

**A STUDY OF INFLUENCER MARKETING IMPACTING  
PURCHASE INTENTION OF CONSUMERS IN THE FASHION  
INDUSTRY**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
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2023**

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entitled

**A STUDY OF INFLUENCER MARKETING IMPACTING  
PURCHASE INTENTION OF CONSUMERS IN THE FASHION  
INDUSTRY**

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Dararat Pattavet

**A STUDY OF INFLUENCER MARKETING IMPACTING PURCHASE INTENTION OF CONSUMERS IN THE FASHION INDUSTRY.**

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**ABSTRACT**

Influencer marketing become a popular marketing tool for the fashion industry in Thailand. This research aims to identify factors that impact the consumer to buy fashion products through influencer marketing using a quantitative research method by distributing a questionnaire collecting 202 samples. A questionnaire is an online Google form which distributes through online social media platforms. The data is analyzed with descriptive statistics, Pearson correlation analysis, and regression analysis in order to find the factor impacting the purchase intention of consumers as well as provide insights and information to entrepreneurs. The result illustrates that attitude toward influencers, subjective norm, and perceived congruence have a positive relationship toward consumers' purchase intention which ranked from most influential to least influential. Whereas, influence credibility and influencer expertise have no relationship toward purchase intention. The insight information provides to all stakeholders such as entrepreneurs and influencers. In order to succeed in the implementation of influencer marketing campaigns, entrepreneurs should have strategies related to attitude toward influencer, subjective norm, and perceived congruence to choose the best-fit influencers while influencers also try to create positive attitudes with their followers to increase engagement and interaction.

**KEYWORDS:** Influencer Marketing, Fashion Industry, Purchase Intention

55 Pages



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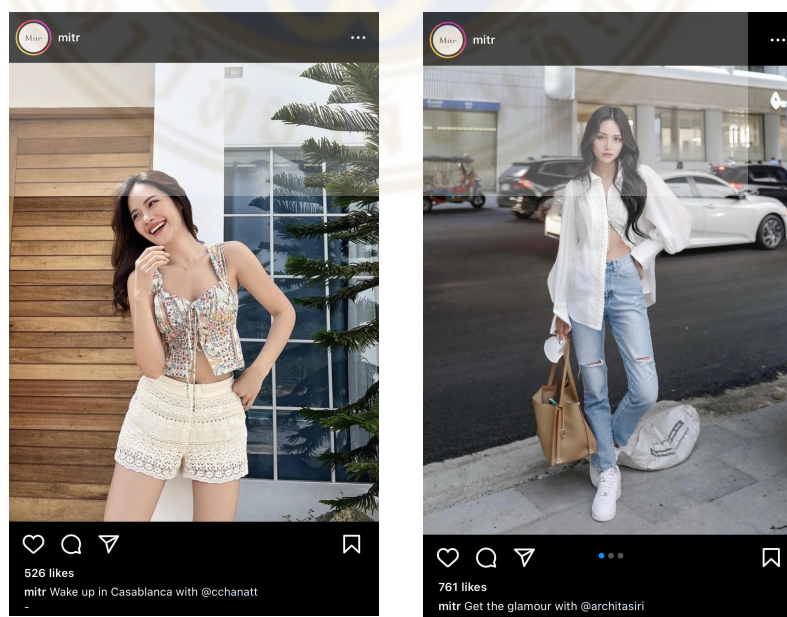


# CHAPTER I

## INTRODUCTION

### 1.1 Background

The growth of the digital revolution has changed the way people live. People change the way they consume information from consuming news by reading newspapers to updating news on social media through their smartphones or laptops. When consumer behavior changes, marketers also need to adapt their strategy to approach consumers by advertising through social media. However, the limited attention span in screen time consumers creates a challenge for marketers to try to get consumers' attention in order to get more engagement (Shahbaznezhad et al., 2021). Brands try to interact with consumers more through many social media activities (Shahbaznezhad et al., 2021). Moreover, consumers also avoid advertisements with ad-blockers or skip buttons when they see advertisements online. Therefore, influencer marketing is created to get engagement from consumers which is considered to be a non-intrusive marketing strategy like other online advertisements such as pop-ups, and banners.



**Figure 1.1 Influencer Marketing for Apparel in Instagram (Mitr, 2023)**

According to Chetiout et al (2020), influencer marketing generates a return on investment 11 times higher than traditional advertising. Moreover, generation Y and Z will be more impacted by fashion influencers because they considered influencers as their friends or assistants. Nowadays, influencers recommend brands through many social media such as Instagram, Tiktok, and Youtube. According to Statista (2022), Instagram is the most popular platform for influencer marketing in 2020. Consumers prefer to look for the opinions of other people and influencers in order to purchase products (Shahbaznezhad et al., 2021). An influencer is a new type of celebrity that has an impact on consumers' attitudes (Baig & Shahzad, 2022). Influencer marketing is more accessible and trustworthy than celebrities, so they can attract a target audience with higher engagement through relationships with their followers (Baig & Shahzad, 2022). This shows that influencer marketing can help companies to connect with consumers on a deeper level through the connection with followers and consumers.

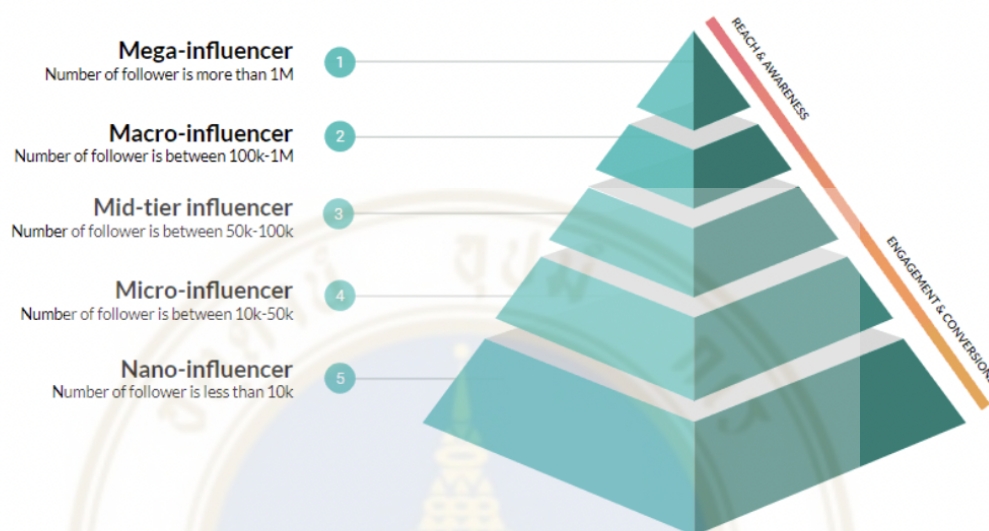
**Global influencer market size from 2020 to 2025**  
(in billion U.S. dollars)



**Figure 1.2 Global influencer market size (Statista, 2022)**

The number of social media has been increasing according to Statista (2022), the global influencer marketing market is forecasted to generate 22.2 billion US dollars in 2022. According to Figure 2, the popularity of influencer marketing is rapidly growing by double the amount from 2020 to 2025 (Statista, 2022). This could be an opportunity for companies to invest in influencer marketing in order to reach higher

engagement for their brand. Followers or consumers feel that they are up to date and connect with influencers that they are following when buying influencer-endorsed products (Baig & Shahzad, 2022). Followers consider social media influencers to be their idealized self-image (Baig & Shahzad, 2022).



**Figure 1.3 Level of influencers (Thanachote, 2020).**

According to Thanachote (2020), there are many levels of influencers depending on the number of their followers. According to figure 3, there are 5 levels of an influencer as Mega-influencer (Followers more than 1M), Macro-influencer (Followers between 100K-1M), Mid-tier (Followers between 50K-100K), Micro-influencer (Followers between 10K-50K), and Nano-influencer (Followers less than 10K). According to Nadanyiova et al., (2020) influencer marketing benefits from the opportunity that consumers no longer respond to classic advertisements and ask for recommendations from friends and families instead. Therefore, influencers approach their followers in a friendly way which helps to build connections to make followers have a positive attitude toward them. (Nadanyiova et al., 2020).

In Thailand, social media users have been increasing every year and influencer marketing is one of the popular marketing tools in Thailand, especially the fashion industry. In 2022, research shows that 77 percent of Thai respondents aged 25-34 have bought products after seeing them promoted by influencers (Rakuten, 2022).

