

Original Paper

The Effect of Influencer Marketing on Trust, Trust Tendency and Consumer Purchase Intention: Instagram Example

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Abstract

The purpose of this article is to analyze the impact of influencer marketing on trust, trust inclination and consumer purchasing intentions. In addition, this study aims to turn the negative perceptions of influencer marketing of companies into positive and raise awareness accordingly. SPSS 26 and Amos programs were used. In this study; Frequency, percentage, standard deviation, average, factor analysis, correlation and regression analysis were performed on the survey form data, which was easily distributed by sampling method and filled out completely by 411 Instagram users over the age of 18. Instagram influencer marketing has been found to have a positive and positive effect on confidence, confidence trend and consumer purchasing intentions. Not all Instagram users could be reached; The method used limits the general ability of the findings. However, the findings offer preliminary insights into future studies of influencer marketing. Companies will actively interact with customers using various social media platforms and influencers, and thus it is thought that they will succeed in marketing through social media.

Keywords

Influencer marketing, Trust-confidence trend, Consumer purchasing intentions

1. Introduction

Social networking sites have emerged as an important form of communication. The number of members on such sites is increasing exponentially day by day. The popularity of social networking sites is most clearly observed among young adults, most of whom have at least one social network account and log in at least once a day (Teo, Leng, & Phua, 2019). In addition to the increasing number of social media users around the world, the number of different types of social media platforms is increasing day by day. Social media has become an integral part of daily life for communication and information sharing, and due to this situation, social media is turning into a market position for companies. Consumers are increasingly taking on more active roles in social media elements in creating marketing content with companies and brands (Virtanen, Björk, & Sjöström, 2017). Thus, influencers are born. While the commercial use of influencers is a growing global marketing phenomenon due to their ability to influence purchasing decisions, not much is known about how it influences the attitudes people form on social media platforms in exchange for payment or sponsored products and services (Veirman, Cauberghe, & Hudders, 2017). For these reasons, this research was conducted to investigate the effect of influencer marketing on trust, trust tendency and consumer purchase intention.

2. Theoretical Framework

2.1 Influencer Marketing

The word celebrity is defined as “any person who is publicly known and benefits consumers by appearing in promotional activities for current purposes”. (Mert, 2018). Companies work with users who have a large following and are called “phenomenon” on social media to promote their goods, products and services. In fact, these users are influential people depending on their phenomenon, apart from being famous in the known sense. With their large number of followers and the power of social media, a share can affect tens of thousands of people at the same time (Can & Koz, 2018). It is a marketing strategy that uses core content creators. The word ‘influence’ is defined as the power to influence a person, thing or the course of events. Influencer marketing identifies individuals who have an impact on potential buyers and directs marketing activities around these influencers. Influencer marketing follows the concept of ‘trusted adviser’ and is perceived as a similarity to old TV commercials where celebrities were featured to take advantage of their popularity and promote a brand (Lin, Jan, & Chuang, 2019).

2.2 Trust, Confidence Tendency, and Consumer Purchasing Intent

Trust is a concept used by many sociologists, economists, psychologists and management researchers and is a key enabler of building and maintaining relationships. People in different fields look at trust from different angles and interpret it differently. For example, psychologists define trust as the attitudes and characteristics of trust and trusted ones; sociologists define trust as social tolerance or institutional trust between people; Economists view trust as computational trust or trust in institutions. In short, trust

is defined as the ability to expect one party to benefit positively from the other, or at least not be abused or harmed. (Iskan & Sayin, 2010).

Confidence disposition is the general expectation that the words, promises and statements of other individuals/groups can be trusted. In other words, trust disposition refers to the persistence of individual differences in the degree to which individuals trust or distrust others. Confidence disposition can also be defined as the tendency to be nice to others or to behave well. In this case, it is seen that the tendency to trust is a personality trait that is accepted as a sub-dimension of the “agreeableness” personality type. Characteristics of a “resilient” individual; kindness, helpfulness, loyalty, thoughtfulness and reliability (Eser, 2011).

