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**Addis Ababa University**  
**College of Business and Economics**

**Business Administration Management Stream Program Unit**

**Thesis Report**

**The Impact of Social Media Influencer Marketing on the Ethiopian Consumer  
Purchase Behavior: Exploring the Moderating Role of Homophily in the Case of  
TikTok Users**

A Thesis Report Submitted to Office of the Graduate Studies of the Addis Ababa  
University College of Business and Economics in Partial Fulfillment of the Requirement  
for the Degree of Masters in Business Administration.

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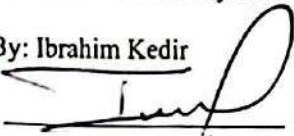
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November 2024  
Addis Ababa, Ethiopia

## Statement of Declaration

I, Ibrahim Kedir, hereby declare that this thesis research entitled: **The Impact of Social Media Influencer Marketing on the Ethiopian Consumer Purchase Behavior: Exploring the Moderating Role of Homophily in the Case of TikTok Users**, submitted by me for the award of Master's Degree in Business Administration is my original work and it has not been presented for the award of any other Degrees, Diploma, Fellowship or any other similar titles of any other university or institutions.

Declared By: Ibrahim Kedir


Signature: 

Date: 18 Nov 2024

## Statement of Certification

This is to certify that research work prepared by Ibrahim Kedir entitled "The Impact of Social Media Influencer Marketing on the Ethiopian Consumer Purchase Behavior: A Case of Tiktok Users" submitted in partial fulfillment of the requirements for the degree of Master of Arts in Business Administration complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

Zelalem G. Tradik  
Advisor

  
Signature

15-NOV-2024  
Date

## Approval Sheet

This is to certify that the research prepared by Ibrahim Kedir, entitled: "The Impact of Social Media Influencer Marketing on the Ethiopian Consumer Purchase Behavior: Exploring the Moderating Role of Homophily in the Case of Tiktok Users" submitted in partial fulfillment of the requirements for the degree of Master of Arts in Business Administration complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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## Abstract

This study investigates the impact of TikTok influencers on the purchase decisions of Ethiopian consumers, focusing on the mechanisms and contextual factors that shape this relationship. The research aims to assess consumer awareness and engagement with TikTok influencers, analyze the influence of specific characteristics such as trustworthiness, attractiveness, involvement and expertise on purchase intentions, and explore the moderating effects of homophily. Utilizing a quantitative research design, data was collected through an online questionnaire targeting Ethiopian consumers aged 18 to 45 in Addis Ababa, resulting in a sample size of 519 participants. The findings reveal significant correlations between influencer characteristics and purchase decisions, particularly highlighting the roles of trustworthiness and attractiveness as key drivers of consumer behavior. The study also emphasizes the importance of content usefulness in enhancing purchase intentions while indicating that expertise may not be a critical factor in this context. Additionally, the results suggest that homophily does not considerably enhance the connection between influencer characteristics and purchasing behavior. This study adds a knowledge to the theoretical comprehension of influencer marketing in developing markets, particularly within Ethiopia, where limited empirical studies exist. The insights gained will guide marketers in effectively leveraging TikTok influencer marketing strategies tailored to local audiences. Furthermore, the study aims to enhance consumer awareness regarding influencer tactics, promoting informed purchasing decisions among Ethiopian consumers.

Key Words: Trustworthiness, Attractiveness, Homophily, Involvement, Content usefulness, Expertise, Purchase Decision

# 1. Chapter One: Introduction

## 1.1. Background of the Study

In the contemporary landscape, technology has become an integral component of everyday life, influencing various aspects of human interaction and consumer behavior. As noted by (Umair Manzoor et al., 2020), the pervasive nature of technology has revolutionized how individuals communicate, work, and engage with one another. This transformation is particularly evident in the realm of the internet, which serves as a critical platform for information exchange and commercial activities. The digital environments foster communication and collaboration, allowing users to connect and engage in meaningful discussions across a wide array of topics (Ahsan & Senarath, 2023).

Social media refers to the diverse platforms and tools that allow individuals to engage with one another, fostering the creation, sharing, and exchange of information and ideas within online communities and networks. The advent of social media has revolutionized marketing practices and significantly contributed to the evolution of digital marketing which fostered the rise of influencer marketing, providing marketers with innovative avenues to advertise and engage with consumers (Yang & Ha, 2021). Platforms like TikTok, Instagram, and YouTube have become essential for brands seeking to engage with their target audiences (Noémie Gelati & Jade Verplancke, 2022). Social media is also recognized as a significant factor influencing the consumer decision-making process. Its impact extends beyond mere information dissemination, as it shapes consumer perceptions, preferences, and behaviors (Kurdi, Alshurideh, Akour, Tariq, et al., 2022). The utilization of social media by influencers to shape consumer attitudes toward brands and influence purchase intentions has become increasingly significant (Baig et al., 2022).

Influencer marketing is defined as the strategic identification and engagement of opinion leaders who have the potential to sway the purchasing decisions of prospective buyers (Weismueller et al., 2020). In the digital landscape influencer marketing has rapidly gained prominence as cost-efficient and effective marketing tool (Ye et al., 2021). Unlike traditional advertising, which often faces skepticism from consumers, influencer marketing is frequently perceived as more authentic and relatable. This perception stems from the nature of influencer endorsements, which resemble personal recommendations rather than overt advertisements. As a result, brands are increasingly harnessing the power of social media influencers to market their products and engage target audiences, ensuring a wide reach to highly engaged consumer segments.

Social media influencers are individuals who share insights and experiences from their daily lives, providing their audiences with perspectives on various products and brands. They communicate their thoughts on life events and promotional campaigns through popular social networking platforms such as Facebook, YouTube, TikTok, and Instagram (Baharuddin et al., 2022). Influencers also participate in a brand's marketing efforts by creating and sharing sponsored content, which serves to amplify the brand's message and reach a wider audience.

Consumer behavior refers to the examination of the processes through which individuals or groups choose, purchase, or dismiss products, services, concepts, or experiences in order to fulfill their needs and wants (Santiago et al., 2020). Purchase intention is a key concept in analyzing consumer behavior, indicating the probability that a customer will take action to make a purchase (Bansal & Gupta, 2020). This intention is

significantly influenced by various factors (Nadhira Adelina & Prima Lita, 2022). A variety of research studies have empirically shown that interactions through social media marketing significantly enhance consumers' intentions to make purchases. These findings underscore the effectiveness of social media platforms in shaping consumer behavior and driving purchasing decisions (Saima & Khan, 2020).

TikTok, a video-sharing platform known for its short-form, engaging content, has experienced explosive growth globally (G.U. & F.O., 2023), including in Ethiopia. Its unique format and algorithm contribute to the rise of a new breed of influencers who can significantly impact consumer choices. While the influence of social media influencers on consumer behavior is acknowledged, research specifically examining the Ethiopian context, particularly concerning TikTok, remains limited. This study aims to provide a comprehensive understanding of how factors such as trustworthiness, expertise, attractiveness, involvement, content usefulness, and homophily influence consumer purchase intention in the context of influencer marketing in Ethiopia focusing on the TikTok platform.

## **1.2. Statement of the Problem**

In recent times, the emergence of social media and digital marketing has reshaped consumer behavior (Mishra Principal et al., 2023), especially in developing markets like Ethiopia. Influencer marketing has emerged as a powerful tool for brands seeking to engage consumers and drive purchase decisions (Coutinho et al., 2023). However, the effectiveness of influencer marketing is contingent upon the perceived credibility of the influencers involved (Maryati M & Utami, 2023). Despite the growing prevalence of influencers in marketing strategies, there is a lack of empirical research examining how various dimensions of influencer characteristics specifically trustworthiness, expertise, attractiveness, involvement, content usefulness, and homophily affect the purchase decisions of Ethiopian consumers.

On the other hand, existing literatures primarily focuses on influencer characteristics and its effects in Western and eastern consumers (Belanche et al., 2021; Kurdi, Alshurideh, Akour, Alzoubi, et al., 2022; Rai, 2021; Zak & Hasprova, 2020), leaving a significant gap in understanding how these constructs operate within the unique cultural and economic landscape of Ethiopia. This gap presents a critical challenge for marketers aiming to leverage influencer marketing effectively in this region. Without a comprehensive understanding of the factors that contribute to influencer credibility and their subsequent impact on consumer behavior, brands risk misaligning their marketing strategies with the preferences and values of Ethiopian consumers.

Therefore, this research seeks to address this gap by exploring the relationship between the dimensions of influencer credibility and the buying decisions of Ethiopian consumers. By applying the Source Credibility Theory as a framework, this study aims to provide valuable insights into how influencers can effectively shape consumer behavior in Ethiopia, ultimately guiding brands in their marketing efforts and enhancing their engagement with local audiences.

### **1.3. Objectives of the Study**

#### **1.3.1. General Objective**

To investigate the impact of social media influencers operating on TikTok on the purchase decisions of Ethiopian consumers, examining the underlying mechanisms and contextual factors.

#### **1.3.2. Specific Objectives**

The specific objectives of the study are listed below.

- To assess the level of awareness, and engagement Ethiopian consumers have towards TikTok influencers.
- To determine the connection between specific characteristics of influencers (trustworthiness, attractiveness, expertise, involvement and content usefulness) and Ethiopian consumers' purchase intentions.
- To explore the moderating effects of homophily on the relationship between TikTok influencer marketing and purchase decisions of Ethiopian consumers.

### **1.4. Significance of the Study**

This research holds significant theoretical implications for the field of influencer marketing and consumer behavior research. By investigating the impact of TikTok influencers on brand perception in Ethiopia, the study provides a contextual contribution to the emerging body of knowledge in this domain. The findings offers valuable insights into the unique dynamics and mechanisms underlying influencer marketing effectiveness within the rapidly growing TikTok platform and the Ethiopian market.

The study's focus on the Ethiopian context is particularly important given the paucity of existing research examining influencer marketing in developing markets. As TikTok continues to gain popularity globally, understanding how influencers shape brand perceptions in these markets is crucial for both theoretical advancement and practical applications. This study will assist to bridge the gap in the literature by providing empirical evidence on the influence processes at play in the Ethiopian market.

This study offers substantial practical guidance for marketers aiming to effectively leverage TikTok influencer marketing within the Ethiopian market. As TikTok continues to gain traction among Ethiopian consumers, understanding the nuances of influencer credibility and its impact on purchase decisions becomes increasingly vital for brands looking to engage this demographic. The insights derived from this research will equip marketers with the knowledge to develop tailored strategies that resonate with local audiences, ultimately enhancing their marketing effectiveness.

In addition to guiding marketers, this study also aims to enhance consumer awareness regarding the persuasive tactics employed by TikTok influencers. As consumers become more informed about the strategies used by influencers to sway their purchasing decisions, they are better equipped to make conscious and informed choices. This increased awareness can lead to a more discerning consumer base, capable of critically evaluating the authenticity and credibility of influencer endorsements.

## 1.5. Scope of the Study

This study focused on examining the impact of TikTok influencer marketing on the purchase decisions of Ethiopian consumers. The research specifically targets individuals who are active users of the TikTok platform and are exposed to influencer content regularly. By focusing on this target population, the study aims to gain a deeper understanding of how TikTok influencers shape consumer behavior and brand perceptions within the Ethiopian market.

Furthermore, the study concentrated on consumer goods and services (i.e., Fashion and beauty products, home appliances, Tech accessories) that are commonly promoted by influencers on the TikTok platform. This scope ensures that the findings are directly applicable to the types of products and services that are most frequently endorsed by influencers, thereby providing practical insights for marketers operating in these categories. Examples of such consumer goods and services may include fashion, beauty, electronics, travel, and food and beverage, among others.

## 1.6. Limitations of the Study

This study aims to provide valuable insights into the impact of TikTok influencer marketing on Ethiopian consumers, it is important to acknowledge certain limitations that may arise due to the use of online surveys and the reliance on self-reported data. The study's reliance on self-reported data may introduce potential biases and inaccuracies. Self-reported data may be subject to memory lapses or misinterpretations, which could affect the validity and reliability of the findings.

Despite these limitations, the study aims to provide valuable insights into the current state of TikTok influencer marketing in Ethiopia and its impact on consumer purchase intention. To mitigate the potential biases associated with self-reported data, we have employed strategies such as clear and concise survey questions, ensuring anonymity and confidentiality, and triangulating the survey data with other sources of information, such as interviews and secondary data analysis.

## 1.7. Definition of Terms

- **Trustworthiness** is a relational quality of trust that emerges through repeated interactions and develops over time (Saima & Khan, 2020).
- **Expertise** is conceptualized as the perceived knowledge, competence, and experience of the influencer in the domain they are promoting, which influences their effectiveness and persuasiveness (Saima & Khan, 2020).
- **Attractiveness** encompasses both physical attractiveness and social attractiveness of the influencer (Rodrigues, 2021).
- **Involvement** denotes the level of engagement and interest that consumers exhibit towards a particular product or brand, often influenced by their interaction with social media influencers (Trivedi & Sama, 2020).
- **Content usefulness** refers to the capacity of content to assist users in making informed decisions or advancing toward their objectives (Müller & Christandl, 2019).