The top three categories of Thai influencers are Fashion & Beauty, Art & Entertainment, and Technology and Gaming (Thaiger, 2022). According to Statista (2022), Thai internet users spent approximately 9 hours using the internet per day and 96 percent of Thai people access the internet through telephone devices. Therefore, this is an opportunity for brands to generate more sales by using social media influencer marketing and developing the right marketing campaign in social media to attract more consumers.

Previous research has studied the motivation of consumers to buy skincare and cosmetics products under social media marketing campaigns (Papawadee & Thitiwongse, 2021). This paper will study the motivation to buy fashion products for consumers in influencer marketing as it is the most popular category for influencer marketing in Thailand and understands the perception of consumers' purchase intention in the fashion industry.

## **1.2 Problem statement**

Undeniably, there are many new influencers nowadays, and it is a challenge for a brand to find the right influencers that can deliver the brand message. For example, influencers with large followers, but do not have any engagement with followers such as likes, comments, and shares (Baig & Shahzad, 2022). If influencers do not interact with their followers, followers are unlikely to purchase the products that they are promoting (Baig & Shahzad, 2022). Therefore, it is important for brands to find quality influencers to represent the brands. For example, influencers whose lifestyle does not fit with brand products could lead to the wrong target audience, so followers would not buy your products as well (Baig & Shahzad, 2022). This shows that brands will waste money and time on marketing campaigns that do not generate revenue for their products. Partnering with high followers influencers does not guarantee the sale because companies need to find the right influencers that have high engagement with followers and have lifestyles that fit with the brand's products (Baig & Shahzad, 2022).

### **1.3 Research Questions**

1. What factors in influencer marketing impact consumers' purchase intention?
2. What are the most influential factors in influencer marketing that impact consumers' purchase intention?

### **1.4 Research Objective**

1. To study the impact of influencer marketing on the consumers' purchase intention in the fashion industry.
2. To provide insights from fashion product purchasing behavior among customers in order to develop the stakeholder's activities.

### **1.5 Expected benefit of the study**

The benefit of research on influencer marketing is to understand the impact of influencer marketing on the purchase intention of consumers. Influencer marketing is one of the popular marketing campaigns in the fashion industry. Therefore, brands can use the knowledge and understanding to develop their fashion influencer marketing campaign to increase the purchase intention of consumers and also use the knowledge as a guideline to select suitable influencers to promote their fashion brands.

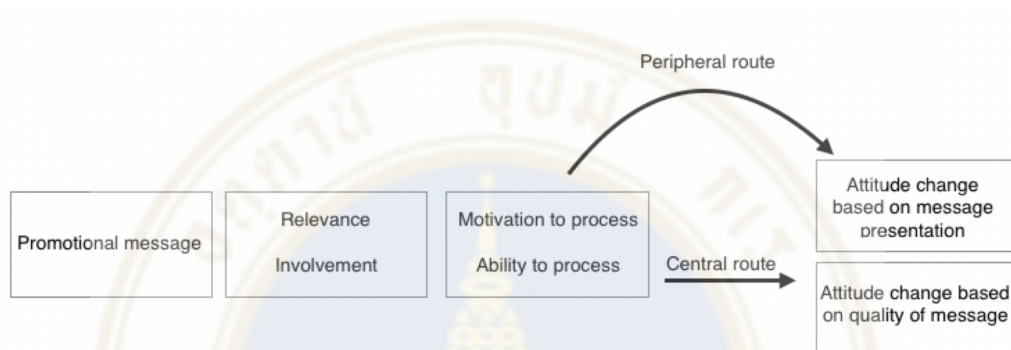


## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Theory/Model

##### 2.1.1 Elaboration Likelihood Model

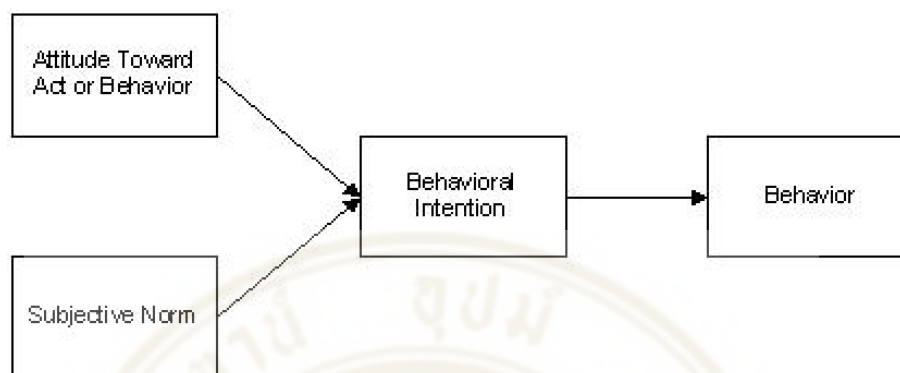


**Figure 2.1 Elaboration Likelihood Model (Santiago, 2020).**

ELM explains to provide a beneficial conceptualization of how consumers are convinced to change their attitudes through promotional messages. The model shows purchase intention has a direct role in attitude toward the brands. When influencers promote sponsored posts on social media, it is important to know how the message has been received in consumers' perception. The model suggests two routes which are the principal route and the peripheral route. The central route means elaboration likelihood is high which shows that consumers have the ability to process information and motivation exists while the peripheral route means low elaboration likelihood which means consumers have low motivation and ability to process information (Santiago, 2020). To apply in influencer marketing, consumers who feel connected with the influencer who shares the same preference and personality, this means consumers will have a high elaboration likelihood because they have the motivation and ability to process information. On the other hand, influencers promote products that do not fit with the image and lifestyle which make consumers not buy their

products, so consumers have a low elaboration likelihood because consumers have low motivation and a high ability to process information.

### 2.1.2 Theory of reasoned Action



**Figure 2.2 Reasoned Action Model (Santiago, 2020)**

The theory of reasoned action explains attitudes toward a specific behavior and social norms, which are the expectations of other people (Santiago, 2020). The theory can help to predict the behavior that leads to the purchase intention of consumers as the intention can be determined by attitude toward the act of behavior and subjective norm (Santiago, 2020). A study found that trust has been measured in influencers which can encourage consumers to purchase products. This shows that a higher level of trust will create a positive attitude that will impact the purchase intention of consumers. To apply influencer marketing, in order to buy product endorsements by influencers for consumers, they will have a positive attitude toward influencers and feel pressured about the feeling of missing out on the fashion trend.

## 2.2 Influencer Marketing

Grafstrom (2018) stated that influencer marketing is a person who has various followers on social media platforms. Previous studies show that influencers are more likely to be credible and trustworthy than paid advertisements because consumers believe that it is suitable with other content on the platform (Grafstrom, 2018). Sudta & Sheena (2017) defined influencer marketing as people who can influence the target audience in order to increase sales or engagement for a brand's campaign. Moreover,

influencer marketing is an act of a person who influences consumers to buy and focuses to reach a specific audience in order to promote the brand's message. (Shahbaznezhad et al., 2021). On the other hand, Paco and Oliveira (2017) defined influencer marketing as a strategy that focuses on specific targets more than the overall market. Therefore, this paper defines influencer marketing in the fashion industry context as individuals with followers of more than one thousand on social media accounts such as Instagram, Tiktok, and Facebook who promote fashion products on their social media.

### **2.3 Purchase Intention**

Chetioui et al (2020) expressed that purchase intention is the likelihood of a consumer plan and willingness to buy in the future. Moreover, a study shows that consumers' attitude has a positive relationship with the purchasing intention of consumers (Chetiout et al., 2020). According to Cong & Zheng (2017), consumer purchase intention is the will that is communicated by consumers to process a certain purchase. Dam et al., (2020) stated that purchase intention is the consumer's real intention toward products. A study found that purchase intention is related to attitude toward brands or products (Dam et al., 2020). Individuals could have opinions about specific products which can be favorable or unfavorable (Dam et al., 2020). Hence, this paper defines purchase intention as the willingness of consumers to buy products.

### **2.4 Influencer Credibility**

Credibility is one of the most significant factors for consumers to follow influencers and influencers need to receive credibility in order to gain followers (Chetioui et al., 2020). Chetioui et al (2020) defined perceived credibility as a person who recognizes others to be true, honest, and unbiased. The higher perceived credibility of online reviews will have an impact on higher purchase intention (Chetioui et al., 2020). According to Chakraborty (2019), credibility enhances the communication's persuasiveness which leads to higher acceptance of information. A research found that influencers who perceive credibility will have an impact on consumers' attitudes and purchase intentions (Chetioui et al., 2020). Moreover, Santiago (2020) defines

credibility as the receiver of the message believing the source of information that has been transmitted to the recipient. Therefore, this paper defines influencer credibility as influencer perceived credibility from followers as they trust influencers which lead to purchase intention.

