influencers who operate on social media platforms and have acquired a sizable network of followers who are unknown to most and ignored by mainstream media but are considered experts and trendsetters in one or several niches (Marwick 2015; Veirman et al 2017). Whereas traditional celebrities gained their status through their professional talent and their achievements, influencers gained their popularity by successfully branding themselves as experts in specific niches on social media (Khamis et al., 2017). The term influencer marketing refers to the marketing practice of engaging influential users on social media platforms to communicate brand messages in the form of sponsored posts with their social network (Sammis et al., 2016). It can be regarded as one of the fastest growing marketing practices in reaching new customers online (Kadekova and Holiencinova, 2018). The effectiveness of this marketing practice lies in the fact that consumers put more trust in, and react more positively towards, messages that come from a trusted source as opposed to sponsored posts created by brands. (Colliander and Dahlen, 2011; Childers et al., 2019; Woods, 2016). Compared to traditional celebrity endorsers, social media influencers have the advantage that their followers feel that they have more in common with them as the traditional celebrity is seen as someone from a different class in society making them less relatable for their followers (Woods, 2016). Since it is a relatively new trend in marketing, marketers still lack a clear understanding of how to effectively carry out the practice of influencer marketing. (Childers et al., 2019). This study aims to contribute to this understanding by examining the best format by which influencers can post their sponsored content in creating purchase intention for their audiences. Based on previous literature about source credibility and attractiveness this study predicts that the influencer-included review format has a positive impact on the relationship between the source characteristics and purchase intention. This is visualized in 2.4 below and hypotheses are formulated reflecting this prediction.

2.4 Hypotheses and research model

Figure 1: Research model
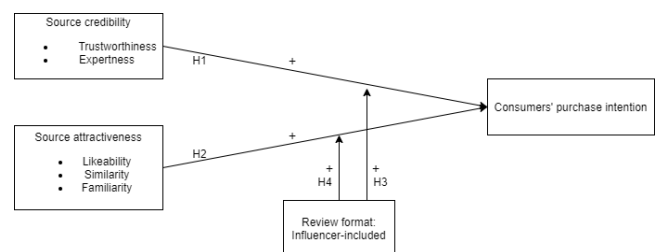
The following two hypotheses are formulated to examine the relationship between the source characteristics and consumers' purchase intention. This study predicts that there is a positive relationship between the source characteristics and purchase intention as that is what the majority of prior studies have found.

H1: There is a positive relationship between source credibility (trustworthiness, expertness) of an influencer in a product review and purchase intentions.

H2: There is a positive relationship between source attractiveness (likeability, similarity, familiarity) of an influencer in a product review and purchase intentions.

To answer the main research question, the following two hypotheses are formulated. This study predicts that the review format where the influencer is present will result make the relationship between the source credibility and attractiveness characteristics and purchase intentions stronger, and thus positively moderates it.

H3: The visual inclusion of an influencer in a product review would affect the relationship between source credibility (trustworthiness, expertness) and purchase intention in a way that influencer-included posts on influencers' social media accounts will increase the effect of source credibility on purchase intention.

H4: The visual inclusion of an influencer in a product review would affect the relationship between source attractiveness (likeability, similarity, familiarity) in a way that influencer included posts on influencers' social media accounts will increase the effect of source attractiveness on purchase intention

3.   METHODOLOGY

In this chapter we will describe the methodology used in this research. This section starts by discussing the research design of this study. After that we will look at the sample and lastly we elaborate on the measurements used in this research.

3.1 Research design

To find an answer to the main research question and sub-question, data was gathered from the sample using a quantitative data collection approach. This was in the form of an online experiment which was conducted using Qualtrics. Due to the recent COVID-19 pandemic, the data gathering options were limited. The advantage of using a survey is that it enabled us to get a larger number of participants regardless of geographical barriers and limitations regarding the pandemic.

A survey was prepared with a treatment group where a stimulus was present and a control group for comparison where the stimulus was absent. The stimulus was in this case the visual inclusion of the influencer together with the product. The only difference between the groups was that the control group would be exposed to just a photo of a product, accompanied with a written review by the influencer. The treatment group would have the same written review but with a photo of the influencer together with the product; the stimulus (Appendix 1). This represents the two different review formats. By conducting an experiment with this design allows us to make a potential conclusion that a difference between the two groups is in fact caused by the added stimulus to the treatment group, in this case the inclusion of an influencer (Babbie, 1998). We measure this through the effects on the relationship between the source characteristics and purchase intention.

The product in this survey is a pre-workout supplement by the brand Myprotein. The influencer used in the review is Merijn Schoeber, a Dutch fitness influencer who has a YouTube channel with nearly 300.000 subscribers. We based the decision for selecting the combination of this influencer with this product on the match-up hypothesis. This states that the advertisement is more effective in creating purchase intention if a 'fit' between product and the influencer exists (Santos et al., 2019; McCormick, 2016). In other words, the source should have a natural relationship with the advertised product. Therefore, we use an influencer popular in the fitness scene to endorse the product. Merijn is one of the most popular fitness personalities in the Netherlands and has a partnership with Myprotein which is why this brand was chosen.

The survey encompasses 35 (sub)questions., and starts with 5 general information questions about the population and 1 screening question. Gender, age, level of education, employment status and country of residency are being asked to get a better image of the sample. No personal identification information like the respondent's name or email address was asked. All respondents participated on a voluntary basis and had the option to interrupt and continue the survey at a later time.