- **Homophily** is defined as the perceived similarity between influencers and their followers, encompasses various demographic and ideological factors, including attitudes, values, and personality traits (Chen, 2020).

## 1.8. Organization of the Study

This study is organized into Five chapters. Chapter One introduces the study, outlining its background, problem statement, objectives, significance, scope, limitation, and definition of terms. It sets the stage for understanding the context and importance of influencer marketing in consumer behavior. Chapter Two reviews existing literature relevant to social media influencer marketing and its effects on end user purchase manner, and the conceptual framework guiding the study and outlines specific hypotheses derived from literature. It synthesizes previous findings to establish a theoretical foundation for this research. Chapter Three presents methodology employed in conducting the research, detailing how data was collected and analyzed. Chapter Four presents' findings from data analysis, interpreting results in relation to hypotheses and previous literature. Chapter Five presents the conclusion, recommendation, and future research direction. Reference section includes a comprehensive list of all sources cited throughout the research, adhering to academic citation standards. The Appendix includes supplementary material that supports or elaborates on content discussed in previous chapters, such as questionnaires used in surveys.

## 2. Chapter Two: Literature Review

The following chapter synthesizes previous findings to establish a theoretical foundation for this study. The four sections in this chapter provides introduction about social media influencer marketing, its impact, illustrating TikTok as a marketing tool, and summary of reviewed literatures.

### 2.1. Social Media Influencer Marketing

The principles of influencer marketing and social media are intrinsically intertwined, forming a symbiotic relationship that has reshaped modern marketing strategies (Haenlein et al., 2020). Influencers rely on social media platforms to gain visibility and notoriety, while these platforms benefit from the engaging content produced by influencers, which attracts and retains users. Consequently, influencer marketing has become a crucial communication strategy for brands and agencies aiming to engage with their target audiences in a more genuine and effective way.

Influencer marketing involves leveraging the influence of opinion leaders, both celebrity and non-celebrity, who possess substantial followings on various social media services (Martínez-López et al., 2020). By collaborating with these influential individuals, brands aim to foster positive attitudes and behaviors among their target audiences regarding the brand's interests and offerings. The origins of influencer marketing can be traced back to the early 2000s, when the concept of influencers first emerged (Joshi et al., 2023). Initially, influencers were individuals who had built their following through blogging and sharing content on various online platforms. As social media platforms like Facebook and Twitter gained popularity in the mid-2000s, influencers began to establish their presence on these channels as well, allowing brands to partner with them to promote products and services to their engaged audiences.

Influencer marketing emerging as a powerful tool for brands seeking to engage consumers and drive purchasing behavior. This marketing approach is often considered the digital counterpart of traditional marketing (i.e., word-of-mouth (WOM)), leveraging the influence and credibility of individuals with a significant following on social media platforms to promote products, services, or brands (Mohcine et al., 2022). As brands increasingly turn to social media influencers to promote their products, the effectiveness of this marketing strategy has garnered considerable attention from both scholars and practitioners (Reinikainen et al., 2020). Influencers, who often possess substantial followings and high levels of engagement, are seen as key players in shaping consumer attitudes and encouraging brand purchases.

Despite the growing importance of influencer marketing, consumer behavior remains highly complex and multifaceted (Lim & Rasul, 2022). Research indicates that there is a notable inconsistency in the effectiveness of influencer marketing campaigns, suggesting that not all influencers resonate equally with their audiences (Valsesia et al., 2020). This inconsistency raises critical questions about the antecedents that underpin consumer decision-making processes when interacting with brands promoted by social media influencers. Understanding these factors is essential for marketers aiming to optimize their strategies and enhance the effectiveness of their influencer partnerships.

## 2.2. The Impact of Social Media Influencers on Consumer Purchase Behavior

The impact of social media influencers (SMIs) on consumer purchase intentions has become a prominent focus within academic research, with various studies supporting the positive effects of influencer characteristics and marketing strategies on consumer behavior.

(S. Wang & Wong, 2021) utilized Social Learning Theory to explore the relationship between SMIs and purchase intentions among Malaysian university students. Their findings indicated that the product celebrity match-up model and the meaning transfer model positively influence purchase intentions, with consumer attitudes acting as a mediating factor and brand engagement serving as a moderator. Similarly, (Al-Sous et al., 2023) investigated the effects of SMIs on purchasing decisions in Jordan, identifying Quality of Information, Trustworthiness, and Attitude toward a brand as significant factors influencing purchase intentions. Their results demonstrated a direct positive impact of both IQ and TRU on ATU, which subsequently affected purchase intentions.

In the Chinese context, (Shan et al., 2020) examined self-influencer congruence, revealing that alignment between an influencer's image and a consumer's ideal self-image enhances endorsement outcomes. Their study highlighted the mediating role of parasocial identification and the moderating effect of perceived motives behind influencer endorsements.

(Saima & Khan, 2020) focused on the attributes of SMIs in Delhi NCR, India, finding that trustworthiness, information quality, and entertainment value significantly enhance influencer credibility, which in turn affects consumer purchase intentions. Additionally, (Adelina et al., 2022) analyzed the roles of social media marketing, customer trust, and consumer brand involvement, concluding that social media marketing positively impacts customer trust and brand engagement, with brand engagement mediating the relationship between marketing and purchase intention. (Sağlam & Es-Safi, 2021) further supported these findings by investigating the augural impacts of influencer attributes on brand reputation and buying intent, concluding that expertise and authenticity significantly influence perceived quality and brand loyalty.

While many studies highlight the positive influence of SMIs, some research presents nuances in the connection between the trust of consumer and their buying intention. For instance (Adelina et al., 2022) found that customer trust did not significantly affect purchase intention or mediate the relationship between social media marketing and purchase intention.

Additionally, (Serman & Sims, 2020a) examined factors influencing consumer intentions to adopt blogger recommendations, identifying trust, credibility, and social attractiveness as significant influencers, with social attractiveness mediating the relationship between attitude and intentions. This suggests that while trust is crucial, its role may vary across different contexts and demographics.

(Radwan et al., 2021) explored youth perceptions of SMIs in the UAE, finding that influencers' attractiveness, expertise, and trustworthiness positively impact purchasing intentions. This study emphasized the importance of digital interactions in shaping these perceptions, indicating that youth engagement with influencers can significantly influence their purchasing decisions. (Masuda et al., 2022) developed a research model based on the theory of persuasion, identifying personal attributes and characteristics that influence purchase intentions. Their findings revealed that parasocial relationships have

a more substantial impact on purchase intentions than other characteristics, further supporting the significance of emotional connections in influencer marketing.

(Chopra et al., 2021) Theory of Planned Behavior and Social Learning Theory were used to assess the impact of influencer characteristics on consumer behavior, concluding that attitudes toward influencers and perceived behavioral control positively affect consumer behavior. Finally, (Chetioui et al., 2020) investigated how attitudes toward fashion influencers affect brand attitudes and purchase intentions, finding that positive attitudes enhance both brand attitudes and purchase intentions, influenced by factors such as credibility and perceived expertise.

### **2.3. TikTok as a Marketing Platform**

ByteDance, a prominent Chinese technology company, launched the mobile video-sharing app Douyin in September 2016. Initially branded as A.me, it was rebranded to Douyin shortly after its debut. The application rapidly established itself in the Chinese market, emerging as a prominent platform for short-form video content. In 2017, ByteDance expanded its reach by acquiring the popular video-sharing app Musical.ly, which was subsequently integrated into Douyin's international version, TikTok, in 2018 (Janell Azpeitia, 2021).

In the swiftly changing environment of social media, TikTok has surfaced as one of the leading platforms, boasting a vast user base and offering a unique avenue for content creation and sharing (Moch Anton Maulana & Novi Sri Sandyawati, 2023). In 2020 and 2021, it was the most downloaded app worldwide, with a remarkable 1.506 billion downloads, significantly outpacing Instagram, which garnered 1.048 billion downloads during the same period (Barta et al., 2023).

As a social media platform, TikTok provides users with a dynamic and engaging space to express their creativity through a wide range of content, including challenges, lip-syncing, songs, dancing, and singing. TikTok offers unique advantages, including short-form content, entertainment value, trendiness, creativity, and high levels of interactivity, making them increasingly attractive to marketers (The et al., 2021). This growth trend reflects TikTok's increasing popularity, particularly among younger demographics, as it attracts new users and engagement. With its ever-growing user base, TikTok has also become an attractive advertising tool for businesses aiming to connect with a large and engaged audience.

The content of TikTok is distinctly defined by its ludic nature, which emphasizes entertainment and enjoyment, as highlighted by (Y. Wang, 2020). This characteristic position TikTok as a platform primarily oriented towards leisure activities, setting it apart from other social media networks like Twitter and Facebook, which are more focused on disseminating information, and news, and fostering connections among acquaintances. The platform's design encourages users to engage in playful and creative expression, facilitating a unique user experience that prioritizes fun over traditional social networking interactions. This shift towards a more entertainment-centric model reflects broader trends in social media consumption, particularly in the post-pandemic landscape, where users increasingly seek platforms that offer escapism and enjoyment in their digital interactions.

In the rapidly evolving landscape of digital marketing, TikTok has emerged as a powerful and cost-effective tool for brands seeking to create engaging content and connect with their target audience. As (Akbari et al., 2022), TikTok provides a distinctive chance for marketers to display their products and initiatives without

incurring substantial costs. Beyond its promotional capabilities, the platform also serves as a valuable networking tool, enabling marketers and customers to interact and communicate through features such as comments and direct messages, as noted by (Rangaswamy et al., 2020).

## 2.4. Summary of Reviewed Literature

This section presents a summary of the reviewed literature in a table format, providing an overview of the key theoretical frameworks and empirical findings relevant to the study of consumer behavior in social media influencer marketing. Table 1 presents the aim, methodology, and results obtained from the reviewed literature. Table 1 presented summary of reviewed literature.

Table 2.1: Summary of reviewed literature

S.no	Title	Aim	Result Obtained	Citation
1	<b>“The role of influencers in the consumer decision-making process”</b>	How influencer marketing affects consumer purchasing decisions.	Sportsmen are the most trusted. Merely 32.8% of participants view products endorsed by influencers as high quality. Only 21.9% of participants indicated they would be motivated to make a purchase. 45% of the participants would be swayed when purchasing clothing, with 12% strongly agreeing and the remaining 33% agreeing.	(Zak & Hasprova, 2020)
2	<b>“Impact of Social Media Influencers on Consumer Buying Decisions”</b>	To examine how social media influencers impact the buying behavior of customers. To find the impact of credibility and attitude of social media influencers on the buying behavior of consumers.	The credibility of influencers and the information provided by them is credible and therefore this is the major reason behind customer following them which in turn, influences their buying behavior. Influencers are more likely to influence buying behavior if they have good responses and behavior toward their follower’s problems and queries.	(Rai, 2021)
3	<b>“Understanding influencer marketing: The role of congruence between influencers, products and consumers”</b>	Examines the alignment among the three fundamental elements of any influencer marketing campaign: the influencer, the consumer (or follower), and the sponsored	The findings validate that when influencer-consumer alignment is strong, increased (decreased) influencer-product alignment promotes more (less)	(Belanche et al., 2021)

		brand.	consumer-product alignment.	
4	<b>“Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial”</b>	To identify important dimensions and sub-dimensions of influencer marketing that influence consumer’s purchase intention by expanding on the TPB and social learning theory using a qualitative study.	The perception of influencers and the perceived behavioral control that enhances domain knowledge positively influenced consumer behavior, whereas peer influence had no impact. Personal relevance, motivation, and trust positively affected behavior, while perceived risk had no effect.	(Chopra et al., 2021)
5	<b>“Social media influencer marketing: A systematic review, integrative framework and future research agenda”</b>	To identify key themes and dominant concepts for an integrative multidimensional framework that considers antecedents, mediators, and moderators of potential outcomes, as well as contextual factors that translate into consumer behaviour.	A comprehensive multidimensional framework Multiple research gaps are recognized Suggestions for future research are presented	(Vrontis et al., 2021)
6	<b>“The impact of social media influencers on consumer perception about the product and purchase intention”</b>	To identify the factors associated with SMIs that increase their endorsement effectiveness and stimulate consumers’ positive perceptions about the endorsed products and purchase intention.	All the SMIs’ effectiveness factors – source credibility, source attractiveness, product match-up, and communication – have a significant positive influence on consumer perception of the product and on purchase intention, individually and together. The factors with the most impact on purchase intention are source attractiveness and communication when studied individually, and source attractiveness and product match-up when studied together. Moreover, consumer perception of the product positively impacts purchase intention	(Rodrigues, 2021)