*H1 Influencer Credibility has a positive relationship towards purchase intention.*

## **2.5 Subjective Norm**

Chetioui et al (2020) defined subjective norms as pressure from social that individuals encounter when carry out in a specific way. Moreover, Subjective norms refer to the person who believes a particular behavior should be performed which individual will look for a key referent in order to lead their behavior (Niemiec et al., 2020). According to Chetioui et al (2020), if individuals perceive that others approve or disapprove, they will be more likely to display behavior in a specific way which comes from a person's perception of social pressure. Thus, this paper defines a subjective norm in the fashion industry context as individuals who buy products because of pressure from influencers and their friends or family as they want to buy products like other people do.

*H2 Subjective Norm has a positive relationship towards purchase intention.*

## **2.6 Influencer Expertise**

A research shos that expertise is a major factor in consumers' attitudes toward influencers because consumers tend to receive recommendations delivered by influencers who are experts in specific fields (Chetioui et al., 2020). Chetioui et al (2020) stated that an influencer's perceived expertise can help to increase the degree of trust in consumers, the attitudes towards influencers, and purchase intention. Moreover, Chopra (2021), stated that influencers are perceived as experts more than celebrities because influencers only share information about the product that they are passionate about while celebrities only being by the company for fame and social status, but do not

know information about the product. Therefore, this paper defines perceived expertise in the fashion industry context as influencers who have expertise in what they trying to sell on their social media accounts.

*H3 Influencer Expertise has a positive relationship towards purchase intention.*

## **2.7 Perceived Congruence**

Chetioui et al (2020) stated that consumers will follow influencers who share similar personality traits, matching lifestyles, and preferences. The higher level of congruence between influencers and potential customers will result in an increase in purchase intention (Chetioui et al., 2020). According to Santiago (2020), self-congruence is how individuals compare themselves with others in which consumers will prefer products of brands that share similar self-perception, so they will buy or favor products that are congruent with their self-image. Chauhan et al ., (2021) stated that self-congruence is a psychological perception of a person about self-image and product user image. This paper defines perceived congruence in the fashion industry context as individuals who buy fashion products from influencer marketing because they feel that the influencer shares a similar personality, lifestyle, and preferences.

*H4 Perceived Congruence has a positive relationship towards purchase intention.*

## **2.8 Attitude toward influencers**

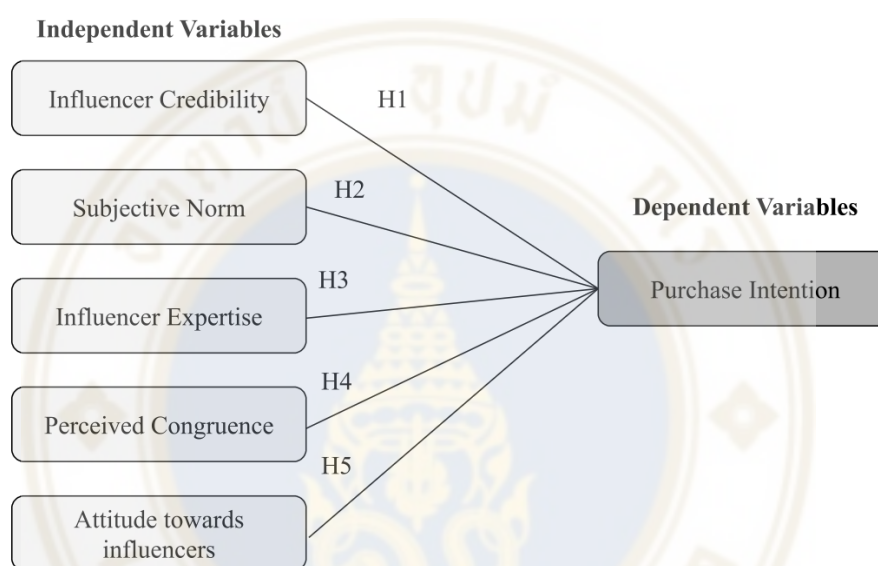
A research shows that consumers' attitude toward influencers is directly affected by the influencer's perceived credibility, trust, and expertise (Chetioui et al., 2020). According to Santiago (2020), attitudes can be evaluations people hold about people, objects, and themselves through various experiences. According to Naneva (2020), there are three types of attitudes which are cognitive, affective, and behavioral attitudes. Cognitive attitude is about the evaluation of the object and affective attitude is the feeling and emotion while behavioral attitude is how a person observes behavior toward the attitude object (Naneva, 2020). Therefore, this paper defines attitude toward



influencers as the consumers exposed positive attitudes toward influencers which impact the purchase intention of consumers.

*H5 Attitude towards influencers has a positive relationship towards purchase intention.*

## 2.9 Conceptual Framework



**Figure 2.3 Variable Model**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Methodology**

This paper is aimed to identify the factors in influencer marketing that impact purchasing intention of consumers. Therefore, the methodology that will be used in this research is the Quantitative approach through online electronic tools in order to explore factors that have an impact on consumers' purchase intention.

#### **3.2 Population**

The population of this study will include only people who have bought fashion products in the past 6 months under influencer marketing campaigns and follow at least 1 influencer on their social media account. The respondents must be people of any gender who live in the Bangkok area and are older than 18 years old.

##### **3.2.1 Sample**

The sample for the survey is at least 125 samples which will use an online questionnaire (Google form) using screening questions in order to exclude people who are not targeting people. The questionnaires will take only 15 minutes to complete and will be provided in Thai and English. Moreover, online surveys will ask about their demographic question and general questions to study more about consumer behavior.

##### **3.2.2 Sampling Method**

Because of time constraints, this research adopts non-probability sampling, a combination of a convenience sample and a snowball sample. Therefore, the sample will be based on the ease of accessibility of respondents and referral networks.

### 3.3 Research Instrument

According to table 3.1, quantitative surveys will be using scale questions between 1-5 scale on the questionnaire as 1 for strongly disagree, 2 for disagree, 3 for neutral and 4 for agree, and 5 for strongly agree to provide better quality and in order to avoid people exit the survey when they do not want to answer questions, so it is preferred to let them answer neutral than not answer at all (Formplus, 2005). The type of questions will be nominal, interval, and Likert scales. The questionnaire will be closed-end questions that consist of five parts that will focus on the behavior of consumers to study why they purchase fashion products under influencer marketing. The questionnaire will take 15 minutes to complete and respondents will be people who have bought fashion products in the past 6 months under influencer marketing campaigns. Firstly, the screening questions will try to exclude people who are not the target respondents. Secondly, the general questions that will ask about the behavior of consumers under influencing marketing. Thirdly, the demographic question will collect information about the respondents. Furthermore, the fourth part is the specific question which will explore the factors that have the most positive relationship with consumers' purchase intention in the fashion industry. Lastly, part is the question about the purchase intention of respondents and their willingness to continue buying products promoted by influencers.

**Table 3.1 Likert Scale**

Level	Likert Scale
5	Strong Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly disagree

### 3.4 Data Collection

The questionnaire consists of 40 questions with closed end questions which cover all the factors in google form format which will be distributed to at least 125 Thai consumers, who have bought fashion products in the past 6 months under influencer marketing campaigns through online channels such as CMMU Line group and MUIC Line group, Instagram, and the Facebook group as voluntary selection method which they can desire to be part of the study. The online survey distribution might be suitable for this study because the target group is those who use social media. The questionnaire is distributed during 25 February 2023 - 8 March 2023. Therefore, the total day of collecting the survey is 12 days and data will be used to interpret further.