3.2 Sampling

A total of 218 respondents participated in the experiment. Before the respondent would start, a screening question was asked to ensure relevancy to this study. The question asked if the respondent uses any kind of fitness supplements or is interested in doing so. If this question was answered by 'no', the survey was terminated immediately. If the question was answered by 'yes' the participants would proceed to the main survey questions. The decision for the inclusion of this question was made by keeping in mind that respondents who don't use some type of fitness supplements or are not interested in them at all will not show any intent to purchase these products, no matter how persuasive the influencer is. Furthermore, participants who completed the survey in less than two minutes were also excluded from the survey to make sure that people who would just randomly click through the survey without reading the questions would not have an impact on the data. It was estimated that the survey takes approximately five minutes to complete so anything under two minutes was considered unrealistic. With the aforementioned criteria, to ensure enough participants for the experiment, the non-probability sampling method convenience sampling was chosen. This method has the advantage that data is assembled in an efficient manner and quickly available for further evaluation (Marshall, 1996). It was shared among the authors social network on online platforms such as Facebook, Instagram and LinkedIn and on survey sharing platforms and was available for a 3 week period. The survey could be filled out using any display device that has an internet connection (smartphones, tablets, computers).

After excluding respondents who said no to the screening question, removing partially filled out surveys and surveys that were filled out in 2 minutes or under, the total data set was reduced to 99 complete surveys. After the screening question, participants would be randomly assigned to the control group (product-only) or treatment group (influencer-included). This resulted in a control group of 51 respondents and a treatment group of 48 respondents. All the questions were identical for both groups.

3.3 Measurement

All the measures used in this survey were adopted from previously validated scales. A complete overview of the operationalization used in this study can be found in Table 1. The source credibility characteristics 'trustworthiness' and 'expertness' were measured by Ohanian's (1990) frequently used scale. We measured these variables on a 7 point semantic differential scale. An example of an item used for 'trustworthiness' is reliability where 1= "unreliable" and 7= "reliable". For 'expertness' an example of an item used is experience where 1= "inexperienced" and 7= "experienced". The

variables 'familiarity', 'similarity' and 'likability' were adopted from the source attractiveness model (McGuire, 1985). A scale to measure these variables was later constructed by Peetz, Theodorne Byrne (2012). We measured the variables from this model on a 7 point Likert scale with 1= "strongly disagree" and 7= "strongly agree". An example of an item by which 'familiarity' is measured is "When I read the product review above, I recognized the reviewer". An example of an item by which 'similarity' is measured is "When I read the product review above, I identified with the reviewer". The last variable, 'likability' was measured with for example "When I read the product review above, I liked the reviewer". The dependent variable 'purchase intention' was also measured. The items were borrowed from MacKenzie, Lutz and Belch (1986) and we measured purchase intention on a 7 point semantic differential scale. An example of an item used is 'likelihood of buying the product' where 1= "unlikely" and 7= "likely". Table 1 below displays an overview of the measurements used in this research. The full list of questions used can be found in the appendix (Appendix 1).

Table 1: Operationalization of the source characteristics and purchase intention.

Concept	Component	Source	Questions
Source credibility	Trustworthiness	Ohanian (1990)	5 semantic differential scale questions
Source credibility	Expertness	Ohanian (1990)	5 semantic differential scale questions
Source attractiveness	Likeability/simil arity/familiarity	McGuire (1985)	/
Source attractiveness	Likeability	Peetz, Theodore Byrne (2012)	7 Likert scale questions
Source attractiveness	Similarity	Peetz, Theodore Byrne (2012)	7 Likert scale questions
Source attractiveness	Familiarity	Peetz, Theodore Byrne (2012)	7 Likert scale questions
Purchase intention	/	MacKenzie, Lutz & Belch (1986)	3 semantic differential scale questions

4.   RESULTS

In this chapter of the report, the collected data from the survey will be analyzed using SPSS. We will first have a closer look at the respondents by reporting descriptive statistics about the sample. Then we will check the reliability of the items in the construct by testing the internal consistency using Cronbach's alpha. As our hypotheses stated, we must test whether or not the source characteristics have a significant influence on purchase intentions. We will use the results to accept or reject hypotheses 1 and 2. Further statistical testing will allow us to make comparisons between the two groups in terms of the source characteristics and purchase intentions by performing a t-test. Lastly we will look at the moderating effect of review formats on the relationship between the source characteristics and purchase intention to test if influencer-included review format significantly affects this relationship, which is the main objective of this study. This will be

tested with hypotheses 3 and 4.. In this chapter, The treatment group refers to the respondents who were exposed to the influencer-included review. The control group refers to the respondents who were exposed to the product-only review.

4.1 Descriptive analysis

The general information questions asked in the survey provided us with a better image of the respondents. Of the respondents 53 were male (53.5%) and 46 were female (46.5%). Almost 70% of the respondents were between 18 and 25 years of age. The second most represented age group was 26 to 34 years of age, with just over 22% of the respondents belonging in this group. The remaining 8% of respondents were aged between 13 to 18 years of age and 35 to 54 years of age with 3% and 5% respectively.

Most of the surveys were taken by people living in the Netherlands (53.5%). 12.1% of the respondents live in Germany, 11.1% in the US, 10.1% in the UK, 2% in India and another 2% in Czech Republic. The remaining respondents lived in single represented countries, these can be found in the Appendix (x).

The majority of the respondents have received at least a bachelor's degree (48.5%) or a master's degree (25.3%). Furthermore, 2% received less than a high school diploma, 7.1% a high school diploma or equivalent, 8.1% are enrolled in some college but have not yet received a degree, 7.1% did receive a college degree and lastly 2% received a doctoral degree.