			directly and mediates the relationship between the set of SMIs' effectiveness factors and purchase intention.	
7	<b>“The Effect of Influencer Marketing on Consumers’ Brand Admiration and Online Purchase Intentions: An Emerging Market Perspective”</b>	Comparative effect of an expert social media influencer vis-a-vis’ an attractive celebrity influencer’s endorsement on the millennial consumer’s brand attitude	There is a clear benefit in selecting an expert influencer instead of an appealing celebrity influencer when developing marketing communications for consumer electronics products. The mediating influence of brand attitude and brand admiration is empirically demonstrated. The moderating impact of involvement is also confirmed.	(Trivedi & Sama, 2020)
8	<b>“Impact of Social Media Marketing on Consumer’s Purchase Intentions: The Mediating role of Customer Trust”</b>	Determine how SMI influences Pakistani consumers’ purchase intention To investigate the relationship between social media marketing and customer trust. To study the connection between trust and consumer’s purchase intention To examine the moderating role of trust between social media marketing and consumer’s purchase intention. To investigate the overall impact of social media marketing on consumer’s purchase intentions	The analysis reveals that social media marketing significantly influences consumer purchase intentions, with customer trust acting as a crucial mediator. The results suggest that trust improves the efficacy of social media marketing strategies, resulting in higher purchase intentions among consumers.	(Umair Manzoor et al., 2020)
9	<b>“A Study of Social Media Influencers and Impact on Consumer Buying Behaviour in the United Kingdom”</b>	To gain a better understanding of how SMIs function by: (1) identifying the personality and content features elicited by SMIs; (2) demonstrating the mechanism by which SMIs can influence choice imitation via the enhancement of customer loyalty;	The more loyal customers are to SMIs, the more likely they are to be inspired to adopt as social defaults the examples offered by SMIs, including their lifestyle, style, suggestions, and recommendations. Both the content and personality (i.e., characteristics of SMIs) influence the	(Chan, 2022)

		and (3) determining whether demographic factors such as gender, income, and education levels influence the relationship between SMIs and choice imitation.	motivation of customers in a social media context.	
10	<b>“Research on the Influence of Video Marketing of Social Media Influencers on Consumers Purchase Intention of Beauty Products— Taking YouTube as Example”</b>	Investigates the connection between the trustworthiness of social media influencers and consumer confidence.	Consumer trust is strongly connected to the credibility source of social media influencers. Consumers’ perceptions and views regarding influencer video marketing. Video marketing by social media influencers does influence consumers' buying choices.	(Xinxin Sun, 2021)
11	<b>“Similarity, Familiarity, and Credibility in influencers and their impact on purchasing intention”</b>	To acquire insights into how elements of trust, similarity, familiarity, and credibility in influencers affect purchasing intentions.	There is a robust connection between the trust factors similarity and credibility and purchasing intention, but no correlation with familiarity. The greater the similarity a person perceives with the influencer, the higher their trust in that influencer; likewise, the more credible the influencer is viewed, the more trust they inspire. Hypothesis 2 is rejected.	(Al- et al., 2020)
12	<b>“Trust in social media influencers and purchase intention: An empirical analysis”</b>	To uncover the connection between trust in the influencer and purchase intention within the influencer communication process.	Influencers sharing their opinions enhances trust in them, and there is a positive relationship between trust in the influencer and purchasing intention. No notable differences were observed between genders regarding trust in the influencer, and the purchase intentions of	(Alkan & Ulas, 2023)

			<p>participants following the influencer were moderate.</p> <p>There was no significant difference between time spent on social media and purchase intention; however, significant differences were identified between trust in influencers and education level as well as monthly income.</p>	
13	<p><b>“Social Media Influencers’ Impact to Purchase Intention: The Moderating Effect of Brand Engagement”</b></p>	<p>Investigate the influence of social media influencers on purchase intention among students at local public universities in Malaysia, using the Social Learning Theory as a framework.</p>	<p>The product-celebrity match-up model and the meaning transfer model positively influence consumers' purchase intentions. Consumer attitude was identified as a mediating factor in these relationships, while brand engagement acts as a moderating factor between consumer attitude and purchase intention.</p>	<p>(S. Wang &amp; Wong, 2021)</p>
14	<p><b>“Examining The Effects of Social Media Influencers’ Characteristics on Brand Equity and Purchase Intention”</b></p>	<p>This article aims to determine the predictive effects between Influencer's characteristics dimensions, brand equity, and purchase intent, in addition to determining the impact of social media influencers on brand equity and purchase intent.</p>	<p>Communication skills have a significant effect on the perceived quality, brand awareness, loyalty to the brand, and purchase.</p> <p>Convergence was verified as a high link between scales that measure components of influential properties on social media such as communication, and purchase, the influences must strengthen their impact, credibility, and experience skills.</p>	<p>(Sağlam &amp; Es-Safi, 2021)</p>
15	<p><b>“Impact of Social Media Influencer Marketing On Youth Purchase Intentions in UAE”</b></p>	<p>Analyzes the effect of influencers' marketing strategies on consumer purchase intentions in the UAE.</p> <p>To determine how young people perceive and assess social media influencers,</p>	<p>Youth in the UAE consider that influencers have positive personal appeals, traits, and information support to attract their followers and encourage them to purchase.</p>	<p>(Radwan et al., 2021)</p>

		To evaluate the influence of social media marketing influencers on the purchasing intentions and decisions of youth, To investigate how young individuals assess the promotional content shared by influencers on social media.	Influencers push youth to search for more information about the products and visit marketers' websites. Influencers' social media activities also affect youth's interests, desires, and purchase intentions by helping them assess the products.	
16	<b>“Antecedents of social media influencers on customer purchase intention: Empirical study in Jordan”</b>	Analyze the effect of social media influencers (SMIs) on consumers' purchasing decisions by investigating the factors that influence consumers' purchase intentions.	A substantial influence of Information Quality (IQ) and Trustworthiness (TRU) on brand attitude, and subsequently on customers' purchase intentions, was confirmed.	(Al-Sous et al., 2023)
17	<b>“Impacts of Influencer Attributes on Purchase Intentions in Social Media Influencer Marketing: Mediating Roles of Characterizations Running title: Social Media Influencer Attributes and Purchase Intentions”</b>	Focus on the role of social media influencers in video advertising (on YouTube), which is becoming increasingly influential as a social media marketing strategy.	PSR positively influenced followers' purchase intentions via advertisements by social media influencers The influencer marketing effect of fashion bloggers was significantly influenced by social attractiveness and attitude homophily as a factor in the formation of their PSI, and physical attractiveness did not affect PSI; furthermore, the antecedent that had the greatest impact on PSI was attitude homophily.	(Masuda et al., n.d.)
18	<b>“The effect of social media influencers' characteristics on consumer intention and attitude toward Keto products purchase intention”</b>	Examine a theory and investigate the sample perspectives of the social media influencer characteristics towards consumer intention and attitude with the moderating role of vloggers.	Consumers' intentions prompted by social media influencers through video advertising are influenced by trustworthiness, perceived communication, and respect. Vloggers have a non-significant effect on consumer purchase intentions through their videos on TikTok, suggesting the	(Kurdi, Alshurideh, Akour, Tariq, et al., 2022)

			presence of subtle and not clearly articulated influencing factors in this area.	
19	<b>“The Impact of Social Media Influencers on Purchase Intention Towards Cosmetic Products in China”</b>	Investigate the impact of Key Opinion Leaders (KOLs) and social media influencers in China on the perceptions and purchasing intentions of female college-age consumers.	Celebrity KOL has a significant influence on young female customers’ product attitudes while blogger KOL does not. Celebrity KOLs have a notable impact on the purchase intentions of young female consumers, whereas blogger KOLs do not. There is a significant relationship between product attitude and purchase intention.	(Kim Marjerison et al., 2021)
20	<b>“Effect of Social Media Influencer Marketing on Consumers’ Purchase Intention and the Mediating Role of Credibility”</b>	Determine the influence of different characteristics of social media influencers on their credibility and ultimately on consumers' purchase intentions in Delhi NCR, India.	Trustworthiness, information quality, and entertainment value have significant direct effects on the credibility of influencers as well as significant indirect effects on the purchase intention of consumers. Also, the purchase intention of consumers is directly affected by an influencer’s trustworthiness and credibility.	(Saima & Khan, 2020)
21	<b>“Factors Influencing Consumer’s Purchase Intention on Beauty Products in Youtube”</b>	Explain the influence of social media influencer (SMI), electronic word of mouth (EWOM), and perceived quality (PQ) on purchase intention (PI) of beauty products on YouTube	The results show that social media influencers, electronic word of mouth, and perceived quality simultaneously have a significant influence on purchase intention. Nevertheless, only two variables individually have a significant influence on purchase intention, which are social media influencers and	(Rosara & Luthfia, 2020)

			perceived quality.	
22	<b>“Impact of social media influencers’ credibility on millennial consumers’ green purchasing behavior: a concept paper on personal and social identities”</b>	Provide the theoretical insights with regard to the green purchasing intention–behavior gap and the role played by social media influences in abating this gap.	Discusses the theoretical and managerial implications.	(Rodrigo & Mendis, 2023)
23	<b>“The Effect of Social Media Influencer on Purchase Intention with Brand Image and Customer Engagement as Intervening Variables”</b>	To see how much of a role social media influencer Lizzie Parra performed in influencing purchase intention through brand image and customer engagement to the BLP Beauty brand.	Social media influencers positively and significantly affected the purchase intention of BLP Beauty products. However, improved purchase intention is also affected by brand image and customer engagement. Brand image has the most significant effect in improving purchase intention, where the colors offered and strong personality can create a positive brand image of BLP Beauty. Customer engagement can be observed from customers who are happy, interested, and paying attention to Lizzie Parra's Instagram content regarding BLP Beauty products.	(Chandra & Indrawati, 2023)
24	<b>“How Social Media Influencers Affect Consumers Purchase Habit?”</b>	Concentrated on the elements driving the influence, particularly aspects like social attractiveness, credibility, experience, and sponsorship.	The findings from a sample of 202 indicate that the factors of trust, credibility, prior experience, perceived usefulness, sponsorship, social attractiveness, and subjective norms influence consumers' intentions to follow bloggers' recommendations. Furthermore, the results emphasize that social attractiveness has a mediating role between attitude and intentions. The	(Serman & Sims, 2020b)

			implications of these results for both bloggers and consumers are explored in detail.	
25	<b>“The Role Of Influencer–Follower Congruence In The Relationship Between Influencer Marketing And Purchase Behavior”</b>	Contributes to the current body of literature that addresses congruence between influencers and followers.	<p>The usefulness of content was indicated as a very important feature in influencer marketing that allows differentiation and is seen as a signal of trustworthiness that helps to become a valuable message sender for customers seeking information about products.</p> <p>Influencer-follower congruence positively moderates the relationship between the perceived usefulness of the influencer’s social media content and purchase behavior, such that for followers who are congruent with an influencer, the impact of content usefulness on purchase behavior will be higher.</p> <p>Influencer-follower congruence was not found to have a positive moderating effect on the relationship between perceived influencer trustworthiness, attractiveness and purchase behavior.</p>	(Venciute et al., 2023)

## 2.5. Conceptual Framework

This study aims to explore the intricate relationship between influencer characteristics, their involvement, and the resulting purchase intentions of their followers. Additionally, the study investigates how the homophily, similarity between influencers and their followers interacts with these characteristics to further influence purchasing behavior. By analyzing the combined effects of individual influencer characteristics and homophily, we aim to provide insights into how these factors interact to shape consumer behavior.

The conceptual framework for this study is predicated on the premise that social media influencers significantly impact consumer purchasing behavior. This framework guides the research process and provide a structured approach for analyzing the collected data. It comprises two primary components: social media influencers and consumer purchase decisions. The conceptual framework for this study was developed through the integration of insights from three distinct articles, with over 90% of the framework being adapted and modified from (Venciute et al., 2023).

Notably, we opted to utilize the concept of “homophily” in place of “influencer-follower congruency”. This decision was informed by a comprehensive review of the literature, which revealed that influencer-follower congruency is a broad concept closely aligned with homophily. Our aim was to investigate whether similarities in values, product preferences, hobbies, and styles influence influencer characteristics and the purchase intentions of followers within the Ethiopian context. Consequently, we selected “homophily” as a moderator to explore these specific similarities, as proposed by (Chen, 2020). Furthermore, in alignment with (Venciute et al., 2023), we introduced the concept of “influencer network involvement” as an independent variable. This addition is based on findings that suggest involvement plays a significant role in shaping consumer behavior, alongside credibility and expertise (Renchen, 2020). By integrating these concepts, our framework aims to provide a robust understanding of the dynamics at play in influencer marketing in Ethiopia.