### 3.5 Data Analysis

In order to develop this research, thematic analysis is being used to analyze raw data into meaningful interpretation (Thompson, 2022). After collecting quantitative data, the data will be used entered into Excel, and imported into the SPSS program to interpret data by the researcher. SPSS tools that will be used are One-Way Analysis of Variance, and Bonferroni's Post Hoc Multiple Comparisons to find the different relationships between demographic and variables. Multiple Regression Analysis is used to test the relationship of dependent and independent variables, and Cronbach's Alpha is used to evaluate the validation of a questionnaire. Pearson Correlation Analysis is used to test the positive correlation between variables. Moreover, this thematic paper applies three stages of logic research by Flick (Flick, 2013). Firstly, *abduction searches for theories* are a possibility to convey a valid explanation which can help surprise readers or be a key takeaway that creates hypotheses of variables (Flick, 2013). Secondly, the *deduction for predictions* is a testing phase of the data which is a discovery phase about the relationship of variables from the hypothesis (Flick, 2013). This phrase will use statistical tools to analyze the validation of the data. Lastly, *induction for facts* is a confirmation of the relationship of factors based on data with support from theory and facts (Flick, 2013)

**Table 3.2 Quantitative Questions**

<b>Questions</b>
<p><b>Screening Questions (Nominal Answer)</b></p> <ol style="list-style-type: none"> <li>1. Are you older than 18 years old?</li> <li>1. Are you living in Bangkok?</li> <li>2. In the past 6 months, have you ever purchased fashion products?</li> <li>3. Do you follow at least 1 influencer on your social media?</li> <li>4. Are you motivated by influencers to buy fashion products?</li> </ol>
<p><b>General Questions (Nominal Answer)</b></p> <ol style="list-style-type: none"> <li>5. What categories of fashion products have you purchased in the past 6 months? <ol style="list-style-type: none"> <li>a. Apparel b. Footwear c. Sportswear d. Accessories e. Watches &amp; Jewelries f. Bags</li> </ol> </li> <li>6. What types of social media are you currently using? <ol style="list-style-type: none"> <li>a. Instagram b. Facebook c. TikTok d. Twitter e. Youtube</li> </ol> </li> <li>7. How many influencers do you follow on social media? <ol style="list-style-type: none"> <li>a. Less than 5 b. 5-10 c. 11-20 d. 21-30 e. 30+</li> </ol> </li> <li>8. What type of influencers have you been following on social media? <ol style="list-style-type: none"> <li>a. Mega-Influencers (Influencers with &gt;1M followers)</li> <li>b. Macro-Influencers (Influencers with &gt;500K followers)</li> <li>c. Mid-Tier Influencers (Influencers with &gt;50K followers)</li> <li>d. Micro-Influencers (Influencers with &gt;10K followers)</li> <li>e. Nano-Influencers (Influencers with &gt;1K followers)</li> </ol> </li> </ol>
<p><b>Demographic Questions (Nominal Answer)</b></p> <ol style="list-style-type: none"> <li>9. Age range <ol style="list-style-type: none"> <li>a. 18-24 b. 25-34 c. 35-44 d. 45-54 e. Above 54</li> </ol> </li> <li>10. Gender <ol style="list-style-type: none"> <li>a. Male b. Female c. LGBTQ+</li> </ol> </li> <li>11. Education <ol style="list-style-type: none"> <li>a. High school or lower b. Bachelor's Degree c. Master's Degree d. Doctorate Degree</li> </ol> </li> </ol>



**Table 3.2 Quantitative Questions (cont.)**

<b>Questions</b>
<p>12. Employment Status</p> <ul style="list-style-type: none"> <li>a. Student</li> <li>b. Unemployed</li> <li>c. Self-employed/ Entrepreneur</li> <li>d. Part-time or freelance</li> <li>e. Full-time employment</li> <li>f. Civil servant/Government Officer</li> <li>g. Others</li> </ul> <p>13. Household Monthly Income</p> <ul style="list-style-type: none"> <li>a. Less than 20,000 THB</li> <li>b. 20,001 THB - 40,000 THB</li> <li>c. 40,001 THB - 60,000 THB</li> <li>d. 60,001 THB - 100,000 THB</li> <li>e. More than 100,000 THB</li> </ul>
<b>Questions (1-5 scale answer)</b>
<p><b>Factor 1: Influencer Credibility</b></p> <p>14. I tend to consider product or service that is recommended by credible influencer (Chetioui et al., 2020)</p> <p>15. I like to follow the influencer who provide an honest opinion on a product or service. (Chetioui et al., 2020)</p> <p>16. I prefer the influencer who truly reveals information related to the product or service. (Chetioui et al., 2020)</p> <p>17. I believe online influencer reviews are more credible than brand messages. (Chetioui et al., 2020)</p> <p>18. I avoid the fashion products that social media influencers provide negative opinions about. (Chetioui et al., 2020)</p>
<p><b>Factor 2: Subjective Norm</b></p> <p>19. I tend to buy fashion products because the influencers I follow post about those products. (Williams et al., 2012).</p>

**Table 3.2 Quantitative Questions (cont.)**

<b>Questions</b>
20. People who are important to me (friends, family) think it is a good idea to buy fashion products promoted by influencers. (Ogutu et al., 2014)
21. It is important for me to buy fashion products promoted by influencers as my friends and family also buy them. (Williams et al., 2012)
22. I feel under social pressure if I do not buy fashion products that are promoted by influencers that I follow. (Ogutu et al., 2014)
23. I feel accepted by people around me when I buy products promoted by influencers. (Williams et al., 2012)

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**Factor 3: Influencer Expertise**

24. I will look for product information from an influencer who is an expert in the field (Chetioui et al., 2020)
25. The influencer should have experience with the fashion product they are promoting. (Chetioui et al., 2020)
26. The influencer should have knowledge of the product they review. (Chetioui et al., 2020)
27. I rarely consider a fashion product that has less online reviews. (Thitiwongse, 2020)
28. I will look for influencers' reviews about their product experiences before making a decision. (Chetioui et al., 2020)

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**Factor 4: Perceived Congruence**

29. I like an influencer who I think they have a good appearance. (Thitiwongse, 2020)
30. I like to follow influencers who are attractive to me. (Thitiwongse, 2020)
31. I like to follow influencers whom I admire their personality. (Thitiwongse, 2020)
32. I like to follow influencers whom I feel that we share similar preferences. (Thitiwongse, 2020)
33. I like to follow influencers whom I feel share similar lifestyles with me. (Thitiwongse, 2020)

**Table 3.2 Quantitative Questions (cont.)**

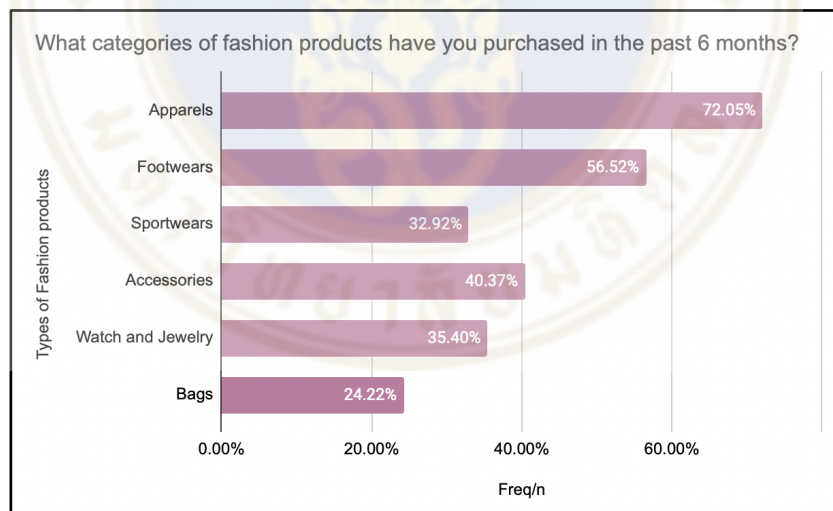
<b>Questions</b>
<b>Factor 5: Attitude toward influencers</b>
34. I feel positive about the influence I follow on social media. (Chetioui et al., 2020)
35. Influencer' image has an impact on my purchase intention. (Chetioui et al., 2020)
36. I rarely buy products from influencers who have a negative image. (Chetioui et al., 2020)
37. I do believe that fashion influencers serve as fashion models for me. (Chetioui et al., 2020)
<b>Purchase Intention</b>
38. I have the intention to purchase fashion products promoted by fashion influencers on social media (Chetioui et al., 2020) that I follow within the next 6 months.
39. I intend to continue buying more products that are promoted by fashion influencers. (Cong & Zheng, 2017)

## CHAPTER IV RESEARCH FINDINGS

Questionnaire is distributed to 202 respondents and 161 respondents passed the screening questions which are consumers who live in Bangkok and are motivated by influencers to buy fashion products in the past 6 months. Therefore, it means that out of 202 respondents, 79.7 percent of respondents are targeting consumers in this research.