Intention, which plays an important role in the relationship between attitude and behavior, refers to the conscious plan to do something in advance and is an important indicator of the actual willingness to perform any behavior. Purchasing intention is one of the most important levels in the purchasing decision process and reveals the consumer’s determined response to stimuli. (Happy, Çeviker, & Çirkin, 2011).

Purchasing intention expresses itself in situations such as product and brands, product categories, determination of product categories, determination of general needs, determination of needs. (Turkmen, Pirtini, Bayraktar, & Bilgen, 2016).

2.3 Relationship of Influencer Marketing with Trust, Confidence Tendency, and Consumer Purchasing Intention

Influencer marketing is actually similar to word-of-mouth marketing over the online route. Marketers interact with people by establishing conversations through their social media accounts. Influencer marketing has become one of the most effective marketing methods, as internet celebrities can reach a large consumer base in a short time and at low cost, and brands can be reached online through internet celebrities (Gorgulu, 2019). Influencers also show similarity to peer recommendations. By establishing a dialogue with their followers, they provide a phenomenon of trust. One of the most important facts for brands to use influencer marketing is trust. Today, consumers are considered to have a relative decline in their trust in traditional advertising. Brands can reach their target audiences with content prepared by influencers they agree with. As a result, consumers can provide positive information about brands through influencers they trust. Because it is more comfortable for the followers to get advice from someone they trust and activate it (Eyel & Şen, 2020).

2.4 Research Model and Hypotheses

The model in Figure 1 was created in the research conducted to determine the effect of influencer marketing on trust, trust tendency and consumer purchase intention.

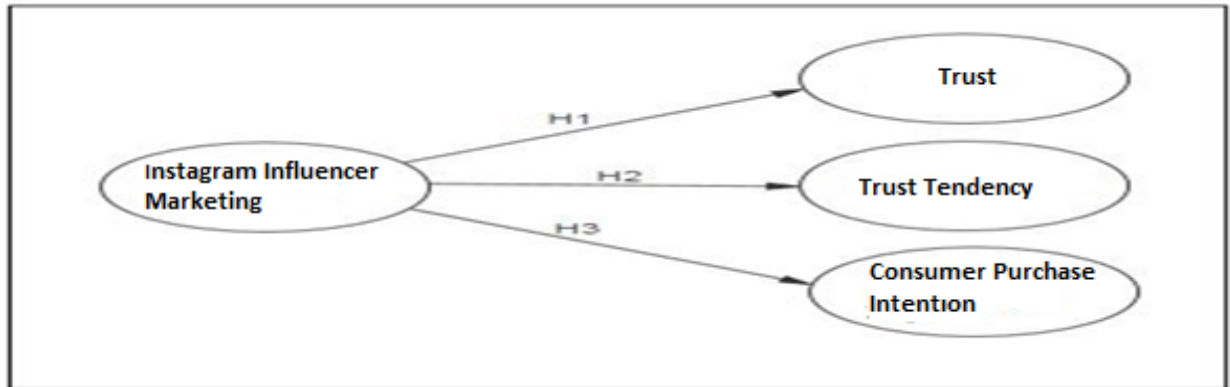


Figure 1. Model of the Study

According to this model, trust, trust propensity and consumer purchase intention are dependent variables. The independent variable is Instagram influencer marketing. According to the model in Figure 1, the hypotheses created for the purpose of this research are as follows:

H1: Influencer marketing affects trust positively.

H2: Influencer marketing positively affects the tendency of trust.

H3: Influencer marketing positively affects consumer purchase intention.

3. Method

3.1 Sample

Our research appeals to all Instagram users over the age of 18. Since it is difficult for us to reach all Instagram users, 550 questionnaires were distributed using the convenience sampling method, and we received 411 complete questionnaires, and all of these 411 questionnaires were included in the analysis. The demographic characteristics of the participants in the study are shown in Table 1.