The employment status was also asked. 48.5% of the respondents are employed, with an additional 11.1% being self-employed. 22.2% of the respondents are unemployed while 18.2% have reported their employment status as 'other' A full overview of the descriptive statistics can be found in appendix 2.

4.2 Reliability

Before any statistical tests can be performed, we must recode the values of some items to represent their true value. Specifically the items Q15_2, Q16_4, Q17_5, Q27_2, Q28_4 and Q29_5 had to be reverse scored as they were negatively asked (see Appendix 1 for the full list of items). Now to measure internal consistency of the scale items, Cronbach's alpha was run. The minimum value for Cronbach's alpha should be 0.7 or higher to be adequate (Nunnally, 1978). The results indicate that all measures show good reliability, as can be found in table 2. Therefore the decision was made to keep all items from the scale.

Table 2: Reliability coefficients.

Group	Variable	Cronbach's Alpha
Control	Trustworthiness	0,930
Treatment	Trustworthiness	0,789
Control	Expertness	0,935
Treatment	Expertness	0,924
Control	Likeability	0,942
Treatment	Likeability	0,751
Control	Similarity	0,931
Treatment	Similarity	0,866
Control	Familiarity	0,928
Treatment	Familiarity	0,790
Control	Purchase Intentions	0,905
Treatment	Purchase Intentions	0,927

4.3 Effects on purchase intention

Before we can examine if the visual inclusion of an influencer in a product review has an effect on the relationship between the source characteristics and purchase intention, we must test whether or not a significant relationship between trustworthiness, expertness, likeability, similarity, familiarity and purchase intention exists. Previous studies did find this relationship and therefore we hypothesized that there is indeed a significant relationship between the source characteristics and intention to purchase. This will be tested using Pearson's correlation through SPSS and a complete overview of the results can be found in table 3 below.

First the source credibility characteristics were tested and results indicated that there was a moderate significant positive association between trustworthiness and purchase intention with a Pearson's coefficient of 0.571. For expertness, results indicated that there was also a moderate significant positive association with purchase intention with a Pearson's coefficient of 0.408. Based on existing literature we hypothesized that there would be a significant positive relationship between the source credibility characteristics and purchase intention (H1). These results allow us to accept H1 as a significant positive relationship was found between both the source credibility characteristics and purchase intention. Trustworthiness and expertness both showed a significant relationship with purchase intention at a p<.01 level.

The relationship between the source attractiveness characteristics and purchase intention was also tested and for likeability a moderate positive relationship was found with a Pearson's coefficient of 0.439. Similarity and familiarity also indicated a moderate positive relationship with Pearson coefficients of 0.578 and 0.326 respectively. As well as for the source credibility characteristics, we predicted a significantly positive relationship between the source attractiveness characteristics and purchase intention (H2). The results allow us to accept H2 since a significant positive relationship was found between all source attractiveness characteristics and purchase intention at a p<.01 level.

4.4 Comparison between formats

In this section we will examine if the differences in source characteristics and purchase intention are significant between the product-only group and the influencer-included group by comparing the means. An independent sample t-test with a confidence level of 95% was performed. The complete overview of the results can be found in table 4 below.

First, the differences between the formats for the source credibility characteristics is being looked at. Between the two groups, no statistically significant difference was found for trustworthiness, with the product-only group attaining a higher mean score than the influencer-included group. This was also the case for expertness where the product-only group also attained a higher mean score than the influencer-included group.

For the source attractiveness characteristics we did find a statistically significant difference between the formats for likeability, with the product-only group attaining a higher mean score than the influencer-included group. No statistically significant difference was found between the groups for similarity and familiarity, with the product-only group attaining a higher mean score than the influencer-included group for both characteristics.

Lastly we compared the means of purchase intention between the two groups. The results indicate that there is no statistically significant difference for purchase intentions, with the product-only group attaining a higher mean score than the influencer-included group.

4.5 Moderating effect of review formats

To answer the research question, in this section we will examine the effect of review format on the relationship between the source characteristics (trustworthiness, expertness, likeability, similarity, familiarity) and purchase intention. To accomplish this, we will test hypothesis 3 and 4 by running a multiple linear regression with interaction variables in SPSS. We hypothesized that the inclusion of an influencer in a review will make the relationship between the source characteristics and purchase intention stronger, as opposed to product-only reviews. The relationship between the source characteristics and purchase intention was tested in chapter 4.3 and statistically significant associations were found between all independent variables and the dependent variable.

The results show that an influencer-included review format did not have a moderating effect on the individual relationships between any of source characteristics and purchase intentions (table 5). The change in R^2 is not statistically significant which suggests that the inclusion of the interaction variable, the influencer-included format, does not moderate the relationship between the source characteristics and purchase intention.

Table 3: Pearson's correlation of purchase intention and source characteristics.

	Mean	SD	1	2	3	4	5	6
1 Purchase intentions	3.7744	1.46062	-					
2 Trustworthiness	4.4222	1.02892	0.571**	-				
3 Expertness	5.1010	1.06153	0.408**	0.289**	-			
4 Likeability	4.3579	0.94527	0.439**	0.711**	0.403**	-		
5 Similarity	3.8615	1.20779	0.578**	0.516**	0.175	0.612**	-	
6 Familiarity	3.1616	1.44288	0.326**	0.201*	0.261**	0.159	0.304**	-

**p<.01; *p<.05

Table 4: Differences between the formats

	Influencer-included format		Product-only format			
	Mean	SD	Mean	SD	Difference in means	T-test significance
Trustworthiness	4.25	0.84	4.58	1.16	0.33	0.106
Expertness	5.06	1.07	5.14	1.07	0.08	0.700
Likeability	4.15	0.78	4.65	1.05	0.41	0.030*
Similarity	3.84	1.09	3.89	1.32	0.05	0.842
Familiarity	3.03	1.19	3.28	1.65	0.25	0.387
Purchase Intentions	3.63	1.37	3.91	1.55	0.28	0.349