The first component, social media influencers, serves as the independent variable. This component encompasses various characteristics of influencers, such as trustworthiness, attractiveness, content usefulness, involvement, and experts, which are hypothesized to affect how consumers perceive and respond to their endorsements. By examining different types of influencers on TikTok, including those with varying follower counts and engagement levels, the research aims to determine how these factors influence consumer attitudes toward products and brands. Homophily or perceived similarity between influencers and followers is presented as a moderator between the characteristics of the influencer and purchase intention of followers.

The second component of the framework is consumer purchase decisions, which act as the dependent variable. This variable focuses on the specific behaviors and intentions of Ethiopian consumers when making purchasing choices, particularly in relation to products promoted by influencers on TikTok. The framework explores the mechanisms through which influencers shape consumer perceptions, including the role of trust, social proof, and emotional connection. By investigating these dynamics, the research seeks to uncover the extent to which social media influencers affect the purchasing decisions of Ethiopian consumers, ultimately contributing to a deeper understanding of influencer marketing in the context of emerging markets.

Hypothesis 1-5 presents the effect of individual influencer characteristic to purchase behavior, and hypothesis 6a-6e represent the combined effect individual influencer characteristic and homophily to purchase intention.

## 2.6. Hypotheses of the Study

This section outlines the hypotheses and conceptual framework guiding the study of consumer purchase behavior in social media influencer marketing. The hypotheses are formulated based on the insights derived from the reviewed literature.

The Source Credibility Theory posits that trustworthiness is a critical component of an influencer's credibility, significantly impacting the efficacy of their endorsement. According to this model, trustworthiness is a relational quality that emerges through repeated interactions and develops over time. Previous studies by (Ao et al., 2023), and (Abdullah et al., 2023) revealed that trustworthiness exerts the most significant influence on consumers' purchase decisions for products and services. However, some studies have indicated that trustworthiness does not significantly influence the purchasing behavior of consumers (AlFarraj et al., 2021). Therefore, we propose the following hypothesis:

**H1:** The trustworthiness of social media influencers has a positive and significant effect on the purchase decisions of Ethiopian consumers.

Expertise is conceptualized as the perceived knowledge, competence, and experience of the influencer in the domain they are promoting, which influences their effectiveness and persuasiveness. Empirical studies, however, have yielded mixed results regarding the impact of influencers' expertise on purchase intention. Some studies did not find a direct effect of expertise on purchase intention in various contexts, such as aesthetic dermatology (AlFarraj et al., 2021), and fashion products (Gomes et al., 2022), other studies have reported positive effects in the fashion industry (Abdullah et al., 2023), and for Jordanian consumers (Hmoud et al., 2022). Consequently, we propose the hypothesis:

**H2:** The expertise of social media influencers has a positive and significant effect on the purchase decisions of Ethiopian consumers.

Attractiveness is a crucial factor that directly influences the effectiveness of an endorsement. It encompasses both physical attractiveness and social attractiveness of the influencer (Rodrigues, 2021). Numerous studies indicate that source attractiveness exerts a beneficial influence on consumer perceptions of products, which subsequently leads to increased purchase intentions (Xinxin Sun, 2021). Based on the above review we propose the following hypothesis:

**H3:** The attractiveness of social media influencers has a positive and significant effect on the purchase decisions of Ethiopian consumers.

Influencer fame is often bolstered by a high level of network involvement, characterized by frequent posts and active participation in social networks. Research indicates that such engagement not only enhances the visibility of influencers but also fosters trust among consumers and affects consumer purchase behavior. (Renchen, 2020) highlights that influencers who maintain a robust social presence are perceived as more credible, which in turn amplifies their fame. This dynamic is crucial, as influencers with higher visibility

are more likely to sway consumer attitudes and behaviors, particularly in the context of brand endorsements (Ying & Dikčius, 2023). As a result of the above reviews, we propose the following hypothesis:

**H4:** The involvement of social media influencers has a positive and significant effect on the purchase decisions of Ethiopian consumers.

Content usefulness refers to the capacity of content to assist users in making informed decisions or advancing toward their objectives (Müller & Christandl, 2019). Additionally, the ability to recognize the content produced by an influencer can be perceived as an indicator of trustworthiness. This is particularly important for customers seeking reliable information, as it allows them to depend on someone they trust for guidance. Influencers leverage their social media platforms to disseminate information about products and brands, effectively functioning as modern conduits of word-of-mouth marketing. As noted by (Radwan et al., 2021), influencers possess the unique ability to engage large audiences, thereby creating an exponential referral chain that drives traffic, leads, and sales. Their posts and videos resonate with followers, fostering a sense of trust and credibility that traditional advertising often lacks. This trust is crucial; consumers are more likely to buy products suggested by peers or influencers they respect, as these recommendations hold a sense of authenticity and personal experience. Therefore, we have proposed the following hypothesis:

**H5:** The usefulness of an influencer's social media content positively influences the purchase decisions of Ethiopian consumers.

Homophily, is defined as the perceived similarity between influencers and their followers, encompasses various demographic and ideological factors, including attitudes, values, and personality traits (Chen, 2020). When followers perceive similarities with influencers whether in demographic attributes or ideological beliefs, they are more likely to trust the influencer's recommendations and feel a stronger emotional connection to the endorsed products. Consequently, this perceived alignment may enhance the overall impact of influencer marketing strategies, resulting in greater consumer loyalty and brand advocacy (Folkvord et al., 2020). Based on the similarity attraction theory, individuals favor other similar individuals because perceived similarity leads to cognitive consistency (Zogaj et al., 2021). Homophily between influencer and follower connects influencer marketing and consumer purchasing behavior (Venciute et al., 2023). The homophily between a social media influencer's image and a consumer's ideal self-image serves as a pivotal factor in the effectiveness of influencer marketing. This will enhance the likelihood that the endorsement will resonate with consumers, ultimately driving desired behaviors such as increased purchase intent and brand loyalty (Shan et al., 2020). As noted by (Sokolova & Kefi, 2020) attitude homophily serves as a critical determinant of credibility in influencer marketing. This concept pertains to the perceived similarities in values between an influencer and their followers. When followers recognize shared values with an influencer, it enhances the influencer's credibility, fostering a stronger connection and trust. Such alignment not only influences the effectiveness of the influencer's endorsements but also plays a significant role in shaping consumer attitudes and behaviors. Understanding the impact of attitude homophily on perceived credibility can provide valuable insights for brands seeking to optimize their influencer marketing strategies. Based on the principle of homophily, we propose the following hypothesis:

**H6a:** Homophily of influencer and follower strengthens the positive effect of perceived influencer trustworthiness on purchase behavior.

**H6b:** Homophily of influencer and follower strengthens the positive effect of perceived influencer expertise on purchase behavior.

**H6c:** Homophily of influencer and follower strengthens the positive effect of perceived influencer attractiveness on purchase behavior.

**H6d:** Homophily of influencer and follower strengthens the positive effect of perceived influencer involvement on purchase behavior.

**H6e:** Homophily of influencer and follower strengthens the positive effect of content usefulness on purchase behavior.

The conceptual framework visually depicts the hypothesized relationships between TikTok influencer characteristics (trustworthiness, attractiveness, expertise, content usefulness, and involvement), the moderating factor (homophily), and the dependent variable (purchase intention). Figure 2.1 presents the conceptual model of the study (Venciute et al., 2023).

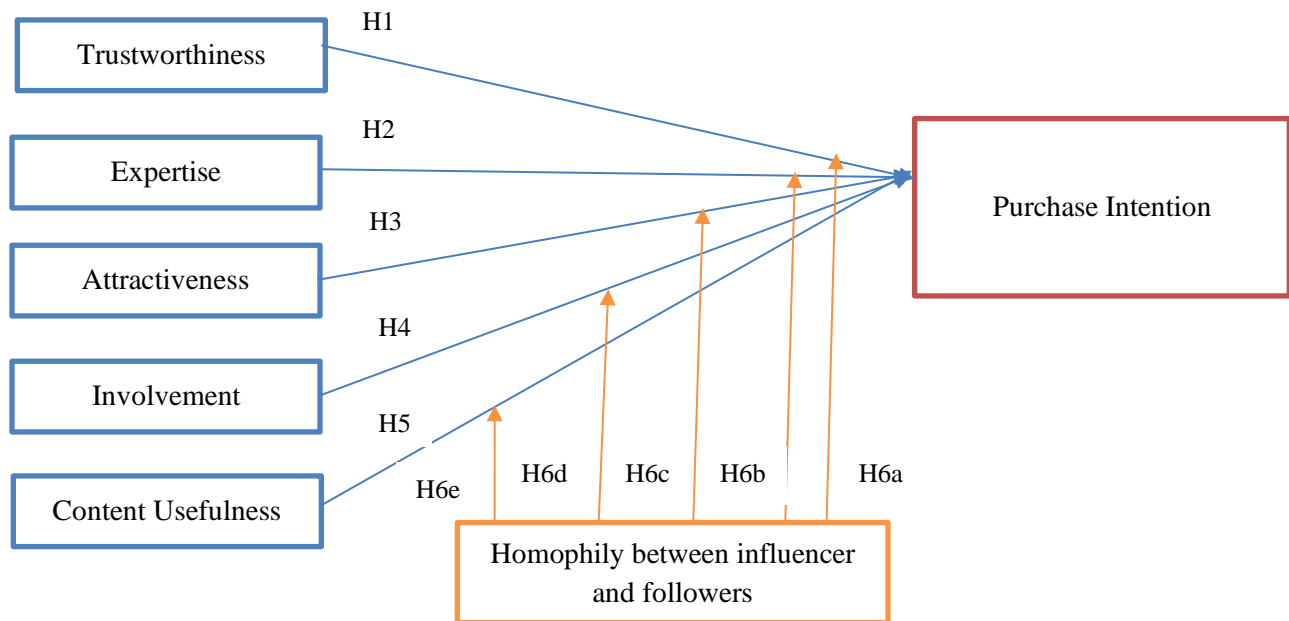


Figure 2.1: Conceptual model

### 3. Chapter Three: Research Design and Methodology

#### 3.1. Research Design and Approach

The study employed a quantitative research design using an online questionnaire (Google Form) survey method. Quantitative research design is a structured method employed to gather and analyze numerical data to address specific research questions and evaluate hypotheses as employed by (Rodrigues, 2021; Umair Manzoor et al., 2020). This research design is widely used in numerous fields, including social sciences, psychology, and market research. The primary goal of quantitative research is to quantify variables and uncover patterns, relationships, and trends within the data, allowing researchers to draw objective conclusions.

The study also employed descriptive research design which is a fundamental approach in research methodology that aims to provide a comprehensive and systematic depiction of a phenomenon, situation, or population. This design was chosen since it is particularly valuable in exploring and documenting the characteristics, behaviors, and trends within a specific group or context.

#### 3.2. Target Population and Sample Frame

The target population for this study comprises Ethiopian consumers aged 18 to 45 residing in Addis Ababa during the data collection period. To ensure representation across various age groups, a non-probability sampling technique was employed. This approach is particularly effective for focusing on specific subgroups within the population that possess relevant characteristics for the study. Additionally, purposive sampling was utilized to select individuals who are active TikTok users and have engaged with influencer content, enabling a detailed exploration of the phenomena under investigation.

While precise figures for TikTok users in Ethiopia are not readily available, the platform has undoubtedly gained significant popularity among the country's youth, particularly those in the Gen Z demographic, who utilize it for creative expression and social interaction. Given the widespread adoption of TikTok in Ethiopia, it can be reasonably assumed that the target population for this study exceeds 10,000 users. When dealing with populations larger than 10,000, a common guideline is to employ a minimum sample size of approximately 400 to 600 participants to ensure adequate representation. In order to calculate the exact sample size we have used the following formula.

$$S = \frac{Z^2 \times P \times (1 - P)}{e^2}$$

S= Sample Size

Z= Confidence level which is 95% (Z=1.96)

P = Percentage of population which is P = 0.05

e = Margin of error which is  $e \approx 0.01875$

Accordingly, this study proposes a total sample size (S) = 519

We had included different age groups, the age range of 18-45 can be classified into the following group: 18-25 years (Generation Z (Gen Z)), 26-35 years (Millennial (Generation Y)), and 36-45 years (Generation X (Gen X)). This classification allows for a more nuanced understanding of the target population and ensures that each age group is adequately represented in the sample. The results have been presented in a narrative format, supported by collected data, responses from questioner, and relevant literature.