Table 1. Demographic Characteristics

	f	%
Gender		
Woman	204	49,6
Male	207	50,4
Age		
18-25	339	82,5
26-35	51	12,4
36-50	21	5,1
Educational Status		

High school	93	22,6
Associate degree	29	7,1
Licence	261	63,5
Graduate	28	6,8
Marital status		
Married	43	10,5
Single	368	89,5
Monthly income		
2825 TL and below	286	69,6
Between 2826 – 3500 TL	67	16,3
3501 TL and above	58	14,1

3.2 Data Collection Tool

Questionnaire technique was used in data collection in the study. In the first part of the questionnaire, which consists of two parts, there are demographic questions about the participants, and in the other part there are scales related to the dependent and independent variables of the research.

Influencer Marketing Scale: Influencer marketing approach scale (Delrue & Sinigaglia, 2017; İmamoğlu, 2020) consists of 7 questions. The analyzes were also excluded because the factor load of 1 question of this approach was low.

Trust-Trust Tendency: Trust and trust tendency scale (Che, Cheung, & Thadani, 2017; Yasa, 2019) consists of 7 questions.

Purchase intention scale: In order to measure the purchase intention (Jalilvand & Samiei, 2012; İmamoğlu, 2020) the purchase intention scale was used. This scale consists of 3 questions.

Thus, a questionnaire form was created by using 20 statements and a 5-point Likert scale (1-Strongly Disagree, 2-Disagree, 3-Undecided, 4-Agree, 5-Strongly Agree). Factor loads and reliability coefficients of the variables of the questionnaire are available in Table 2.

In order to test the construct validity of the scales used in the research, exploratory factor analysis (SPSS 26) was applied to the scales. Cronbach's Alpha (α) value was checked for reliability. Reliability coefficient (Cronbach alpha); ≥ 0.9 Excellent, $0.7 \leq \alpha < 0.9$ Good, $0.6 \leq \alpha < 0.7$ Acceptable, $0.5 \leq \alpha < 0.6$ Poor, $\alpha < 0.5$ Unacceptable Also $0.81 < \alpha < 1.00$ Scale has high reliability, $0.61 < \alpha < 0.80$ Scale has medium reliability, If it is between $0.41 < \alpha < 0.60$, the scale has low reliability, and $0.00 < \alpha < 0.40$ means that the scale is not reliable (Kılıç, 2016). The factor loads and Cronbach's Alpha (α) values of the scales are given in Table 2. When Table 2 is examined, it seems that the α values of our scales are in acceptable and good ranges.

Table 2. Factor Analysis and Confidence Coefficient

influencer marketing	Trust	Confidence	Purchase Intention
Cronbach's Alpha 0.75	Cronbach's Alpha 0.68	Cronbach's Alpha 0.81	Cronbach's Alpha 0.87
Factor Loads	Factor Loads	Factor Loads	Factor Loads
0,865	0,882	0,874	0,886
0,815	0,864	0,874	0,868
0,808	0,845		0,801
0,798	0,881		
0,791	0,851		
0,784			

3.3 Validity of Scales

Amos 26 was used to perform confirmatory factor analysis. CFI, RFI, IFI and AGFI values resulting from the analysis approaching 1 means that the model fits better with the data at hand. Values between .90 and .94 for these criteria indicate a good fit of the model, and values of .95 and above indicate a perfect fit of the model. RMSEA values between .05 and .1 indicate good fit, and values less than .05 indicate excellent fit. Values of the $\Delta X^2/df$ ratio between 2 and 5 indicate a good fit, and values less than 2 indicate a perfect fit (Gürbüz, 2011). When Table 3 is examined, it is seen that the scales have excellent and good values.

Table 3. Confirmatory Factor Analysis Results

Scale/Model	$\Delta X^2/df$	RMSEA	CFI	RFI	IFI	GFI
Influencer marketing (single factor)	1.8	.04	.99	.98	.99	.99
Trust (single factor)	2.1	.05	.99	.97	.99	.99
Confidence propensity (single factor)	3.1	.07	.98	.95	.98	.97
Purchase intention (single factor)	2.5	.06	.99	.96	.99	.99

4. Result

4.1 Findings for Correlation Analysis and Means

Table 4. Multiple Correlation Analysis Results

Variables	Av.	S.S	1	2	3	4
1. Influencer marketing	2,69	.98				
2. Trust	2,46	1.02	.60**			
3. Confidence tendency	2,63	.88	.57**	.68**		

4. Intention to purchase	2,58	1.17	.52**	.53**	.75**
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According to the analysis results in Table 4, there is a significant and positive relationship between influencer marketing and trust ($r(411)=.60, p<.01$). There is a significant and positive relationship between influencer marketing and trust tendency ($r(411)=.57, p<.01$). In addition, there is a significant and positive relationship between influencer marketing and purchase intention ($r(411)=.52, p<.01$). In line with these results, as influencer marketing increases, trust, trust tendency and purchase intention increase.