### 4.1 Frequencies of general questions

#### 4.1.1 What categories of fashion products have you purchased in the past 6 months?

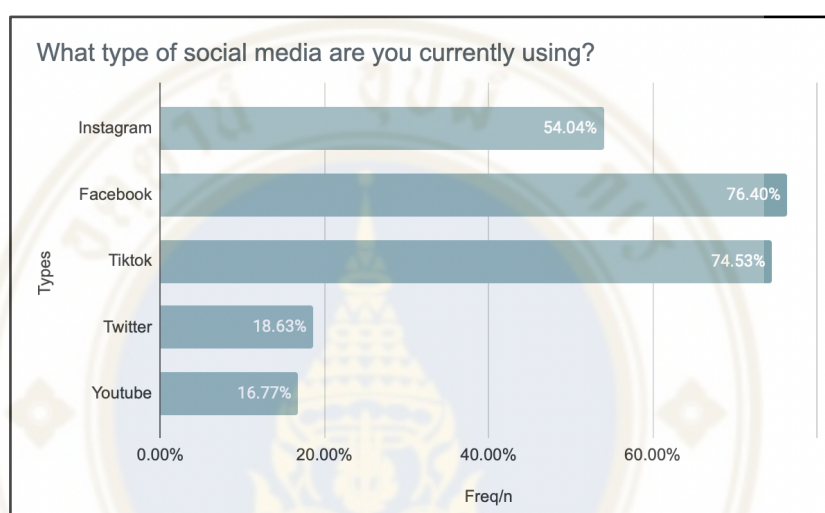


**Figure 4.1 Chosen fashion product categories by respondents in the past 6 months (n=161)**

The bar chart in Figure 4.1 above indicates the frequency of products in the fashion industry that consumers purchased in the past six months. The majority of consumers who buy apparel accounted for 72.05 percent or 116 while 56.52 percent or

91 chose to buy footwear. Moreover, 40.37 percent, or 65 consumers like to buy accessories followed by 35.40 percent, or 57 consumers purchasing watches and jewelry. The least purchasing categories of fashion products are sportswear and bags which accounted for 32.92 percent or 53 consumers and 24.22 or 39 consumers respectively.

#### 4.1.2 What types of social media are you currently using?

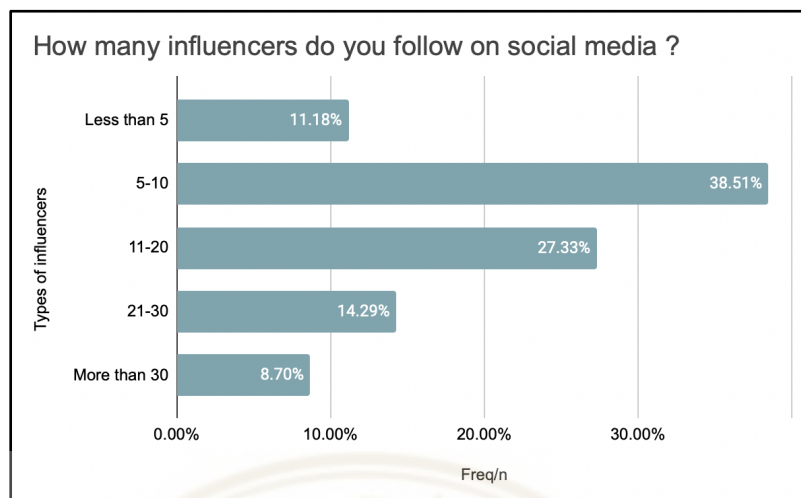


**Figure 4.2** Type of social media that respondents is using (n=161)

The pie chart in Figure 4.2 shows the type of social media that consumers are using. The proportion of Facebook and Tiktok are almost equal, which is 31.8 percent or 123 consumers for Facebook and 31 percent or 120 consumers. Instagram accounted for 22.5 percent or 87 consumers while Twitter and Youtube are the least which accounted for 7.8 percent or 30 consumers and 7.0 percent or 27 consumers respectively.

#### 4.1.3 How many influencers do you follow on social media?

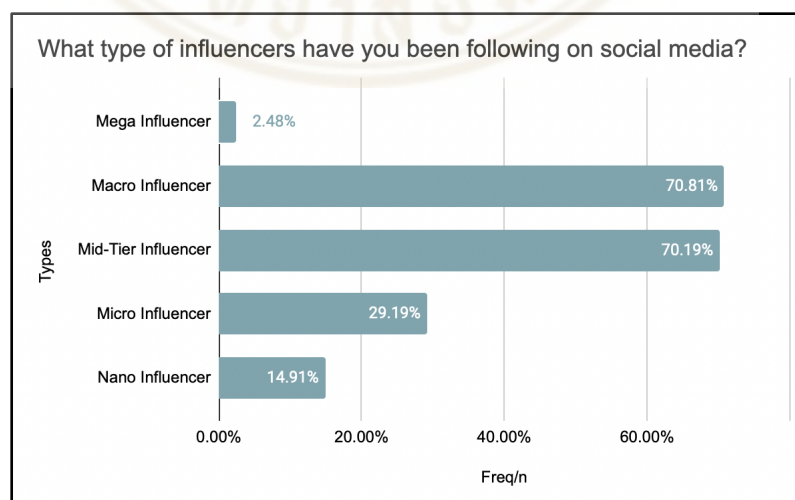




**Figure 4.3** Approximately numbers of influencers followed by respondents (n=161)

The bar chart in Figure 4.3 illustrates the frequency of the number of influencers that consumers approximately follow. The majority of consumers 38.51 percent or 62 consumers follow 5-10 influencers on their social media while consumers follow 11-20 influencers for 27.33 percent or 44 consumers. Moreover, 14.29 percent, or 23 consumers follow 21-30 influencers online followed by 11.18 percent or 18 consumers follow less than 5 influencers and 8.70 percent or 14 consumers follow more than 30 influencers on their social media.

#### 4.1.4 What type of influencers have you been following on social media?



**Figure 4.4** Types of influencers followed by respondents (n=161)

According to Figure 4.4, the pie chart shows the frequency of the type of influencer that consumers are following. 37.7 percent or 114 of consumers like to follow Macro influencers which are influencers who have followers of more than 100,000 followed by 37.4 percent or 113 consumers who like to follow Mid-Tier influencers which are influencers who have followers of more than 50,000. Furthermore, 15.6 percent or 47 consumers follow Micro-influencers who are influencers with more than 10,000 followers while 7.9 or 24 consumers follow Nano influencers who are influencers with more than 1,000 followers. The least percentage is Mega influencers who have followers of more than 1 million and account for 1.3 percent or 4 consumers.

## 4.2 One-Way Analysis of Variance (One-Way ANOVA) and Bonferroni's Post Hoc Multiple Comparisons

### 4.2.1 Age

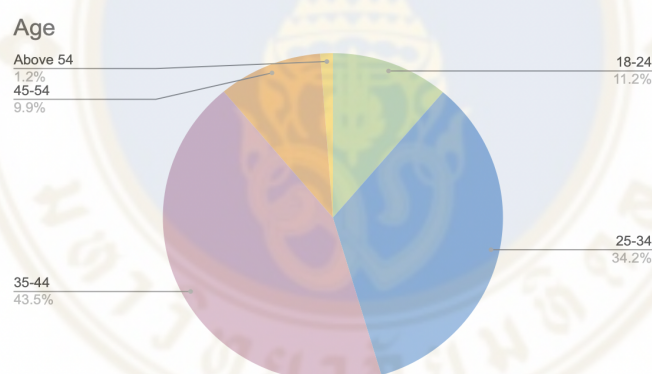


Figure 4.5 Age range of respondents (Frequency) (n=161)

Table 4.1 Frequency (Age)

		age of respondents			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	18-24	18	11.2	11.2	11.2
	25-34	55	34.2	34.2	45.3
	35-44	70	43.5	43.5	88.8
	45-54	16	9.9	9.9	98.8
	Above 54	2	1.2	1.2	100.0
Total		161	100.0	100.0	

According to the pie chart in figure 4.5, it shows the frequency of age range of respondents. The majority of respondents which is 43.5 percent or 70 people are 35-44 years old followed by 34.2 percent or 55 people are 25-34 years old and 11.2 percent or 18 people are 18-24 years old. Furthermore, 9.9 percent or 16 people are 45-54 years old and 1.2 percent, or 2 people are above 54 years old.

According to Table 4.2, the Anova age table shows the mean difference (Sig < 0.05) between groups for 12 questions according to the questions related to both dependent and independent variables.