### **3.3. Data Collection Instruments**

To effectively analyze the research hypothesis, both primary and secondary data are essential. Primary data was collected from followers. The data was collected through an online questionnaire using Google Forms as the technique presented and utilized by (Kurdi, Alshurideh, Akour, Alzoubi, et al., 2022; Serman & Sims, 2020b; Zak & Hasprova, 2020). The questionnaire was designed based on previous literatures the survey contains Nine (9) sections. In contrast, secondary data was sourced from published literature on purchase intention and influencer characteristics/impacts such as (trustworthiness, expertise, attractiveness, content usefulness, and involvement). The questioners were distributed and collected in Addis Ababa, Ethiopia, in September 2024, by using a Google Form questionnaire link provided via mobile devices such as tablets and smartphones.

### **3.4. Measurement Scale**

A Seven-point Likert scale was used to assess the respondent's attitude toward each variable using a carefully written statement spanning from highly negative to very positive, with the ordinary scale measures of strongly disagree, Somewhat disagree, Disagree, Neutral, Somewhat agree, Agree, and strongly agree. The use of Seven-point Likert scale in different fields are more common and it is utilized by many literatures such (Al- et al., 2020; Chan, 2022).

### **3.5. Measurement Constructs**

In the design of the questionnaire for this study, the structure was carefully organized into distinct sections to ensure clarity and relevance of the data collected. The questionnaire is divided into Nine main sections. The first section is dedicated to gathering essential demographic data from respondents, which is critical for contextualizing their responses. Key demographic variables include age, gender, and education level.

The second section focuses on influencer engagement, which is integral to understanding how consumers interact with social media influencers and the subsequent impact on their purchasing decisions. This section employs a combination of frequency scales and categorical selections to capture both the depth and breadth of influencer engagement, thereby facilitating a nuanced analysis of its effects on consumer behavior.

The third section assesses the Source Attractiveness Model, which evaluates how the perceived attractiveness of social media influencers influences purchase intentions. This model comprises six items adapted from (Ohanian, 1990). The fourth section gathers data on trustworthiness, measuring the perceived reliability of TikTok influencers through three items sourced from (Ohanian, 1990).

In the fifth section, expertise is evaluated by inquiring about respondents' perceptions of influencer knowledge and authority within their respective fields. This section includes three measurement items also

adapted from (Ohanian, 1990). The sixth section assesses involvement using four measurement items based on research conducted by (Ying & Dikčius, 2023).

The seventh section examines the construct of homophily, which assesses the degree of similarity between respondents and influencers. This section includes six measurement items derived from the study by (Ki et al., 2020). In the eighth section, the usefulness of content shared by influencers is measured through three items based on research conducted by (Ünalmiş et al., 2024). The last section presents the items that measure the ultimate outcome of influencer engagement which is purchase intention. The items were adopted from (Alalwan, 2018).

Table 3.1: Study Contract and Supporting Prior Studies

S.No	Constructs	Measurement items	Source
1	Source Attractiveness Model	1. Highly attractive social media influencers can trigger my purchase of their endorsed products. 2. Classy social media influencers can trigger my purchase of their endorsed products 3. Elegant social media influencers can trigger my purchase of their endorsed products. 4. The similarity between the social media influencers can trigger my purchase intention. 5. Familiarity with social media influencers can influence my purchase decision for a certain product. 6. Likeability of the social media influencers can trigger my purchase intention.	(Ohanian, 1990)
2	Trustworthiness	1. I do believe that I can depend on the TikTok influencers I follow to make purchasing decisions. 2. I do believe that the TikTok influencers I follow are sincere. 3. I do believe that influencers I follow use the same products they advertise.	(Ohanian, 1990)
3	Expertise	1. The influencers I am following are experts in their field 2. The influencers I am following have great knowledge 3. The influencers I am following provide references based on their expertise	(Ohanian, 1990)

4	Involvement	1. How often do you use TikTok?	(Ying & Dikćius, 2023)
		2. How many TikTok influencers do you currently follow?	
		3. On average, how many views do you think the influencers you follow receive on their posts?	
		4. On average, how many followers do you think the influencers you follow receive on their posts?	
5	Homophily	1. I have a lot in common with the influencers I follow.	(Ki et al., 2020)
		2. Me and the influencer use the same product (we have the same taste in products).	
		3. I and the influencer have the same hobbies/ies.	
		4. Me and the influencer have the same style.	
		5. Me and the influencer share the same values.	
		6. The influencer I follow thinks like me.	
6	Content usefulness	1. The content posted by influencers that I follow is valuable to me.	(Ünalmiş et al., 2024)
		2. The content posted by influencers that I follow is useful for me and I can find beneficial advice, recommendations, and acumen in my fields.	
		3. The content posted by influencers that I follow helps a lot of people make the best decision in searching for desired products.	
7	Purchase Intention	1. I am likely to purchase products or services that have been endorsed by social media influencers.	(Alalwan, 2018)
		2. Social media influencers increase the worth of value for products endorsed.	
		3. There is a high probability I would purchase the product after watching the advertisement endorse by social media influencers.	

### **3.6. Method of Data Analysis**

The data analysis for this study employed a comprehensive approach to evaluate the relationships between various constructs related to purchase intentions in the context of influencer marketing. The analysis included reliability testing, correlation analysis, regression modeling, and descriptive statistics for both dependent and independent variables to measure the central tendency using percentages, and frequencies and presented in tables. Once the data was gathered using a structured questionnaire, computation and analysis were performed using SPSS (Statistical Package for the Social Sciences) version 26 software.

To assess the internal consistency of the questionnaire items, Cronbach's Alpha coefficient was calculated. This coefficient serves as a measure of the degree to which items within a scale are correlated and measure the same underlying construct (Gadermann et al., 2012; Sideridis et al., 2018)

Correlation analysis was conducted using Spearman's rho coefficient to examine the relationships among several variables related to purchase decisions influenced by social media marketing (Adhianto et al., 2010). A multiple linear regression analysis was conducted to further explore how well the independent variables predict the dependent variable, Purchase Decision as it was used by (Rodrigues, 2021; Rosara & Luthfia, 2020; Trivedi & Sama, 2020).

### **3.7. Ethical Considerations**

Informed consent has been provided for all participants, and their confidentiality and anonymity has been maintained throughout the study. Any potential conflicts of interest has been disclosed, and the research was conducted in accordance with the ethical guidelines of the relevant institutional review board.

## 4. Chapter Four: Result and Discussion

### 4.1. Result

#### 4.1.1. Introduction

This chapter aims to assess the impact of social media influencer marketing on the Ethiopian consumer purchase behavior through data analysis and interpretations. Once the data was gathered using a structured questionnaire, computation and analysis was performed using SPSS (Statistical Package for the Social Sciences) version 26 software. The study findings are presented in the following sections.

#### 4.1.2. Response Rate

Out of the 550 questionnaires distributed to the sampled respondents, a remarkable 519 valid questionnaires were received and utilized for further analysis. Notably, there were no missing data or unanswered questions among the 519 respondents, accounting for a perfect response rate of 100 percent.

#### 4.1.3. Demographic Characteristics of the Respondents

The demographic profiles of the respondents were examined using descriptive statistics and frequencies. The analysis provides a concise overview of the personal attributes of the respondents, including gender, age, and educational status.

Table 4.1: Demographic characteristics of participant

Category	Subcategory	Frequency	Percent
Age	18 – 24	184	35.50%
	25 – 34	234	45.10%
	35 – 44	94	18.10%
	45 and above	7	1.30%
	Total	519	100.00%
Education Level	Degree	222	42.80%
	Diploma	88	17.00%
	High School	72	13.90%
	Masters	54	10.40%
	PHD	6	1.20%
	Preparatory	77	14.80%
	Total	519	100.00%
Gender	Female	293	56.50%
	Male	226	43.50%
	Total	519	100.00%

The age distribution reveals that the majority of respondents fall within the 25-34 age bracket (45.1%), followed by those aged 18-24 (35.5%). A smaller proportion of participants are in the 35-44 age range (18.1%), with only 1.3% aged 45 and above.

In terms of educational attainment, the most common qualification is a degree, held by 42.8% of respondents. Diplomas and high school qualifications account for 17.0% and 13.9%, respectively. Advanced degrees such as master's and PhD are less common, comprising 10.4% and 1.2% of the sample.

The gender distribution indicates a predominance of female respondents (56.5%) compared to males (43.5%), highlighting a slight female majority in the sample.

Regarding residency, a significant majority reside in Addis Ababa (95.4%), with minimal representation from other cities such as Adama (0.4%) and several others contributing marginally to the total.

#### 4.1.4. Descriptive Statistics of Engagement of Participants

The largest group, comprising 241 respondents (46.4%), reported that they sometimes engage with influencer content, indicating a moderate level of interaction among the majority. A larger segment, 106 respondents (20.4%), stated they often engage, reflecting a significant number of users who regularly interact with influencers. Only 13 respondents (2.5%) reported never engaging with influencer content, indicating that a minimal portion of the audience does not participate at all. Table 4.2 presents influencer engagement status during the data collection period.

Table 4.2: Engagement of participant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	72	13.9	13.9	13.9
	Never	13	2.5	2.5	16.4
	Often	106	20.4	20.4	36.8
	Rarely	87	16.8	16.8	53.6
	Sometimes	241	46.4	46.4	100.0
	Total	519	100.0	100.0	

#### 4.1.5. Reliability Statistics

Cronbach's Alpha coefficient is a most widely used measure of the internal consistency and reliability of a scale or questionnaire (Doval et al., 2023). It assesses the extent to which the items in a set are correlated and measures the same underlying construct. The coefficient ranges from 0 to 1, where a value closer to 1 indicates higher internal consistency. In the given context, the Cronbach's Alpha coefficient is reported to be 0.836. This suggests an extremely high level of internal consistency, indicating that the 26 items in the data set are highly correlated and reliably measure the construct being assessed.

#### 4.1.6. Descriptive Statistics of Independent and Dependent Variables

##### 4.1.6.1. Descriptive Statistics of Attractiveness Model

Table 4.3: Descriptive Statistics of Attractiveness Model

No.	Statement	Response Category	Frequency	Percent	Mean	Std.
1	Highly attractive social media influencers can trigger my purchase of their endorsed products.	Agree	160	30.80%	4.93	1.290
		Completely Agree	22	4.20%		
		Completely Disagree	13	2.50%		
		Disagree	27	5.20%		
		Neutral	50	9.60%		
		Somewhat Agree	218	42.00%		
		Somewhat Disagree	29	5.60%		
		Total	519	100.00%		
2	Classy social media influencers can trigger my purchase of their endorsed products.	Agree	140	27.00%	4.88	1.104
		Completely Agree	4	0.80%		
		Completely Disagree	7	1.30%		
		Disagree	21	4.00%		
		Neutral	58	11.20%		
		Somewhat Agree	258	49.70%		
		Somewhat Disagree	31	6.00%		
		Total	519	100.00%		
3	Elegant social media influencers can trigger my purchase of their endorsed products.	Agree	144	27.70%	5.25	1.427
		Completely Agree	102	19.70%		
		Completely Disagree	13	2.50%		
		Disagree	18	3.50%		
		Neutral	58	11.20%		
		Somewhat Agree	157	30.30%		
		Somewhat Disagree	27	5.20%		
		Total	519	100.00%		

4	Likeability of the social media influencers can trigger my purchase intention.	Agree	222	42.80%	4.85	1.288
		Completely Agree	18	3.50%		
		Completely Disagree	8	1.50%		
		Disagree	32	6.20%		
		Neutral	55	10.60%		
		Somewhat Agree	164	31.60%		
		Somewhat Disagree	20	3.90%		
		Total	519	100.00%		
5	The similarity between the social media influencers can trigger my purchase intention.	Agree	166	32.00%	5.07	1.269
		Completely Agree	9	1.70%		
		Completely Disagree	15	2.90%		
		Disagree	27	5.20%		
		Neutral	59	11.40%		
		Somewhat Agree	211	40.70%		
		Somewhat Disagree	32	6.20%		
		Total	519	100.00%		
6	Familiarity with social media influencers can influence my purchase decision for a certain product.	Agree	202	38.90%	5.07	1.275
		Completely Agree	22	4.20%		
		Completely Disagree	11	2.10%		
		Disagree	25	4.80%		
		Neutral	41	7.90%		
		Somewhat Agree	192	37%		
		Somewhat Disagree	26	5.0 %		
		Total	519	100.0 %		
<b>Average</b>					5.01	1.27

A significant portion of respondents (42.0%) indicated that somewhat attractive social media influencers can trigger their purchases, with an additional 30.8% agreeing that highly attractive influencers have a similar effect. Conversely, only 2.5% completely disagreed with this statement. Regarding classy influencers, 49.7% of participants somewhat agreed that these influencers could influence their purchases, while only 27.0% agreed outright. A minimal percentage (0.8%) completely agreed with this statement.

The data also show that 30.3% of respondents somewhat agreed that elegant influencers could trigger purchases, alongside 27.7% who agreed overall. The percentage of those who completely disagreed was

low at 2.5%. The most compelling finding is related to the likeability of social media influencers, where 42.8% agreed and 31.6% somewhat agreed that this factor could significantly influence their purchase intentions.