4.2 Regression Analysis and Hypothesis Testing

Instagram influencer marketing; Simple regression analysis was performed for each variable to examine how much it determines trust, trust propensity and consumer purchase intention and is shown in Table 5, Table 6 and Table 7.

Table 5. Confidence Regression Results

Variable	B	SH	β
Influencer Marketing	.51	.03	.57**

Note. Dependent D: Confidence, $R^2=.32$; Straight. $R^2=.32$; $F(1,409)=199,899$; ** $p<.01$

Simple linear regression analysis was used to examine how much Instagram influencer marketing, shown in Table 5, determines trust. This analysis is statistically significant [$F(1,409)=199,899$; $p<.01$]. The regression equation for the simple linear relationship between the variables is confidence= $1.241+0.517$ (instagram influencer marketing). The corrected R^2 value in the analysis results is .32. In other words, it means that the 32% variance in trust is due to influencer marketing.

Table 6. Confidence Tendency Regression Results

Variable	B	SH	β
Influencer Marketing	.62	.05	.52**

Note. Dependent D: Confidence propensity, $R^2=.27$; Straight. $R^2=.26$; $F(1,409)=151.929$; ** $p<.01$

Simple linear regression analysis was used to examine how much the instagram influencer marketing, shown in Table 6, determines the trust tendency. This analysis is statistically significant [$F(1,409)=151.929$; $p<.01$]. The regression equation, which belongs to the simple linear relationship between the variables, is confidence trend= $0.908+0.620$ (instagram influencer marketing). The corrected R^2 value in the analysis results is .26. In other words, it means that the 26% variance in the trust tendency is due to influencer marketing.

Table 7. Intention to Purchase Regression Results

Variable	B	SH	β
Influencer Marketing	.62	.04	.60**

Note. Dependent D: Purchase intention, $R^2 = .36$; Straight. $R^2 = .36$; $F(1.409) = 233.234$; $**p < .01$

Simple linear regression analysis was used to examine how much Instagram influencer marketing, shown in Table 7, determines purchase intention. This analysis is statistically significant [$F(1.409)=233.234$; $p<.01$]. The regression equation for the simple linear relationship between the variables is purchase intention= $0.770+0.620$ (instagram influencer marketing). The corrected R^2 value in the analysis results is .36. In other words, it means that 36% of the variance in purchase intention is due to influencer marketing.

As a result of these analyzes and results, “H1: Influencer marketing affects trust positively.”, “H2: Influencer marketing affects trust tendency positively.”, “H3: Influencer marketing affects consumer purchase intention positively” were confirmed.

4. Conclusion and Discussion

It is thought that social media has almost become a marketplace for businesses, thanks to the powerful and rapid meeting of people with social media, and with this thought, the products of businesses through the phenomenon, that is, famous people, are interacted with consumers through social media programs such as Instagram with visual, auditory or both. Because of this situation, this study was carried out in order to examine the effect of Instagram influencer marketing on trust, trust tendency and consumer purchase intention. In this study; In line with the data of the questionnaire form, which was filled out completely by 411 Instagram users over the age of 18, it has been determined that Instagram influencer marketing has a positive and positive effect on trust, trust tendency and consumer purchase intention. As a result of this determination, it is recommended that businesses use social media elements such as Instagram more actively and towards consumers, and to prioritize influencers, who affect consumers' trust and confidence tendencies, in product promotion. In addition, companies will actively interact with customers by using various social media platforms and influencers, and it is thought that they will succeed in marketing through social media.

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