*p<.05

Additionally, neither of the relationships between the source credibility characteristics (trustworthiness, expertness) and source attractiveness characteristics (likeability, similarity, familiarity) and purchase intention were statistically significantly moderated by the inclusion of an influencer in a review at the p<.05 level. We must therefore reject H3 as the visual inclusion of an influencer in a review does not make the relationship between the source credibility characteristics (trustworthiness and expertness) and purchase intention significantly stronger. The same applies for H4, the visual inclusion of an influencer in a review does not make the relationship between the source attractiveness characteristics (likeability, similarity and familiarity) and purchase intention significantly stronger.

Table 5: The main and moderating effects of review formats on the relationship between the source characteristics and purchase intention.

	B	s.e	p	R^2
Main effects				0.534
Influencer-included format	-0.227	0.218	0.300	
Trustworthiness	0.543	0.190	0.005**	
Expertness	0.370	0.151	0.016*	
Likeability	-0.200	0.237	0.403	
Similarity	0.525	0.149	0.001**	
Familiarity	0.041	0.093	0.659	
Moderating effects				0.561
Format*Trustworthiness	0.060	0.314	0.848	
Format*Expertness	0.158	0.242	0.517	
Format*Likeability	-0.665	0.368	0.074	
Format*Similarity	0.106	0.298	0.722	
Format*Familiarity	0.159	0.261	0.544	

**p<.01; *p<.05; N=99, R^2 change=0.027, p=0.387
    a.   Dependent variable: Purchase intention.
    b.   Influencer-included format is used as the interaction effect

5. DISCUSSION

In this chapter the previously reported results will be discussed. This will be done so that a conclusion can be drawn in the next chapter. Firstly, the results from the correlations between the source credibility characteristics (trustworthiness, expertness), source attractiveness (likeability, similarity, familiarity) and purchase intention will be discussed. We will then have a look at the differences between the review formats in terms of the source characteristics and purchase intention and lastly discuss the moderating effect of review formats.

As the results show, all the source credibility and attractiveness characteristics have a significant positive relationship with purchase intentions. The outcome supports previous findings because all source credibility characteristics have a significant relationship with purchase intention (Yoon et al., 1998, Pornpitakan, 2004, Erdogan, 1999). Less research was done on the relationship between the source attractiveness characteristics (likeability, similarity and familiarity) and purchase intention. Samarasingha (2017) found a positive relationship between likeability and similarity and purchase intention but surprisingly found a negative relationship for familiarity. This could explain why the weakest correlation found in this study was between familiarity and purchase intention at 0.326. Yet, this correlation was still positive and significant. This difference could be explained by the difference in the influencer used as their level of recognizability greatly affects this dimension. Based on the previously stated findings both hypotheses 1 and 2 are accepted. All source characteristics have a significant positive relationship with purchase intention.

Interesting findings came forward by comparing the two formats in terms of the source characteristics and purchase intentions. It was expected that between the formats, consumers would perceive the influencer in influencer-included review formats to be more trustworthy, expert, similar, likeable and familiar. This prediction was based on findings by Jin and Muqaddam (2019) who found higher likeability, expertness and trustworthiness for the influencer-included review format on the influencer's social media account as opposed to the product-only format. The other source characteristics were not included in this study. However, our findings do not support this as the mean score for the source characteristics and purchase intentions was higher for product-only review format as opposed to the influencer-included format for every source characteristic and purchase intention. It must be noted

that the difference was only significant for likeability. A possible explanation for these differences in findings could be that their study used an influencer from the fashion field as opposed to the fitness field. This could mean that the importance of seeing an influencer wearing a fashion item is greater than an influencer appearing together with a fitness supplement. The products used in the studies have different purposes as the fashion item is something you wear and a supplement something you consume. It could also be based on the fact that their data was gathered from a female-only sample. This could mean that female consumers are differently influenced by influencers on social media than male consumers since our sample consisted of 53.5% males and 46.5% females (Appendix 2). Further research is necessary to provide better clarification.

The main aim of this research was to find the impact of the review format on purchase intentions. This was examined by taking the previously established relationship between the source characteristics and purchase intention and see if the inclusion of an influencer would make this relationship significantly stronger. We hypothesized that for both the source credibility characteristics (H3) and source attractiveness characteristics (H4), the relationship with purchase intention would be stronger for the influencer-included format. However, results indicated that the inclusion of an influencer in a product review does not have a significant impact on purchase intentions. This suggests that the influencer-included format is not more effective in leading to purchase behaviour compared to the product-only format. The previously mentioned explanations for the non-significant differences between the two formats may apply here as well. It is possible that review formats are more important for other product types such as fashion items or that female consumers are more easily influenced by an influencer. Further research might point this out. It was also predicted that *identification* would have a big impact in this study. According to McCormick (2016), consumers might buy a product from an influencer in an attempt to become them or at least look alike. A fitness influencer posing with a product that helped them reach their exemplary physique was therefore predicted to have a significant impact on the consumers' purchase intentions. This was not the case as indicated by the results.

6. LIMITATIONS & FUTURE RESEARCH
In this section, the limitations of the research are being discussed and recommendations for future research are being made.