For the similarity between influencers and consumers, 40.7% somewhat agreed, while 32.0% agreed outright, indicating a notable recognition of this factor's potential impact. Lastly, familiarity with social media influencers was highlighted as influential by 38.9% of respondents who agreed and 37.0% who somewhat agreed.

#### 4.1.6.2. Descriptive Statistics of Trustworthiness Model

A substantial majority (38.2%) of participants indicated that they agree they can depend on the TikTok influencers they follow for making purchasing decisions. Additionally, 32.0% somewhat agreed, while only 3.5% completely disagreed with this statement.

Regarding the sincerity of TikTok influencers, 37.8% of respondents agreed that these influencers are sincere, with a notable 33.1% somewhat agreeing. Only a small fraction (1.9%) completely disagreed, suggesting a generally positive perception of influencer sincerity among the participants.

The belief that influencers use the same products they advertise garnered the highest level of agreement, with 43.9% agreeing and 21.0% somewhat agreeing. Only 4.0% completely disagreed, indicating strong confidence in the authenticity of influencer endorsements. The analysis results are outlined in Table 4.4.

Table 4.4: Descriptive Statistics of Trustworthiness Model

No	Statement	Response Category	Frequency	Percent	Mean	Std.
1	I do believe that I can depend on the TikTok influencers I follow to make purchasing decisions.	Agree	198	38.20%	4.68	1.530
		Completely Agree	4	0.80%		
		Completely Disagree	18	3.50%		
		Disagree	66	12.70%		
		Neutral	33	6.40%		
		Somewhat Agree	166	32.00%		
		Somewhat Disagree	34	6.60%		
		Total	519	100.00%		
2	I do believe that the TikTok influencers I follow are sincere.	Agree	196	37.80%	4.85	1.298
		Completely Agree	3	0.60%		
		Completely Disagree	10	1.90%		
		Disagree	32	6.20%		
		Neutral	64	12.30%		

		Somewhat Agree	172	33.10%		
		Somewhat Disagree	41	7.90%		
		Total	519	100.00%		
3	I do believe that influencers I follow use the same products they advertise.	Agree	228	43.90%	4.78	1.565
		Completely Agree	16	3.10%		
		Completely Disagree	21	4.00%		
		Disagree	44	8.50%		
		Neutral	45	8.70%		
		Somewhat Agree	109	21%		
		Somewhat Disagree	56	10.80%		
		Total	519	100%		
<b>Average</b>					4.77	1.46

#### 4.1.6.3. Descriptive Statistics of Expertise Model

A significant portion of participants (40.7%) somewhat agreed that the influencers they follow are experts in their field, while 33.7% outright agreed. Only a small percentage (2.5%) completely disagreed with this statement, indicating a generally positive perception of influencer expertise.

Regarding the knowledge of influencers, only 17.3% of respondents agreed that these influencers possess great knowledge, with 38.5% somewhat agreeing. Notably, 13.3% disagreed, and 11.4% remained neutral, suggesting a more mixed perception compared to expertise.

The belief that influencers provide references based on their expertise received a favorable response, with 43.0% somewhat agreeing and 32.6% agreeing overall. Only 1.9% completely disagreed, highlighting confidence in the trustworthiness of influencers' claims. The detailed findings of the analysis are provided in Table 4.5.

Table 4.5: Descriptive Statistics of Expertise Model

No.	Statement	Response Category	Frequency	Percent	Mean	Std.
1	The influencers I am following are experts in their field.	Agree	175	33.70%	4.98	1.298
		Completely Agree	23	4.40%		
		Completely Disagree	13	2.50%		
		Disagree	26	5.00%		
		Neutral	40	7.70%		

		Somewhat Agree	211	40.70%		
		Somewhat Disagree	31	6.00%		
		Total	519	100.00%		
2	The influencers I am following have great knowledge.	Agree	90	17.30%	4.28	1.480
		Completely Agree	11	2.10%		
		Completely Disagree	19	3.70%		
		Disagree	69	13.30%		
		Neutral	59	11.40%		
		Somewhat Agree	200	38.50%		
		Somewhat Disagree	71	13.70%		
		Total	519	100.00%		
3	The influencers I am following provide references based on their expertise.	Agree	169	32.60%	4.86	1.281
		Completely Agree	7	1.30%		
		Completely Disagree	10	1.90%		
		Disagree	36	6.90%		
		Neutral	39	7.50%		
		Somewhat Agree	223	43%		
		Somewhat Disagree	35	6.70%		
		Total	519	100%		
<b>Average</b>					4.71	1.35

#### 4.1.6.4. Descriptive Statistics of Involvement Model

The majority of respondents (78.1%) use TikTok daily or several times a week, indicating high engagement with the platform. Most users (58.2%) follow between 6 to 20 TikTok influencers, showcasing a significant interest in influencer content. Approximately 37.6% of respondents believe the influencers they follow receive more than 10,000 views per post, while 41.0% estimate their follower counts to be over 1,000. Table 4.6 presents the overall result of involvement of consumers in TikTok platform.

Table 4.6: Descriptive statistics of involvement of consumers

No	Statement	Response Category	Frequency	Percent
1		Daily	211	40.7

	How often do you use TikTok?	Once a week	56	10.8
		Rarely	58	11.2
		Several times a week	194	37.4
		Total	519	100.0
2	How many TikTok influencers do you currently follow?	1 - 5	21	4.0
		1-5	130	25.0
		11 - 20	66	12.7
		6 - 10	187	36.0
		More than 20	115	22.2
		Total	519	100.0
3	On average, how many views do you think the influencers you follow receive on their posts?	1,000 - 5,000	129	24.9
		5,001 - 10,000	84	16.2
		Less than 1,000	111	21.4
		More than 10,000	195	37.6
		Total	519	100.0
4	On average, how many followers do you think the influencers you follow receive on their posts?	1,000 - 5,000	109	21.0
		10,000 - 15,000	75	14.5
		5,001 - 10,000	91	17.5
		In millions	28	5.4
		Less than 1,000	106	20.4
		More than 15,000	109	21.0
		More than 15,000, In millions	1	0.2
		Total	519	100.0

#### 4.1.6.5. Descriptive Statistics of Content usefulness Model

Table 4.7: Descriptive Statistics of Content usefulness Model

No.	Statement	Response Category	Frequency	Percent	Mean	Std.
1	The content posted by influencers that I follow is valuable to me.	Agree	161	31.00%	5.04	1.271
		Completely Agree	33	6.40%		
		Completely Disagree	13	2.50%		
		Disagree	23	4.40%		
		Neutral	42	8.10%		
		Somewhat Agree	225	43.40%		
		Somewhat Disagree	22	4.20%		

		Total	519	100.00%		
2	The content posted by influencers that I follow is useful for me and I can find beneficial advice, recommendations, and acumen in my fields.	Agree	191	36.80%	5.15	1.266
		Completely Agree	40	7.70%		
		Completely Disagree	12	2.30%		
		Disagree	18	3.50%		
		Neutral	42	8.10%		
		Somewhat Agree	225	43.40%		
		Somewhat Disagree	22	4.20%		
		Total	519	100.00%		
3	The content posted by influencers that I follow is useful for me and I can find beneficial advice, recommendations, and acumen in my fields.	Agree	191	36.80%	5.25	1.264
		Completely Agree	40	7.70%		
		Completely Disagree	12	2.30%		
		Disagree	18	3.50%		
		Neutral	52	10		
		Somewhat Agree	173	33.3		
		Somewhat Disagree	30	5.8		
		Total	519	100.00%		
<b>Average</b>					5.15	1.27

A significant portion of respondents (31.0%) agreed that the content posted by influencers is valuable to them, with an additional 43.4% somewhat agreeing. Conversely, only 2.5% completely disagreed, indicating a generally positive perception of the content's value.

When asked about the usefulness of influencer content in providing beneficial advice and recommendations, 36.8% agreed, and 43.4% somewhat agreed. This suggests that a majority find the content helpful in their fields, while only a small percentage (2.3%) completely disagreed.

The responses for the usefulness of the content were consistent across the two similar statements presented in the survey, with both showing a high level of agreement (36.8%) and somewhat agreement (43.4%).

**4.1.6.6. Descriptive Statistics of Homophily Model**

A small percentage of respondents (7.3%) agreed that they have a lot in common with the influencers they follow, while a significant 37.2% disagreed. Additionally, 26.2% somewhat agreed, indicating a mixed perception of commonality. Only 5.6% felt that they use the same products as influencers, with a notable

45.5% disagreeing. This suggests a disconnect between influencer endorsements and respondents' product choices.

Regarding shared hobbies, 5.6% agreed that they have the same hobbies as their influencers, while 43.5% disagreed, reflecting a significant gap in perceived alignment in leisure activities. A mere 5.0% of respondents agreed that they share the same style as the influencers, with 37.6% disagreeing, indicating that style may not be a strong point of connection for many followers.

The perception of shared values was slightly more favorable, with 7.7% agreeing and 29.5% disagreeing. However, a considerable portion (19.7%) somewhat agreed, suggesting that while there is some alignment in values, it is not universally recognized. The comprehensive results of the analysis are presented in Table 4.8.

Table 4.8: Descriptive Statistics of Homophily Model

No.	Statement	Response Category	Frequency	Percent	Mean	Std.
1	I have a lot in common with the influencers I follow.	Agree	38	7.30%	3.43	1.548
		Completely Agree	6	1.20%		
		Completely Disagree	26	5.00%		
		Disagree	193	37.20%		
		Neutral	58	11.20%		
		Somewhat Agree	136	26.20%		
		Somewhat Disagree	62	11.90%		
		Total	519	100.00%		
2	Me and the influencer use the same product (we have the same taste in products).	Agree	29	5.60%	3.00	1.466
		Completely Agree	5	1.00%		
		Completely Disagree	43	8.30%		
		Disagree	236	45.50%		
		Neutral	61	11.80%		
		Somewhat Agree	76	14.60%		
		Somewhat Disagree	69	13.30%		
		Total	519	100.00%		
3	I and the influencer have the same hobby/ies.	Agree	29	5.60%		
		Completely Agree	3	0.60%		
		Completely Disagree	84	16.20%		

		Disagree	226	43.50%	2.76	1.473
		Neutral	55	10.60%		
		Somewhat Agree	57	11.00%		
		Somewhat Disagree	65	12.50%		
		Total	519	100.00%		
4	Me and the influencer have the same style.	Agree	26	5.00%	2.70	1.532
		Completely Agree	5	1.00%		
		Completely Disagree	118	22.70%		
		Disagree	195	37.60%		
		Neutral	67	12.90%		
		Somewhat Agree	54	10.40%		
		Somewhat Disagree	54	10.40%		
		Total	519	100.00%		
5	Me and the influencer share the same values	Agree	40	7.70%	3.19	1.678
		Completely Agree	7	1.30%		
		Completely Disagree	91	17.50%		
		Disagree	153	29.50%		
		Neutral	80	15.40%		
		Somewhat Agree	102	19.70%		
		Somewhat disagree	46	8.90%		
		Total	519	100.00%		
Average					3.016	1.5394

#### 4.1.6.7. Descriptive Statistics of Purchase Decision Model

Table 4.9: Descriptive Statistics of Purchase Decision Model

No.	Statement	Response Category	Frequency	Percent	Mean	Std.
1	I am likely to purchase products or services that have been endorsed by social media influencers.	Agree	208	40.10%		
		Completely Agree	7	1.30%		
		Completely Disagree	15	2.90%		
		Disagree	24	4.60%		

		Neutral	46	8.90%	4.99	1.269
		Somewhat Agree	195	37.60%		
		Somewhat Disagree	24	4.60%		
		Total	519	100.00%		
2	Social media influencers increase the worth of value for products endorsed.	Agree	275	53.00%	5.37	1.148
		Completely Agree	29	5.60%		
		Completely Disagree	8	1.50%		
		Disagree	16	3.10%		
		Neutral	34	6.60%		
		Somewhat Agree	143	27.60%		
		Somewhat Disagree	14	2.70%		
		Total	519	100.00%		
3	There is a high probability I would purchase the product after watching the advertisement endorsed by social media influencers.	Agree	242	46.60%	5.40	1.321
		Completely Agree	73	14.10%		
		Completely Disagree	9	1.70%		
		Disagree	21	4.00%		
		Neutral	50	9.60%		
		Somewhat Agree	218	42.00%		
		Somewhat Disagree	29	5.60%		
		Total	519	100.00%		
<b>Average</b>					5.25	1.246

A significant proportion of respondents (40.1%) showed that they are inclined to buy products or services promoted by social media influencers, with an additional 37.6% expressing partial agreement. Only a small minority (2.9%) completely disagreed, suggesting a generally favorable attitude towards influencer endorsements.