**Table 4.2 Anova (Age)**

ANOVA (Age)		
Questions		Sig.
IC1. I tend to consider product or service that is recommended by credible influencer	Between Groups	.009
IC2. I tend to follow the influencer who gives an honest opinion on a product or service.	Between Groups	.034
IC3. I prefer the influencer who truly reveals information related to the product or service.	Between Groups	.002
IE2. The influencer should have experience with the fashion product they are promoting.	Between Groups	.039
IE3. The influencer should have knowledge of the product they review.	Between Groups	.003
IE4. I rarely consider a fashion product that has less online reviews.	Between Groups	.001
PC1. I like an influencer who I think they have a good appearance.	Between Groups	.038
PC2. I like to follow influencers who are attractive to me.	Between Groups	.015

**Table 4.2 Anova (Age) (Cont.)**

<b>ANOVA (Age)</b>		
<b>Questions</b>		<b>Sig.</b>
PC5.I tend to follow or subscribe to influencers whom I feel share similar lifestyles with me.	Between Groups	.001
ATI2.Influencer' image has an impact on my purchase intention	Between Groups	.001
ATI4. I do believe that fashion influencers serve as fashion models for me.	Between Groups	.038
P1.I have the intention to purchase fashion products promoted by fashion influencers on social media that I follow within the next 6 months.	Between Groups	.003

The Bonferroni's Post Hoc Tests for age Table 4.3 indicates the relationship of demographic and variables. It shows that different generation has different preferences according to their consumer behavior. Firstly, people who are in the age range of 25-34 have higher motivation toward influencer credibility than people who are in the age range of 35-44. Secondly, consumers in age 18-24 have lower motivation toward influencer expertise than other age ranges. Lastly, consumers in the age range of 25-34 have higher motivation toward perceived congruence than people who are in other age ranges. In conclusion, consumers have different perspective toward purchasing fashion products according to their generations especially Generation X, generation Y, and Generation Z as you can see in Table 4.3.

**Table 4.3 Bonferroni's Post Hoc Tests (Age)**

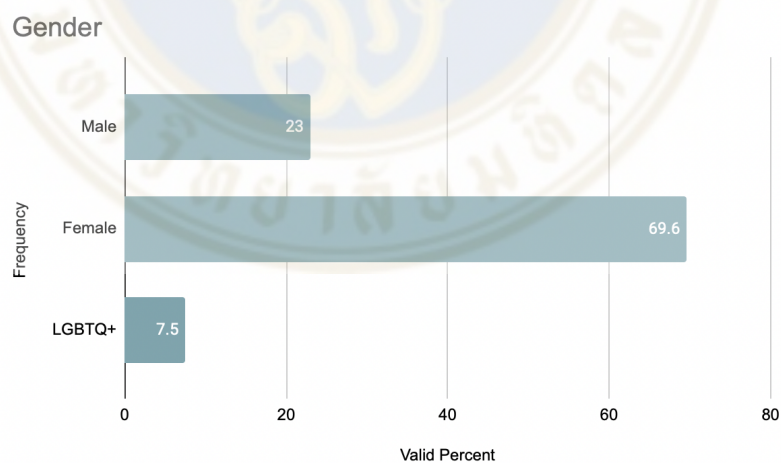
<b>Bonferroni's Post Hoc Tests (Age)</b>			
<b>Questions</b>	<b>Demographics</b>	<b>Mean Difference</b>	<b>Sig.</b>
IC1. I tend to consider product or service that is recommended by credible influencer	25-34 > 35-44	.25584	.027
IC2. I tend to follow the influencer who gives an honest opinion on a product or service.	25-34 > 35-44	.31169	.046
IC3. I prefer the influencer who truly reveals information related to the product or service.	25-34 > 35-44	.31039	.009
IE2. The influencer should have experience with the fashion product they are promoting.	18-24 < 45-54	-.70139	.030
IE3. The influencer should have knowledge of the area of the product they review.	18-24 < 25-31	-.70000	.005
	18-24 < 35-44	-.62857	.014
	18-24 < 45-54	-.93750	.003
IE4. I rarely consider a fashion product that has fewer online reviews.	18-24 < 25-31	-1.10909	.001
	18-24 < 35-44	-1.04286	.001
	18-24 < 45-54	-1.25000	.001
PC1. I like an influencer who I think they have a good appearance.	18-24 < 25-31	-.43838	.025
PC2. I like to follow influencers who are attractive to me.	25-34 > 35-44	.31169	.018



**Table 4.3 Bonferroni's Post Hoc Tests (Age) (Cont.)**

<b>Bonferroni's Post Hoc Tests (Age)</b>			
<b>Questions</b>	<b>Demographics</b>	<b>Mean Difference</b>	<b>Sig.</b>
PC5.I like to follow influencers whom I feel share similar lifestyles with me.	25-34 > 35-44	.35844	.010
ATI2.Influencer' image has an impact on my purchase intention	25-34 > 35-44	.31169	.031
	35-44 < 45-54	-.60724	.002
P1. I have the intention to purchase fashion products promoted by fashion influencers on social media that I follow within the next 6 months.	25-34 > 35-44	.33247	.002

#### 4.2.2 Gender

**Figure 4.6 Gender of respondents (Frequency) (n=161)**

**Table 4.4 Frequency (Gender)**

		<b>gender of respondents</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	37	23.0	23.0	23.0
	Female	112	69.6	69.6	92.5
	LGBTQ+	12	7.5	7.5	100.0
	Total	161	100.0	100.0	

According to the bar chart in figure 4.6, it shows the frequency of respondents' gender in the survey which 69.6 percent or 112 respondents are females followed by 23 percent or 37 respondents are male. LGBTQ+ accounted for 7.5 percent or 12 respondents which is the least proportion of the survey.

According to table 4.5, the Anova age table indicates the mean difference (Sig < 0.05) between groups for 7 questions according to the questions related to both dependent and independent variables.

**Table 4.5 Anova (Gender)**

<b>ANOVA (Gender)</b>		
Questions		<b>Sig.</b>
IC5. I avoid the fashion products that social media influencers provide negative opinions about.	Between Groups	.011
SN2. People who are important to me (friends and family) think it is a good idea to buy fashion products promoted by influencers.	Between Groups	.001
IE3. The influencer should have knowledge of the product they review.	Between Groups	.010

**Table 4.5 Anova (Gender) (Cont.)**

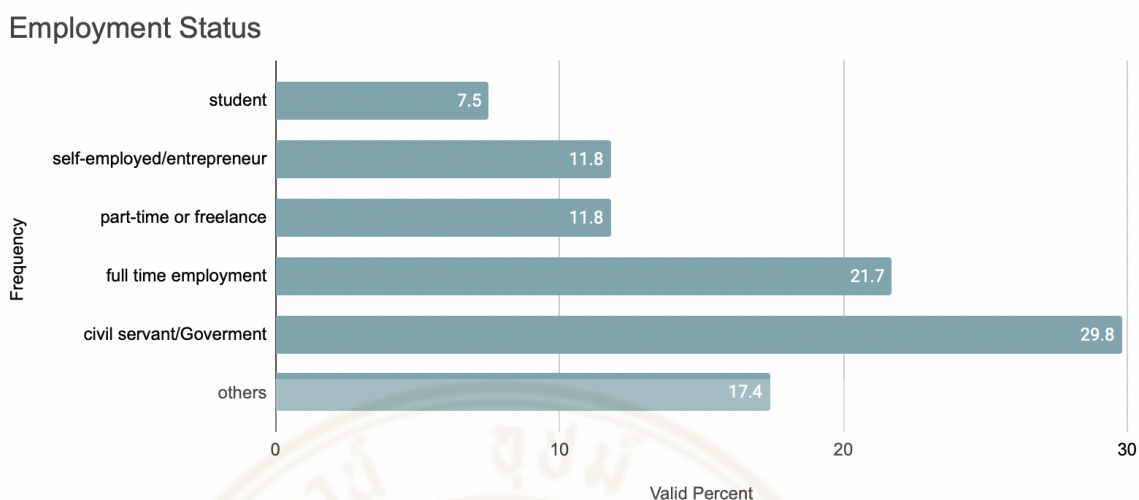
ANOVA (Gender)		
Questions		Sig.
IE4.I rarely consider a fashion product that has less online reviews.	Between Groups	.017
PC4.I like to follow influencers whom I feel that we share similar preferences...	Between Groups	.005
ATI3. I rarely buy products from influencers who have a negative image.	Between Groups	.027
P1.I have the intention to purchase fashion products promoted by fashion influencers on social media that I follow within the next 6 months.	Between Groups	.007

Table 4.6 indicates the different relationship between gender and variables. LGBTQ+ are more likely to prefer influencer who sincerely reveals information about a product than male. In addition, Females are more likely to avoid fashion products that influencers have negative opinions about than LGBTQ+. Moreover, males and female are less likely to think that social influence has an effect on their buying decision than LGBTQ+. In addition, males are less likely to change fashion product shopping behavior toward influencer expertise, perceived congruence, attitude toward influencers, and purchase intention than female consumers.