6.1 Limitations
There are some limitations to this study that must be addressed. The first is the lack of respondents resulted in a relatively small data set which severely limits the reliability of the results. A larger sample size may produce significantly different results. This was partly contributed to the recent COVID-19 pandemic, which has had a great impact on people's lives. Therefore, data gathering options were limited by the pandemic as a lockdown did not permit unnecessary contact with people outside of one's household. This meant that data could only be gathered online. The pandemic also caused the gyms in the Netherlands to be closed for the complete duration of this study. The initial plan was to ask people in the gyms in my area to participate in the experiment but this was unfortunately not possible anymore and with a limited target group it was difficult to find many respondents online. Furthermore, the lack of time combined with my lack of photoshop skills resulted in

suboptimal replications of review formats. Even though this study did not focus on a particular social media platform, it might have been more effective if the product-only photo and influencer-included photo were photoshopped to replicate an authentic post by an influencer on Instagram. A final limitation comes from the sample as the initial plan was to only include respondents from the Netherlands. This did not yield nearly enough completed surveys and therefore the decision was made to remove this restriction and open the experiment to anyone around the world. Eventually just 53.5% of the respondents live in the Netherlands. This can be seen as a limitation because the influencer used in the review is most likely not well-known in countries outside of the Netherlands and may therefore have influenced people who never heard of him to a lesser extent.

6.2 Future research
As little research has been done on this topic, further research is necessary. This study focused on the fitness industry, with fitness supplements as the advertised products but there are many different fields in which influencers operate. It might therefore be useful to see if the impact of review formats is different between fitness supplements and other frequently advertised products such as cosmetics or fashion items, on dimensions such as brand attitude and purchase intentions. As was mentioned in the discussion, a fitness supplement has a completely different purpose than a fashion item and results from a previous study by Jin and Muqaddam (2019) already showed that the influencer-included format creates more positive brand attitudes than the product-only format for fashion items which suggests there could be differences between product types. Another suggestion for further research is to look at the effect of gender as an all-female sample resulted in significantly different results compared to our mixed-gender sample (Jin and Muqaddam, 2019). Lastly, due to the time constraint and the COVID-19 pandemic the sample size was very limited. Further research should focus on getting a larger sample size which will contribute to the reliability of the results.

7. IMPLICATIONS
This research provides first insights into the effectiveness of review formats used by influencers on social media. Since little research has been done, further research is needed on the topic of review formats by influencers to provide more insights about the effectiveness of the formats and to add to the literature around influencer marketing. The framework in this study can be used and modified by other scholars to help them in this further research. The results of this research do not provide marketers with evidence that either format is more effective in leading to purchase intentions. However, it does confirm the importance of all source characteristics which should be carefully considered by marketers in deciding on which influencer to partner with. The influencer must be trustworthy, and expert in the field of the advertised product, likeable, similar and familiar to the consumer to best influence the consumer. It is therefore important that the influencer has a natural relationship with the product that is being advertised and it is recommended that for the advertisement of fitness supplements, an influencer from this field should be partnered with.

8. CONCLUSION
The main aim of this research was to find whether or not the effectiveness of product recommendations posted by influencers on social media depends on the formats by which they are posted. Two

frequently used formats, the product-only and influencer-included format were compared in terms of leading to purchase intentions. A sub-objective of this research was to find the relationship between the influencers' credibility and attractiveness and the consumers intention to purchase. This was examined by conducting an online experiment. This research did not find evidence for the most effective review format in terms of purchase intentions. However, it does open the door for further research opportunities as influencers operating in different fields may produce different results. An interesting finding of this research is that the influencer is perceived as more likeable when he does not visually appear with the product, as the mean score for likeability was significantly higher for product-only format compared to the influencer-included format. Furthermore, this study did find the importance of a credible and attractive source in influencer marketing and marketers should take note of that. As of now, fitness influencers do not seem to shape their physique for marketing purposes as their presence does not appear to be an important factor in persuading their audiences to buy the advertised product.

9.   ACKNOWLEDGEMENT

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11.   APPENDICES

Appendix 1: Survey design

1 What is your gender?
    a.   Male
    b.   Female
    c.   Other

2 What is your age?
    a.   Under 13
    b.   13-18
    c.   18-25
    d.   26-34
    e.   35-54
    f.   55-64
    g.   65 or over

3 What is the highest level of school you have completed or the highest degree you have received?
    a.   Less than high school degree
    b.   High school graduate (high school diploma or equivalent)
    c.   Some college but no degree
    d.   College degree
    e.   Bachelor's degree
    f.   Master's degree
    g.   Doctoral degree
    h.   Other

4 What is your current employment status?
    a.   Employed
    b.   Self-employed
    c.   Unemployed
    d.   Retired
    e.   Other

5 Where do you currently live?

A fitness supplement is a form of a dietary supplement, whereby the supplement must be taken with the purpose of increasing muscle mass, losing weight, improving endurance or any other sports related purpose.

6 I currently use at least one type of fitness supplement in my diet or am interested in doing so
    a.   Yes
    b.   No

The product in the photo below is THE Pre-Workout by the brand Myprotein. According to their website the key benefits are enhanced energy, focus and performance. 'THE Pre-Workout is always on hand to push you to peak performance – with its unique blend of ingredients designed to power through the most intense workouts'.

Merijn Schoeber is a well-established fitness personality in the Netherlands. He has his own YouTube channel where he documents his fitness journey and is active on other social media platforms such as Facebook and Instagram. There he posts about everything related to fitness and nutrition. Furthermore, he also created his own website where he does online coaching and writes books that help people get into shape. As Merijn has been working out consistently for almost 10 years, he knows how important nutrition is in reaching your goals. Merijn has been using THE Pre-Workout by Myprotein for years now.