When asked if social media influencers increase the perceived value of endorsed products, 53.0% agreed, with 5.6% completely agreeing. This indicates a strong belief among respondents that influencers enhance the worth of the products they promote.

Regarding the probability of purchasing a product after viewing an advertisement endorsed by social media influencers, 46.6% agreed, and 42.0% somewhat agreed, demonstrating a substantial likelihood that influencer marketing effectively drives purchase intentions.

#### 4.1.7. Correlation Analysis

The correlation analysis was conducted using Spearman's rho coefficient on a sample of 515 respondents examined the relationships between several variables related to purchase decisions in the context of influencer marketing. The variables analyzed include Purchase Decision, Influencer Attractiveness, Trustworthiness, Expertise, Homophily, and Content usefulness. Spearman rank correlation is a non-parametric test that is used to measure the degree of association between two variables (Vogt & Johnson, 2015). The Spearman's rho coefficient and their significance levels provide insights into how these variables interact with one another. The coefficient ranges from -1 to +1, where a positive value indicates a positive correlation, a negative value indicates a negative correlation, and values close to zero indicate weak or no correlation.

There is a strong positive correlation ( $r = 0.562$ ,  $p < 0.01$ ) between influencer attractiveness and purchase decision, indicating that as the attractiveness of an influencer increases, so does the likelihood of making a purchase (Djafarova & Rushworth, 2017; Rodrigues, 2021). It also displays a moderate negative correlation ( $r = -0.276$ ,  $p < 0.01$ ) suggests that greater similarity (homophily) between consumers and influencers is associated with lower perceived attractiveness of the influencer. This indicates that consumers may prefer influencers who offer diverse perspectives rather than those who closely resemble them.

A significant positive correlation ( $r = 0.516$ ,  $p < 0.01$ ) exists between trustworthiness and purchase decision, suggesting that consumers are more likely to make a purchase when they perceive the influencer as trustworthy (Al-Sous et al., 2023; Saima & Khan, 2020; Umair Manzoor et al., 2020). Trustworthiness also exhibits a strong negative correlation with homophily ( $r = -0.351$ ,  $p < 0.01$ ), indicating that as perceived similarity decreases, trust may increase. This also indicates that higher levels of homophily are associated with lower perceptions of trustworthiness in influencers contradicts with earlier findings (Phua, 2016) but supported by (Venciute et al., 2023).

A significant positive correlation ( $r = 0.508$ ,  $p < 0.01$ ) indicates that perceived value in the content shared by influencers is crucial for influencing purchase decisions (Chan, 2022; Venciute et al., 2023)(Casaló et al., 2020). This indicates that higher content usefulness is associated with an increased likelihood of purchasing. There exists a weak negative correlation ( $-0.091$ ,  $p = 0.038$ ) with homophily which implies that as homophily increases, the perceived value of the content offered by influencers may diminish somewhat, indicating that consumers might see less worth in content from influencers who closely resemble them.

A moderate positive correlation ( $r = 0.279$ ,  $p < 0.01$ ) suggests that perceived expertise of influencers positively impacts purchase decisions, though to a lesser extent than attractiveness, trustworthiness, and content usefulness(Elwalda, 2016). This indicates that greater perceived expertise of an influencer is associated with higher purchase decisions. Expertise shows no significant correlation with homophily ( $p = 0.103$ ).

Involvement showed a weak and non-significant correlation ( $r = 0.072$ ,  $p = 0.102$ ) with purchase decision. It also shows a moderate positive correlation which indicates that ( $r = 0.181$ ,  $p < 0.01$ ) indicates that higher levels of involvement are associated with increased homophily, suggesting that engaged consumers may feel a stronger connection to influencers who share similar traits or backgrounds.

Interestingly, there is a weak negative correlation ( $r = -0.212, p < 0.01$ ) between homophily and purchase decision, suggesting that greater perceived similarity to the influencer may not significantly enhance purchase intentions (Al- et al., 2020; Venciute et al., 2023). The negative correlations with other variables suggest that perceived similarity to influencers does not significantly contribute to purchase decisions or trustworthiness in this context.

Table 4.10: Result of correlation analysis

			<b>Correlations</b>						
			In- volve- ment	Pur- chase_Deci- sion	Con- tent_value	Ho- moph- ily	Ex- per- tise	Trustwor- thiness	Influencer_At- tractivness
Spearman's rho	Involvement	Correlation Coefficient	1.000	.072	.213**	.181**	-.088*	-.259**	.068
		Sig. (2-tailed)	.	.102	.000	.000	.046	.000	.122
		N	518	517	518	516	518	517	518
Purchase_Decision		Correlation Coefficient	.072	1.000	.508**	-.212**	.279**	.516**	.562**
		Sig. (2-tailed)	.102	.	.000	.000	.000	.000	.000
		N	517	518	518	516	518	517	518
Content_value		Correlation Coefficient	.213**	.508**	1.000	-.091*	.306**	.254**	.504**
		Sig. (2-tailed)	.000	.000	.	.038	.000	.000	.000
		N	518	518	519	517	519	518	519
Homophily		Correlation Coefficient	.181**	-.212**	-.091*	1.000	.018	-.351**	-.276**
		Sig. (2-tailed)	.000	.000	.038	.	.682	.000	.000
		N	516	516	517	517	517	516	517
Expertise		Correlation Coefficient	-.088*	.279**	.306**	.018	1.000	.419**	.252**
		Sig. (2-tailed)	.046	.000	.000	.682	.	.000	.000

	N	518	518	519	517	519	518	519
Trustworthiness	Correlation Coefficient	-.259**	.516**	.254**	-.351**	.419**	1.000	.511**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.	.000
	N	517	517	518	516	518	518	518
Influencer_Attractivness	Correlation Coefficient	.068	.562**	.504**	-.276**	.252**	.511**	1.000
	Sig. (2-tailed)	.122	.000	.000	.000	.000	.000	.
	N	518	518	519	517	519	518	519

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

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

The results indicate strong relationships between various factors influencing consumer purchase decisions in influencer marketing contexts. Notably, influencer attractiveness, content usefulness and trustworthiness emerge as crucial determinants of purchase behavior, while expertise also plays a moderating role, involvement shows minimal impact. Conversely, the negative correlation with homophily suggests that similarity to influencers may not be a critical factor in driving purchases in this study's context.

#### 4.1.8. Regression Analysis

The model demonstrates a strong correlation between the predictors and the dependent variable, Purchase Decision, with a correlation coefficient (R value of 0.741). This indicates a substantial positive relationship, suggesting that as the values of the predictors increase, so does the likelihood of a positive purchase decision. The coefficient of determination (R Square value of 0.549) indicates that approximately 54.9% of the variance in purchase decisions can be explained by the model's predictors. The adjusted R Square value of 0.543 accounts for the number of predictors in the model, confirming that the model remains robust even after adjusting for potential overfitting. The model still explains a substantial amount of variance after adjusting for the number of predictors.

The standard error of the estimate is reported as 0.72134, which provides insight into the average distance that the observed values fall from the regression line. A lower standard error suggests a better fit of the model to the data.

The change statistics indicate that the addition of these predictors significantly improves the model's explanatory power. The R Square change is noted as 0.549, and this change is statistically significant with an F statistic of 102.696. The F statistic, tests whether at least one predictor variable has a non-zero coefficient. This high F value indicates a strong relationship between the predictors and the dependent variable, suggesting that the model fits significantly better than a model with no predictors.

The degrees of freedom are equal to the number of independent observations, or the number of subjects in the dataset, minus the number of estimated parameters (Good, 1973). The degrees of freedom for the regression model (df) is 6, corresponding to the number of predictors included in the analysis. The degrees of freedom for residuals is 507, which is calculated as the total number of observations minus the number of predictors minus one (i.e., 513 - 6 - 1). The significance level (Sig.) associated with the F statistic is reported as 0.000. This p-value indicates that there is less than a 0.1% probability that the observed relationship occurred by chance, thus confirming that the predictors collectively contribute to explaining purchase decisions.

The Durbin–Watson test presents a statistic *dd* that is used to evaluate the autocorrelation of the residuals obtained from a linear regression model (Henry, 2008). The Durbin-Watson statistic is recorded at 1.739, which lies within the acceptable range (1.5 to 2.5), suggesting that there is no significant autocorrelation in the residuals of this regression model. This suggests that the residuals are independent, which is a crucial assumption for regression analysis.

Table 4.11: Result of Model summary

Model Summary <sup>b</sup>										
Model	R	R Square	Ad-justed R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. Change	F Durbin-Watson
1	.741 <sup>a</sup>	.549	.543	.72134	.549	102.696	6	507	.000	1.739

a. Predictors: (Constant), Involvement, Influencer Attractiveness, Homophily, Expertise, Content usefulness, Trustworthiness

b. Dependent Variable: Purchase Decision

The ANOVA table summarizes the variance explained by the regression model compared to the unexplained variance (the residuals) (Bandalos & Finney, 2018). This comparison is crucial for determining whether the independent variables collectively have a statistically significant effect on the dependent variable. The regression sum of squares is reported as 320.616. This value represents the variation in purchase decisions that can be attributed to the linear relationship with the predictor variables.

The residual sum of squares is reported as 263.808. This value reflects the variation in purchase decisions that cannot be explained by the model, indicating how much variability remains after accounting for the predictors.

Table 4.12: ANOVA Table

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	320.616	6	53.436	102.696	.000 <sup>b</sup>
	Residual	263.808	507	.520		
	Total	584.425	513			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Involvement, Influencer Attractiveness, Homophily, Expertise, Content usefulness, Trustworthiness

The coefficients table includes both unstandardized coefficients (B) and standardized coefficients (Beta), which help in understanding the connection between each predictor and the dependent variable. The constant term is 0.690, indicating that when all predictors are zero, the predicted purchase decision score is 0.690.

The unstandardized coefficient is 0.313, suggesting that for every unit increase in influencer attractiveness, the purchase decision score increases by 0.313 units. The standardized coefficient (Beta) is 0.276, indicating a moderate effect size relative to other predictors. The t-value is 6.243 with a significance level (Sig.) of 0.000, confirming that this predictor significantly influences purchase decisions. This effect is statistically significant, indicating that influencer attractiveness plays a crucial role in driving purchase decisions.

The unstandardized coefficient for trustworthiness is 0.253, meaning an increase of one unit in trustworthiness results in a 0.253 unit increase in purchase decision scores. The standardized coefficient is 0.293, indicating its substantial impact. The t-value of 6.555 and significance level of 0.000 further support its significance.

The coefficient for expertise is relatively low at 0.058, suggesting minimal impact on purchase decisions, with a non-significant p-value of 0.137 (t-value = 1.491). This indicates that expertise does not significantly contribute to predicting purchase decisions. The effect of expertise on purchase decision is not statistically significant, suggesting that expertise may not be a strong predictor of purchase behavior within this model.

Content usefulness has an unstandardized coefficient of 0.271, indicating that an increase in content usefulness by one unit leads to a 0.271 unit increase in purchase decision scores. Its standardized coefficient is 0.276, suggesting it has a strong effect relative to other predictors. With a t-value of 7.204 and a significance level of 0.000, content usefulness is confirmed as a significant predictor.

The coefficient for involvement is relatively low at 0.064, suggesting minimal impact on purchase decisions, with a non-significant p-value of 0.017 (t-value = 2.395). Involvement positively affects purchase decision, with a significant relationship (p = 0.017). A one-unit increase in involvement leads to a corresponding increase in purchasing likelihood.

The coefficient for homophily is negative at -0.021, suggesting a negligible and non-significant relationship with purchase decisions (t = -0.062, Sig. = 0.446). This indicates that homophily does not have a meaningful impact on purchase decisions in this model.

Table 4.13: Coefficient Table

		Coefficients <sup>a</sup>						
		Unstandardized Coefficients	Coefficient	Standardized Coefficients		95.0% Confidence Interval for B	Interval	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.690	.229		3.020	.003	.241	1.139
	Influencer_Attractivness	.313	.050	.276	6.243	.000	.214	.411
	Trustworthieness	.253	.039	.293	6.555	.000	.177	.329
	Expertise	.058	.039	.055	1.491	.137	-.018	.134

Homophily	-.021	.028	-.024	-.762	.446	-.075	.033
Content_value	.271	.038	.276	7.204	.000	.197	.345
Involvement	.064	.027	.077	2.395	.017	.011	.116

a. Dependent Variable: Purchase\_Decision

#### 4.1.9. Moderation Analysis

Even though, we have identified that homophily shows nonsignificant relation with both independent and dependent variable as presented in correlation analysis, we want to proceed with the moderation analysis and ensure the above stated weak and non-significant relationship of the moderating variable i.e., homophily. The variables listed below presents interaction between individual independent variables and the moderator variable (Homophily) in the analysis. Table 5.13 presents moderation analysis result.