**Table 4.6 Bonferroni's Post Hoc Tests (Gender)**

<b>Bonferroni's Post Hoc Tests (Gender)</b>			
<b>Questions</b>	<b>Demographics</b>	<b>Mean Difference</b>	<b>Sig.</b>
IC3. I prefer the influencer who truly reveals information related to the product or service.	Male < LGBTQ+	-.421171	.048
IC5. I avoid the fashion products that social media influencers provide negative opinions about.	Female > LGBTQ+	.40476	.040
SN2. People who are important to me (friends, and family) think it is a good idea to buy fashion products promoted by influencers.	Male < LGBTQ+	-.64189	.004
	Female < LGBTQ+	-.50893	.004
IE3. The influencer should have knowledge of the area of the product they review.	Male < Female	-.43050	.008
IE4. I rarely consider a fashion product that has fewer online reviews.	Male < Female	-.48552	.016
PC4. I like to follow influencers whom I feel that we share similar preferences.	Male < Female	-.42930	.003
AT13. I rarely buy products from influencers who have a negative image.	Male < Female	-.26762	.043
P1. I have the intention to purchase fashion products promoted by fashion influencers on social media that I follow within the next 6 months.	Male < Female	-.28571	.007

### 4.2.3 Employment Status



**Figure 4.7 Employment status of respondents (Frequency) (n=161)**

**Table 4.7 Frequency (Employment Status)**

		employment status			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	student	12	7.5	7.5	7.5
	self-employed/entrepreneur	19	11.8	11.8	19.3
	part-time or freelance	19	11.8	11.8	31.1
	full time employment	35	21.7	21.7	52.8
	civil servant/Government	48	29.8	29.8	82.6
	others	28	17.4	17.4	100.0
	Total	161	100.0	100.0	

According to figure 4.7, the bar chart above indicates the frequency of employment status of respondents. 29.8 percent of 48 people are working as civil servants or government officers followed by 21.7 percent or 35 people are in full-time employment. 17.4 percent or 28 people are people who are working for other sectors. Moreover, self-employed or entrepreneurs have a similar percentage as part-time or freelance which are 11.8 percent or 19 people. Lastly, students accounted for only 7.5 percent or 12 people in this survey.



According to table 4.8, the Anova age table illustrates the mean difference (Sig < 0.05) between groups for 21 questions according to the questions related to both dependent and independent variables.

**Table 4.8 Anova (Employment Status)**

<b>ANOVA (Employment Status)</b>		
<b>Questions</b>		<b>Sig.</b>
IC1. I tend to consider product or service that is recommended by credible influencer	Between Groups	.005
IC3. I prefer the influencer who truly reveals information related to the product or service..	Between Groups	.001
IC4. I believe online influencer reviews are more credible than brand messages.	Between Groups	.003
IC5. I avoid the fashion products that social media influencers provide negative opinions about.	Between Groups	.001
SN1. I tend to buy fashion products because the influencers I follow post about those products.	Between Groups	.006
SN2. People who are important to me (friends, and family) think it is a good idea to buy fashion products promoted by influencers.	Between Groups	.003
SN3. It is important for me to buy fashion products promoted by influencers as my friends and family also buy them	Between Groups	.024
SN4. I feel under social pressure if I do not buy fashion products that are promoted by influencers that I follow.	Between Groups	.001

**Table 4.8 Anova (Employment Status) (Cont.)**

<b>ANOVA (Employment Status)</b>		
<b>Questions</b>		<b>Sig.</b>
SN5. I feel accepted by people around me when I buy products promoted by influencers.	Between Groups	.10
IE1. I will look for product information from an influencer who is an expert in the field.	Between Groups	.016
IE2. The influencer should have experience with the fashion product they are promoting.	Between Groups	.004
IE3. The influencer should have knowledge of the product they review.	Between Groups	.004
IE4. I rarely consider a fashion product that has less online reviews.	Between Groups	.001
PC2. I like to follow influencers who are attractive to me.	Between Groups	.001
PC3. I like to follow influencers whom I admire their personality.	Between Groups	.040
PC5. I like to follow influencers whom I feel share similar lifestyles with me.	Between Groups	.002
ATI1. I feel positive about the influence I follow on social media.	Between Groups	.002
ATI2. Influencer' image has an impact on my purchase intention	Between Groups	.001
ATI3. I rarely buy products from influencers who have a negative image.	Between Groups	.040

**Table 4.8 Anova (Employment Status) (Cont.)**

<b>ANOVA (Employment Status)</b>		
<b>Questions</b>		<b>Sig.</b>
ATI4.I do believe that fashion influencers serve as fashion models for me.	Between Groups	.001
P1.I have the intention to purchase fashion products promoted by fashion influencers on social media that I follow within the next 6 months.	Between Groups	.005

According to Table 4.9, the Bonferroni's Post Hoc Tests illustrates that different employment status has perceived different perspective toward their shopping behavior. Consumers who are self-employed are more likely to perceive influencer credibility, and attitude toward influencers than others. For example, the Self-employed has a higher motivation to prefer influencer who sincerely reveal information about the product than other employment status. In addition, it is found that self-employed consumers believe that an influencer's image has impact on their purchase intention than others. On the other hand, people who work full time will perceive their shopping behavior towards subjective norms because they are more likely to influence by people around them and get accepted in society which leads to the pressure that they need to buy a product because other people also do it. Furtherly, students have shopping behavior that is perceived influencer expertise as lesser than others' employment status which means they still consider buying products even though the products have few online influencer reviews.

**Table 4.9 Bonferroni's Post Hoc Tests (Employment Status)**

<b>Bonferroni's Post Hoc Tests (Employment Status)</b>			
<b>Questions</b>	<b>Demographics</b>	<b>Mean Difference</b>	<b>Sig.</b>
IC1. I tend to consider product or service that is recommended by credible influencer	Full time > Others	.40000	.012
IC3. I prefer the influencer who truly reveals information related to the product or service.	Self-employed > Others	.492481	.014
	Full time > Government Officer	.397024	.006
IC4. I believe online influencer reviews are more credible than brand messages.	Self Employed > Others	.56203	.019
	Part-time or Freelance > Others	.56203	.019
	Full-time < Others	.46429	.026
IC5. I avoid the fashion products that social media influencers provide negative opinions about.	Self Employed > Others	.47368	.038
	Part-time or Freelance > Others	.47368	.038
SN1. I tend to buy fashion products because the influencers I follow post about those products.	Student < Full time	-.62381	.019
SN2. People who are important to me (friends and family) think it is a good idea to buy fashion products promoted by influencers.	Student < Others	.54762	.036

**Table 4.9 Bonferroni's Post Hoc Tests (Employment Status) (Cont.)**

<b>Bonferroni's Post Hoc Tests (Employment Status)</b>			
<b>Questions</b>	<b>Demographics</b>	<b>Mean Difference</b>	<b>Sig.</b>
SN3. It is important for me to buy fashion products promoted by influencers as my friends and family also buy them	Full time > Others	.37857	.048
SN4.I feel under social pressure if I do not buy fashion products that are promoted by influencers that I follow.	Self Employed > Others	.47368	.012
	Part-time or Freelance < Full time	-.45113	.013
	Full time < Part-time or Freelance	-.45113	.013
	Full time > Others	.71429	.001
SN5.I feel accepted by people around me when I buy products promoted by influencers.	Full time > Others	.51429	.001
SN5.I feel accepted by people around me when I buy products promoted by influencers.	Full time > Others	.51429	.001
IE2.The influencer should have experience with the fashion product they are promoting.	Student < Self-Employed	-.76316	.033
	Student < Part time	-.76316	.033



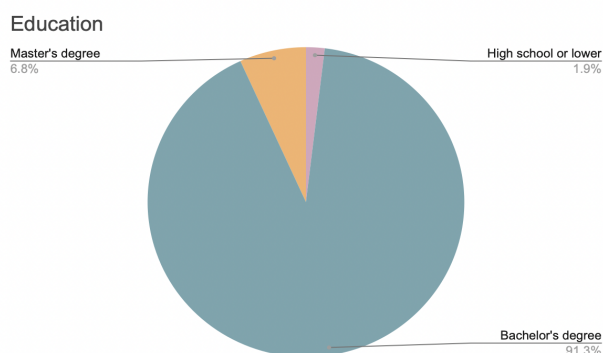
**Table 4.9 Bonferroni's Post Hoc Tests (Employment Status) (Cont.)**