Review

Merijn says: 'It has really helped me build the physique I have today, and I would recommend anyone who is serious about fitness to use this product. Persistence is an important factor in reaching your goals and some days when I feel a little bit fatigued I need that extra energy boost to help me perform in the gym; THE pre-workout by Myprotein is what I use as it does not only give me that boost, but it also tastes great!'.

Photo from the control group

Photo from the treatment group

Survey items for trustworthiness

	1	7
I believe the reviewer of 'THE Pre-Workout' is	Undependable	Dependable

I believe the reviewer of 'THE Pre-Workout' is	Dishonest	Honest
I believe the reviewer of 'THE Pre-Workout' is	Unreliable	Reliable
I believe the reviewer of 'THE Pre-Workout' is	Insincere	Sincere
I believe the reviewer of 'THE Pre-Workout' is	Untrustworthy	Trustworthy

Survey items for expertness

	1	7
I believe the reviewer of 'THE Pre-Workout' is	Not an expert	An expert
I believe the reviewer of 'THE Pre-Workout' is	Inexperienced	Experienced
I believe the reviewer of 'THE Pre-Workout' is	Unknowledgeable	Knowledgeable
I believe the reviewer of 'THE Pre-Workout' is	Unqualified	Qualified
I believe the reviewer of 'THE Pre-Workout' is	Unskilled	Skilled

Survey items for likeability

When I read the product review above, I liked the reviewer	1=strongly disagree	7=strongly agree
When I read the product review above, I did not like the reviewer	1=strongly disagree	7=strongly agree
When I read the product review above, I found the reviewer to be likeable	1=strongly disagree	7=strongly agree
When I read the product review above, I liked the reviewers personality	1=strongly disagree	7=strongly agree
When I read the product review above, I enjoyed the reviewers overall personality	1=strongly disagree	7=strongly agree
When I read the product review above, I found it to be overall pleasant	1=strongly disagree	7=strongly agree
When I read the product review above, I viewed the reviewer to be an overall likeable person	1=strongly disagree	7=strongly agree

Survey items for similarity

When I read the product review above, I identified with the reviewer	1=strongly disagree	7=strongly agree
When I read the product review above, I viewed the reviewer as similar to me	1=strongly disagree	7=strongly agree
When I read the product review above, I felt like the reviewer and I are alike	1=strongly disagree	7=strongly agree
When I read the product review above, I did not feel the reviewer as similar to me	1=strongly disagree	7=strongly agree
When I read the product review above, I felt I had a lot in common with the reviewer	1=strongly disagree	7=strongly agree
When I read the product review above, I felt like the reviewer and I share similar viewpoints	1=strongly disagree	7=strongly agree
When I read the product review above, I believed my opinions and the reviewers were similar	1=strongly disagree	7=strongly agree

Survey items for familiarity

When I read the product review above, I recognized the reviewer	1=strongly disagree	7=strongly agree
When I read the product review above, I knew who the reviewer was	1=strongly disagree	7=strongly agree
When I read the product review above, I was familiar with the reviewer	1=strongly disagree	7=strongly agree
When I read the product review above, I consider the reviewer to be well-known	1=strongly disagree	7=strongly agree
When I read the product review above, I did not recognize the reviewer	1=strongly disagree	7=strongly agree
When I read the product review above, I had seen the reviewer before	1=strongly disagree	7=strongly agree
When I read the product review above, I was able to identify who the reviewer was	1=strongly disagree	7=strongly agree

Survey items purchase intention

	1	7
The likelihood that I'm buying 'THE Pre-Workout' in	Unlikely	Likely

the future is		
The likelihood that I'm buying 'THE Pre-Workout' in the future is	Improbable	Probable
The likelihood that I'm buying 'THE Pre-Workout' in the future is	Impossible	Possible

Appendix 2: Descriptive statistics of the sample
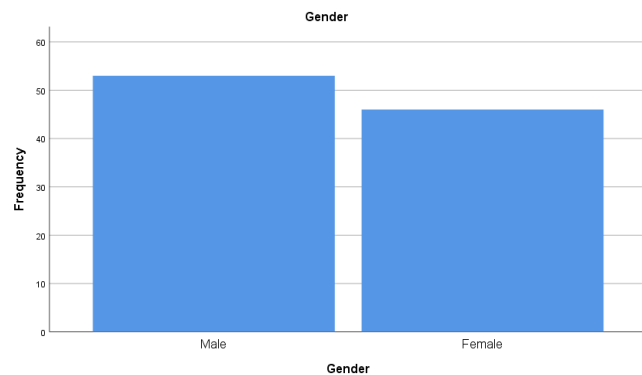
Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	53	53.5	53.5	53.5
	Female	46	46.5	46.5	100.0
	Total	99	100.0	100.0	

Age

Age
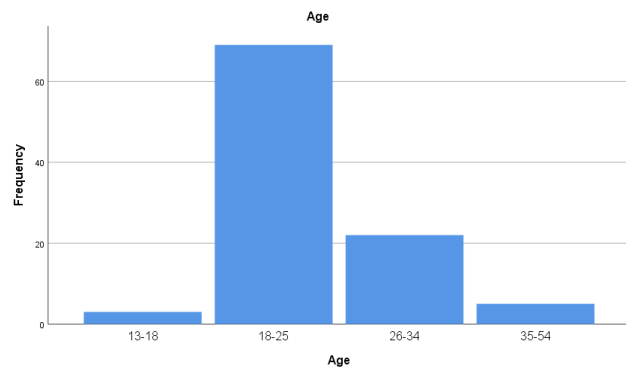
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13-18	3	3.0	3.0	3.0
	18-25	69	69.7	69.7	72.7
	26-34	22	22.2	22.2	94.9
	35-54	5	5.1	5.1	100.0
	Total	99	100.0	100.0	