INT\_Inv= Interaction between Involvement and Homophily  
= Involvement \* Homophily

INT\_Att= Interaction between Attractiveness and Homophily  
= Attractiveness \* Homophily

INT\_Cont= Interaction between Content usefulness and Homophily  
= Content usefulness\* Homophily

INT\_EXP= Interaction between Expertise and Homophily  
= Expertise \* Homophily

INT\_Trust= Interaction between Trustworthiness and Homophily  
= Trustworthiness \* Homophily

Table 4.14: The result of moderation analysis

		Coefficients <sup>a</sup>							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics		
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	.806	.228		3.537	.000			
	Trustworthiness	.283	.039	.327	7.321	.000	.449	2.230	
	Expertise	.037	.040	.035	.919	.359	.608	1.643	
	Homophily	-.022	.028	-.026	-.793	.428	.851	1.175	
	Content_value	.283	.038	.289	7.501	.000	.603	1.658	
	Attractiveness	.253	.045	.237	5.575	.000	.493	2.029	
	Involvement	.075	.027	.091	2.765	.006	.822	1.217	
	INT_Inv	.027	.022	.042	1.217	.224	.747	1.339	
	INT_Atra	-.087	.036	-.090	-2.394	.017	.635	1.575	
	INT_cont	.054	.035	.062	1.551	.122	.565	1.770	
	INT_Exp	-.016	.031	-.020	-.519	.604	.605	1.653	
	INT_trust	-.014	.030	-.019	-.469	.639	.540	1.852	

a. Dependent Variable: Purchase

There is a significant negative interaction that suggests that the effect of attractiveness on purchasing behavior diminishes at higher levels of homophily. All other interaction terms are non-significant results, indicating no moderation effect on purchase behavior from these interactions.

#### 4.1.10. Summary of Findings

H1: The trustworthiness of social media influencers has a positive and significant effect on the purchase decisions of Ethiopian consumers. Hypothesis 1 is supported since the analysis revealed a strong positive correlation ( $r = 0.516$ ,  $p < 0.01$ ) between trustworthiness and purchase decisions, confirming that consumers are more likely to make purchases when they perceive influencers as trustworthy.

H3: The attractiveness of social media influencers has a positive and significant effect on the purchase decisions of Ethiopian consumers. Hypothesis 3 was also supported in the study since strong positive correlation ( $r = 0.562$ ,  $p < 0.01$ ) was found between influencer attractiveness and purchase decisions, indicating that higher perceived attractiveness leads to increased likelihood of purchase.

H5: The usefulness of an influencer's social media content positively influences the purchase decisions of Ethiopian consumers. Hypothesis 5 was also supported due to that content usefulness showed a significant positive correlation ( $r = 0.508$ ,  $p < 0.01$ ) with purchase decisions, suggesting that valuable content enhances consumer buying intentions.

H2: The expertise of social media influencers has a positive and significant effect on the purchase decisions of Ethiopian consumers. Hypothesis 2 is neglected as a result of expertise exhibit low ( $B = 0.058$ ) with a non-significant p-value ( $p = 0.137$ ) with purchase decisions, it did not reach statistical significance in influencing consumer behavior, indicating that expertise may not be a critical factor in this context.

H4: The involvement of social media influencers has a positive and significant effect on the purchase decisions of Ethiopian consumers. Hypothesis 4 was partially supported since involvement shows a weak positive correlation ( $B = 0.064$ ,  $p = 0.017$ ) indicating that while involvement has a positive effect on purchase decisions, its impact is relatively minor compared to other factors.

H6a-e: Homophily strengthens the positive effects of perceived influencer characteristics on purchase behavior. Hypothesis 6a-e was neglected since homophily exhibited a weak negative and non-significant correlation ( $r = -0.212$ ) with purchase decisions and perceived influencer characteristics, suggesting that perceived similarity to influencers does not significantly enhance purchasing intentions or trustworthiness in this context.

## 4.2. Discussion

The findings of this study provide significant insights into the dynamics of social media influencer marketing in Ethiopia, particularly regarding the impact of influencer characteristics on consumer purchase decisions. The analysis supported Hypothesis 1, indicating that the trustworthiness of social media influencers positively and significantly affects the purchase decisions of Ethiopian consumers ( $r = 0.516$ ,  $p < 0.01$ ). This aligns with existing literature that emphasizes the importance of credibility in influencer marketing, suggesting that consumers are more likely to engage in purchasing behavior when they perceive influencers as reliable sources of information (Ezenwafor et al., 2021). The strong correlation found in this study underscores the necessity for brands to collaborate with influencers who have established trust within their follower base.

Similarly, Hypothesis 3 was supported, revealing a robust positive correlation ( $r = 0.562, p < 0.01$ ) between influencer attractiveness and purchase decisions. This finding corroborates previous research that suggests higher perceived attractiveness of influencers can enhance consumer engagement and purchasing intentions (Margom & Amar, 2023). The attractiveness factor is particularly salient in markets where visual appeal plays a crucial role in consumer decision-making processes, indicating that marketers should prioritize selecting influencers who resonate aesthetically with their target audience.

In terms of content strategy, Hypothesis 5 was also affirmed, as the usefulness of an influencer's content demonstrated a significant positive correlation ( $r = 0.508, p < 0.01$ ) with purchase decisions. This suggests that consumers are more inclined to make purchases when they find the content provided by influencers to be valuable and informative. This finding is consistent with prior studies that highlight the role of content quality in shaping consumer attitudes and behaviors (Nursansiwati, 2024). Thus, brands should focus on fostering influencers who deliver high-quality, relevant content that aligns with consumer interests.

Conversely, Hypothesis 2 regarding expertise did not receive support, as it exhibited a low coefficient ( $B = 0.058$ ) and a non-significant p-value ( $p = 0.137$ ). This finding suggests that expertise may not be a critical factor influencing purchase decisions among Ethiopian consumers in this context. Previous studies have shown mixed results regarding the impact of expertise on purchasing behavior, indicating that while expertise can enhance credibility, its effect may vary depending on cultural contexts and product types (Ohanian, 1991; Pham & Nguyen, 2015). Therefore, marketers should consider the specific characteristics of their target audience when evaluating the importance of influencer expertise.

Hypothesis 4 was partially supported; involvement showed a weak positive correlation ( $B = 0.064, p = 0.017$ ) with purchase decisions. This indicates that while involvement does have a positive effect on purchasing behavior, its impact is relatively minor compared to other factors such as trustworthiness and attractiveness. This finding suggests that while consumer engagement with influencer content is beneficial, it may not be as influential as previously thought (Trivedi & Sama, 2020).

Finally, Hypothesis 6a-e was not supported as homophily exhibited a weak negative correlation ( $r = -0.212$ ) with purchase decisions. This result implies that perceived similarity to influencers does not significantly enhance purchasing intentions or trustworthiness among Ethiopian consumers. This contrasts with findings from other contexts where homophily has been shown to strengthen consumer-influencer relationships (Masuda et al., 2022). The lack of support for this hypothesis may indicate cultural differences in how consumers relate to influencers or suggest that other factors are more salient in shaping purchasing behavior in Ethiopia.

## **5. Chapter Five: Conclusion and Recommendation**

### **5.1. Conclusion**

This research aimed to investigate the impact of various influencer characteristics such as attractiveness, trustworthiness, expertise, content usefulness, involvement, and homophily on consumers' purchase decisions in the context of social media marketing. Significant relationships were identified through a robust

analysis involving correlation and regression techniques, particularly highlighting the crucial roles of influencer attractiveness and trustworthiness in driving purchase intentions.

This study highlights key factors influencing purchase decisions among Ethiopian consumers in influencer marketing. The findings support the significant roles of trustworthiness and attractiveness, indicating that consumers are more likely to purchase from trustworthy and attractive influencers. Additionally, content usefulness positively impacts purchasing intentions. Conversely, the hypothesis regarding expertise was not supported, showing a negligible effect. While involvement had a weak positive correlation, its influence was minor compared to other factors. Lastly, homophily exhibited a weak negative correlation, suggesting it does not enhance purchase intentions.

## **5.2. Future Research Direction**

In general, this study highlights the significance of choosing the right influencers for social media marketing campaigns. By concentrating on essential traits that resonate with consumers, brands can effectively utilize influencer marketing to meet their business objectives.

For future research, it would be advantageous to examine the dynamics of influencer marketing across various demographics and cultural settings to gain a more comprehensive understanding of consumer behavior. Additionally, exploring the long-term impacts of influencer relationships on brand loyalty could yield valuable insights for marketers.

Future investigations might also focus on the nature of the connections between influencers and their followers. By examining additional factors, researchers can gain a better understanding of how these relationships affect consumer purchasing behavior. Employing qualitative research methods, such as interviews or focus groups, could reveal nuanced insights into how consumers view their interactions with influencers and how these perceptions influence their buying decisions.

## **5.3. Recommendation**

Based on the findings of this research, several recommendations can be made for marketers and brands looking to optimize their influencer marketing strategies in Ethiopia. First and foremost, it is essential for marketers to prioritize trustworthiness by collaborating with influencers who have established trust among their audiences. This can be achieved through transparent communication, authentic endorsements, and consistent engagement with followers. Additionally, leveraging influencer attractiveness is crucial, as it significantly impacts purchase decisions; thus, brands should consider the physical appeal and overall image of influencers when selecting partners for campaigns to enhance consumer attraction and engagement.

Furthermore, enhancing content usefulness is vital for influencing consumer purchasing behavior. Marketers should invest in content strategies that provide informative, entertaining, or useful information to resonate with the target audience and encourage buying intentions. Interestingly, the results suggest that expertise did not significantly impact purchase decisions, indicating that brands may want to focus less on an influencer's credentials and more on their relatability and connection with the audience. While involvement showed a weak correlation with purchase decisions, brands can still engage consumers through

interactive content, polls, and Q&A sessions to cultivate a sense of community and connection with influencers.

Lastly, since homophily did not enhance purchase intentions, marketers should consider diversifying their influencer partnerships to include individuals who offer varied perspectives rather than solely focusing on those who closely resemble their target audience. By implementing these recommendations, brands can effectively leverage influencer marketing to drive consumer engagement and increase purchase decisions in the Ethiopian market. Future research could explore additional factors or demographic variables that may further refine these strategies.

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## 7. Appendix

### 7.1. Questionnaire

Demographic Information											
1.Age	18 - 24	25-43	35 - 44	45 and above							
2.Gender	Male	Female									
3. Educational Level	High School	Preparatory	Diploma	Degree	Masters	PHD					
Engagement Measurement items											
1. How often do you engage with content posted by influencers you follow? (Like, comment, share)	Always	Often	Sometimes	Rarely	Never						
2. Do you trust recommendations made by social media influencers?	Strongly distrust	Somewhat distrust	Neutral	Somewhat trust	Strongly trust						
3. Which types of products have you purchased based on the recommendation of a TikTok influencer? (Select all that apply)	Fashion	Beauty/Cosmetics	Electronics	Food/Beverages	Health/Wellness						
Attractiveness Measurement items					1	2	3	4	5	6	7
1. Highly attractive social media influencers can trigger my purchase of their endorsed products.											
2. Classy social media influencers can trigger my purchase of their endorsed products											
3. Elegant social media influencers can trigger my purchase of their endorsed products.											
4. The similarity between the social media influencers can trigger my purchase intention.											
5. Familiarity with social media influencers can influence my purchase decision for a certain product.											

6. Likeability of the social media influencers can trigger my purchase intention.							
<b>Trustworthiness Measurement items</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1. I do believe that I can depend on the TikTok influencers I follow to make purchasing decisions.							
2. I do believe that the TikTok influencers I follow are sincere.							
3. I do believe that influencers I follow use the same products they advertise.							
<b>Expertise Measurement items</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1. The influencers I am following are experts in their field							
2. The influencers I am following have great knowledge							
3. The influencers I am following provide references based on their expertise							
<b>Homophily Measurement items</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1. I have a lot in common with the influencers I follow.							
2. Me and the influencer use the same product (we have the same taste in products).							
3. I and the influencer have the same hobbies/ies.							
4. Me and the influencer have the same style.							
5. Me and the influencer share the same values.							
6. The influencer I follow thinks like me.							
<b>Content Usefulness Measurement items</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1. The content posted by influencers that I follow is valuable to me.							
2. The content posted by influencers that I follow is useful for me and I can find beneficial advice, recommendations, and acumen in my fields.							
3. The content posted by influencers that I follow helps a lot of people make the best decision in searching for desired products.							
<b>Purchase Decision Measurement items</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1. I am likely to purchase products or services that have been endorsed by social media influencers.							
2. Social media influencers increase the worth of value for products endorsed.							
3. There is a high probability I would purchase the product after watching the advertisement endorse by social media influencers.							