Level of Education

Level of Education

Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school degree	2	2.0	2.0	2.0
	High school graduate (high school diploma or equivalent)	7	7.1	7.1	9.1
	Some college but no degree	8	8.1	8.1	17.2
	College degree	7	7.1	7.1	24.2
	Bachelor's degree	48	48.5	48.5	72.7
	Master's degree	25	25.3	25.3	98.0
	Doctoral degree	2	2.0	2.0	100.0
	Total	99	100.0	100.0	

Employment Status

Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	48	48.5	48.5	48.5
	Self-employed	11	11.1	11.1	59.6
	Unemployed	22	22.2	22.2	81.8
	Other	18	18.2	18.2	100.0
	Total	99	100.0	100.0	

Country of residence

		Frequency	Percent	Valid Percent	Cum Pe
Valid	Belgium	1	1.0	1.0	
	Canada	1	1.0	1.0	
	Cyprus	1	1.0	1.0	
	Czech Republic	2	2.0	2.0	
	Finland	1	1.0	1.0	
	France	1	1.0	1.0	
	Germany	12	12.1	12.1	
	Greece	1	1.0	1.0	
	Hong Kong (S.A.R.)	1	1.0	1.0	
	India	2	2.0	2.0	
	Israel	1	1.0	1.0	
	Netherlands	53	53.5	53.5	
	Switzerland	1	1.0	1.0	
	United Kingdom of Great Britain and Northern Ireland	10	10.1	10.1	
	United States of America	11	11.1	11.1	
	Total	99	100.0	100.0	

Country of residence
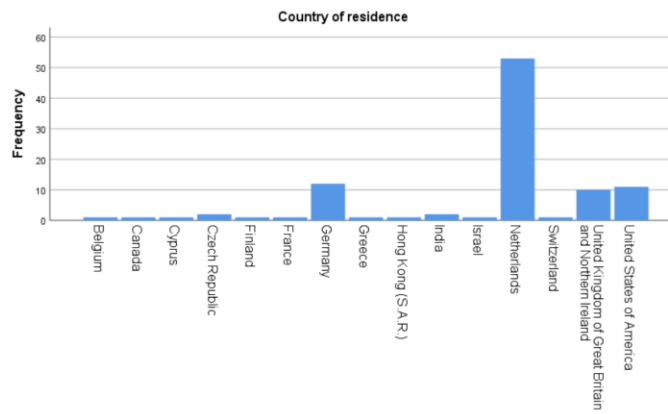
Appendix 3: Cronbach's alpha

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.928	.928	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.904	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.927	.930	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.816	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.872	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.931	.932	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.942	.943	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.751	.782	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.924	.928	5

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.943	5

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.789	.803	5

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.931	5

Appendix 4: T-test data

◆ T-Test

Group Statistics

	group	N	Mean	Std. Deviation	Std. E Mea
Trustworthiness	Control	51	4.5843	1.16196	.
	Treatment	48	4.2500	.84400	.
Expertness	Control	51	5.1412	1.06680	.
	Treatment	48	5.0583	1.06548	.
Likeability	Control	51	4.5574	1.04599	.
	Treatment	48	4.1458	.78107	.
Similarity	Control	51	3.8852	1.31832	.
	Treatment	48	3.8363	1.09155	.
Familiarity	Control	51	3.2829	1.64540	.
	Treatment	48	3.0327	1.19495	.
PurchaseIntention	Control	51	3.9085	1.54500	.
	Treatment	48	3.6319	1.36702	.

Independent Samples

		Levene's Test for Equality of Variances			
		F	Sig.	t	df
Trustworthiness	Equal variances assumed	1.961	.165	1.629	97
	Equal variances not assumed			1.645	91.261
Expertness	Equal variances assumed	.196	.659	.386	97
	Equal variances not assumed			.386	96.652
Likeability	Equal variances assumed	2.027	.158	2.208	97
	Equal variances not assumed			2.227	92.322
Similarity	Equal variances assumed	3.196	.077	.200	97
	Equal variances not assumed			.201	95.478
Familiarity	Equal variances assumed	6.938	.010	.861	97
	Equal variances not assumed			.869	91.254
PurchaseIntention	Equal variances assumed	1.740	.190	.941	97
	Equal variances not assumed			.944	96.641

Appendix 5: Pearson's correlation

Descriptive Statistics

	Mean	Std. Deviation	N
Trustworthiness	4.4222	1.02892	99
PurchaseIntention	3.7744	1.46062	99

Correlations

		Trustworthiness	PurchaseIntention
Trustworthiness	Pearson Correlation	1	.571**
	Sig. (2-tailed)		.000
	N	99	99
PurchaseIntention	Pearson Correlation	.571**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Descriptive Statistics

	Mean	Std. Deviation	N
Expertness	5.1010	1.06153	99
PurchaseIntention	3.7744	1.46062	99

Correlations

		Expertness	PurchaseIntention
Expertness	Pearson Correlation	1	.408**
	Sig. (2-tailed)		.000
	N	99	99
PurchaseIntention	Pearson Correlation	.408**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Descriptive Statistics

	Mean	Std. Deviation	N
Likeability	4.3579	.94527	99
PurchaseIntention	3.7744	1.46062	99

Correlations

		Likeability	PurchaseIntention
Likeability	Pearson Correlation	1	.439**
	Sig. (2-tailed)		.000
	N	99	99
PurchaseIntention	Pearson Correlation	.439**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Descriptive Statistics

	Mean	Std. Deviation	N
Similarity	3.8615	1.20779	99
PurchaseIntention	3.7744	1.46062	99

Correlations

		Similarity	PurchaseIntention
Similarity	Pearson Correlation	1	.578**
	Sig. (2-tailed)		.000
	N	99	99
PurchaseIntention	Pearson Correlation	.578**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Descriptive Statistics

	Mean	Std. Deviation	N
Familiarity	3.1616	1.44288	99
PurchaseIntention	3.7744	1.46062	99

Correlations

		Familiarity	PurchaseIntention
Familiarity	Pearson Correlation	1	.326**
	Sig. (2-tailed)		.001
	N	99	99
PurchaseIntention	Pearson Correlation	.326**	1
	Sig. (2-tailed)	.001	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Expertness	Trustworthiness
Expertness	Pearson Correlation	1	.289**
	Sig. (2-tailed)		.004
	N	99	99
Trustworthiness	Pearson Correlation	.289**	1
	Sig. (2-tailed)	.004	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Trustworthiness	Likeability
Trustworthiness	Pearson Correlation	1	.711**
	Sig. (2-tailed)		.000
	N	99	99
Likeability	Pearson Correlation	.711**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Trustworthiness	Similarity
Trustworthiness	Pearson Correlation	1	.516**
	Sig. (2-tailed)		.000
	N	99	99
Similarity	Pearson Correlation	.516**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Trustworthiness	Familiarity
Trustworthiness	Pearson Correlation	1	.201*
	Sig. (2-tailed)		.046
	N	99	99
Familiarity	Pearson Correlation	.201*	1
	Sig. (2-tailed)	.046	
	N	99	99

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Expertness	Likeability
Expertness	Pearson Correlation	1	.403**
	Sig. (2-tailed)		.000
	N	99	99
Likeability	Pearson Correlation	.403**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Expertness	Similarity
Expertness	Pearson Correlation	1	.175
	Sig. (2-tailed)		.082
	N	99	99
Similarity	Pearson Correlation	.175	1
	Sig. (2-tailed)	.082	
	N	99	99

Correlations

		Expertness	Familiarity
Expertness	Pearson Correlation	1	.261**
	Sig. (2-tailed)		.009
	N	99	99
Familiarity	Pearson Correlation	.261**	1
	Sig. (2-tailed)	.009	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Likeability	Similarity
Likeability	Pearson Correlation	1	.612**
	Sig. (2-tailed)		.000
	N	99	99
Similarity	Pearson Correlation	.612**	1
	Sig. (2-tailed)	.000	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Likeability	Familiarity
Likeability	Pearson Correlation	1	.159
	Sig. (2-tailed)		.115
	N	99	99
Familiarity	Pearson Correlation	.159	1
	Sig. (2-tailed)	.115	
	N	99	99

Correlations

		Familiarity	Similarity
Familiarity	Pearson Correlation	1	.304**
	Sig. (2-tailed)		.002
	N	99	99
Similarity	Pearson Correlation	.304**	1
	Sig. (2-tailed)	.002	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

11.5 Multiple linear regression: Moderator analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.731[a]	.534	.504	1.02890	.534	17.582	6	92	.000
2	.749[b]	.561	.505	1.02715	.027	1.063	5	87	.387

a. Predictors: (Constant), Influencer_Included, Similarity, Expertness, Familiarity, Trustworthiness, Likeability

b. Predictors: (Constant), Influencer_Included, Similarity, Expertness, Familiarity, Trustworthiness, Likeability, Format*Familiarity, Format*Likeability, Format*Expertness, Format*Trustworthiness, Format*Similarity

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	Upper Bound	Collinearity Statistics Tolerance	VIF
1	(Constant)	-1.338	.647		-2.070	.041	-2.623	-.054		
	Trustworthiness	.616	.146	.434	4.222	.000	.326	.905	.480	2.083
	Expertness	.417	.112	.303	3.738	.000	.196	.639	.769	1.300
	Likeability	-.461	.187	-.298	-2.468	.015	-.832	-.090	.347	2.885
	Similarity	.560	.117	.463	4.785	.000	.328	.793	.540	1.852
	Familiarity	.062	.079	.061	.785	.435	-.095	.219	.830	1.205
	Influencer_Included	-.183	.217	-.063	-.845	.400	-.613	.247	.913	1.095
2	(Constant)	-1.746	.865		-2.017	.047	-3.466	-.025		
	Trustworthiness	.543	.190	.382	2.855	.005	.165	.921	.281	3.555
	Expertness	.370	.151	.269	2.445	.016	.069	.670	.418	2.393
	Likeability	-.200	.237	-.129	-.841	.403	-.671	.272	.214	4.677
	Similarity	.525	.149	.434	3.524	.001	.229	.821	.333	3.006
	Familiarity	.041	.093	.041	.443	.659	-.143	.226	.601	1.665
	Influencer_Included	-.227	.218	-.078	-1.042	.300	-.660	.206	.899	1.112
	Format*Trustworthiness	.060	.314	.024	.192	.848	-.564	.685	.331	3.023
	Format*Expertness	.158	.242	.075	.651	.517	-.324	.640	.379	2.640
	Format*Likeability	-.665	.368	-.265	-1.808	.074	-1.395	.066	.234	4.270
	Format*Similarity	.106	.298	.046	.357	.722	-.486	.698	.310	3.226
	Format*Familiarity	.159	.261	.063	.608	.544	-.360	.678	.477	2.095

a. Dependent Variable: PurchaseIntention