<b>Bonferroni's Post Hoc Tests (Employment Status)</b>			
<b>Questions</b>	<b>Demographics</b>	<b>Mean Difference</b>	<b>Sig.</b>
IE4. I rarely consider a fashion product that has less online reviews.	Student < Self-employed	-1.34649	.001
	Student < Part-time or freelance	-1.45175	.001
	Student < Full time	-.94048	.029
	Student < Government Officer	-1.45175	.001
	Student < Others	-.94048	.029
PC2. I like to follow influencers who are attractive to me.	Student > Others	.57143	.022
	Part-time or freelance > Others	.59774	.002
	Full time > Government officer	.45417	.001
	Full time > Others	.67143	.000
PC5. I like to follow influencers whom I feel share similar lifestyles with me.	Self-employed or freelance > Government officer	.48575	.046
	Self-employed or freelance > Others	.59586	.015
ATI1. I feel positive about the influence I follow on social media.	Full time > Others	.50000	.001

**Table 4.9 Bonferroni's Post Hoc Tests (Employment Status) (Cont.)**

<b>Bonferroni's Post Hoc Tests (Employment Status)</b>			
<b>Questions</b>	<b>Demographics</b>	<b>Mean Difference</b>	<b>Sig.</b>
IE2.The influencer should have experience with the fashion product they are promoting.	Student < Government Officer	-.70833	.018
IE3.The influencer should have knowledge of the area of product they review	Student < Self-employed	-.82895	.036
	Self-employed > Others	.75752	.009
ATI2.Influencer' image has an impact on my purchase intention	Self-employed or freelance > Government officer	.49671	.023
	Self-employed or freelance > Others	.64850	.003
	Full time > Government Officer	.38393	.041
	Full time > Others	.53571	.004
ATI4. I do believe that fashion influencers serve as fashion models for me.	Self-employed or freelance > Others	.56203	.013
	Part-time or freelance > Others	.66729	.001
	Full time > Others	.43571	.036
P1.I have the intention to purchase fashion products promoted by fashion influencers on social media that I follow within the next 6 month	Part-time or freelance > Others	.52631	.005

#### 4.2.4 Education



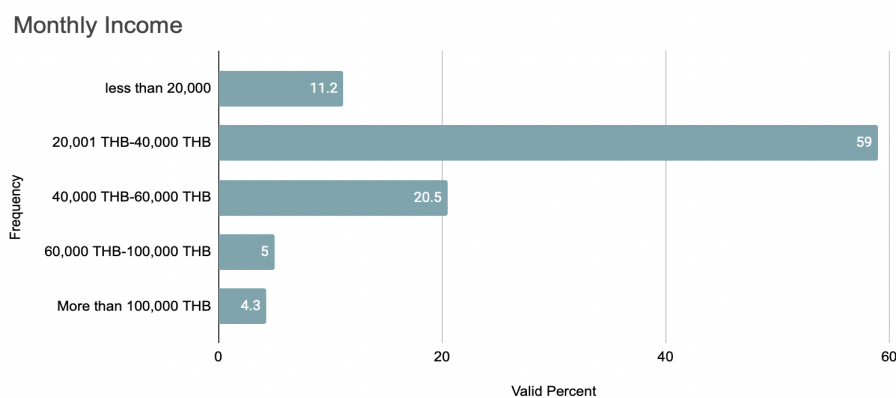
**Figure 4.8 Education level of respondents (n=161)**

**Table 4.10 Frequency (Education level)**

		education level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or lower	3	1.9	1.9	1.9
	Bachelor's degree	147	91.3	91.3	93.2
	Master's degree	11	6.8	6.8	100.0
Total		161	100.0	100.0	

Figure 4.8 shows the frequency of education level of respondents. 91.3 percent or 147 people graduated with a bachelor's degree which is considered the majority of people in the survey while 8.9 percent or 11 people graduated with a master's degree. Moreover, 1.9 percent or 3 people are in high schools or lower.

#### 4.2.5 Monthly Income



**Figure 4.9 Monthly income of respondents (n=161)**

**Table 4.11 Frequency (Monthly Income)**

		monthly income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20,000	18	11.2	11.2	11.2
	20,001 THB-40,000 THB	95	59.0	59.0	70.2
	40,000 THB-60,000 THB	33	20.5	20.5	90.7
	60,000 THB-100,000 THB	8	5.0	5.0	95.7
	More than 100,000 THB	7	4.3	4.3	100.0
	Total	161	100.0	100.0	

Figure 4.9 illustrates the monthly income range of respondents in the survey. 59 percent or 95 people have a monthly income between 20,001 THB - 40,000 THB while 20.5 percent have monthly income around 40,000 THB - 60,000 THB. Moreover, 11.2 percent or 18 people have a monthly income of less than 20,000 followed by people who have a monthly income of around 60,000 THB - 100,000 THB which accounted for 5 percent, or 8 people. Lastly, 4.3 percent or 7 people are those who have a monthly income of more than 100,000 THB

### 4.3 Means and Standard deviation

According to table 4.12 which is the descriptive statistic for dependent and independent variables, it shows the means and standard deviation of variables. The survey use 5-level Likert scale to determine degree of agreement. The means of all variable are range between 4.00-4.50 which means the degree of agreement is in the agreed range in the questionnaires.

**Table 4.12 Descriptive Statistics for Variables**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
InfluencerExpertise	161	3.00	5.00	4.2621	.37097
Subjective_Norm	161	2.60	5.00	4.2845	.37326
InfluencerCredibility	161	3.00	5.00	4.2621	.37097
PerceivedCongruence	161	2.20	5.00	4.2696	.44230
Attitudetowardsinfluencers	161	2.25	5.00	4.2702	.40982
PurchaseIntention	161	3.00	5.00	4.2081	.43142
Valid N (listwise)	161				

## 4.4 Cronbach's Alpha

**Table 4.13 Cronbach's Alpha**

Questionnaire Groups	Cronbach's Alpha
Influencer Credibility	.690
Subjective Norm	.705
Influencer Expertise	.780
Perceived Congruence	.793
Attitude towards Influencers	.696
Purchase Intention	.573

According to Taber (2018), Cronbach's Alpha is being used to evaluate the reliability of constructs. Ahdika (2017) stated that Cronbach's alpha should have more than 0.40 - 0.60 is quite reliable. More than 0.60 - 0.80 is Reliable, and more than 0.80 - 1 is very reliable. The questionnaires are passed in quite a reliable range for purchase intention and others are passed in a reliable range according to Table 4.12.

## 4.5 Pearson Correlation Analysis

Table 4.14 shows the correlation of variable which Sig. should be under 0.05 (Sig. < 0.05) and Pearson Correlation more than 0.5 or less than -0.5 (Pearson Correlation > 0.5 or < -0.5). According to Kafle (2019), if r is between 0 and 0.4 means a low correlation of variables, r is between 0.4 and 0.7 means a moderate correlation, and a high correlation if r is between 0.7 and 1. The result in Figure 4.13 shows the positive correlation of purchase intention and independent variables. Firstly, purchase intention has a positive correlation with attitude toward influencers with  $r = .643$ . It shows that purchase intention has a moderate correlation with purchase intention (Kafle, 2019). Secondly, purchase intention has a positive correlation with the subjective norm with  $r = .600$  which illustrates that purchase intention has a moderate correlation with the

subjective norm (Kafle, 2019). Lastly, purchase intention has a positive correlation with perceived congruence with  $r = .569$  which means purchase intention has a moderate correlation with perceived congruence (Kafle, 2019).

**Table 4.14 Pearson Correlation Analysis**

		Correlations					
		InfluencerCredibility	Subjective_Norm	InfluencerExpertise	PerceivedCongruence	Attitudetowardsinfluencers	PurchaseIntention
InfluencerCredibility	Pearson Correlation	1	.594**	1.000**	.635**	.495**	.454**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	161	161	161	161	161	161
Subjective_Norm	Pearson Correlation	.594**	1	.594**	.659**	.661**	.600**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	161	161	161	161	161	161
InfluencerExpertise	Pearson Correlation	1.000**	.594**	1	.635**	.495**	.454**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	161	161	161	161	161	161
PerceivedCongruence	Pearson Correlation	.635**	.659**	.635**	1	.647**	.569**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	161	161	161	161	161	161
Attitudetowardsinfluencers	Pearson Correlation	.495**	.661**	.495**	.647**	1	.643**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	161	161	161	161	161	161
PurchaseIntention	Pearson Correlation	.454**	.600**	.454**	.569**	.643**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	161	161	161	161	161	161

\*\*.

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

## 4.6 Multiple Linear Regression

The research is using multiple linear regression to test the relationship between dependent and independent variables. To study the cause-and-effect relationship of the hypothesis in Figure 2.1. The regression is implemented to test the relationship of influencer credibility, subjective norm, influencer expertise, perceived congruence, and attitude toward influencers toward purchase intention.

Table 4.15 show the Anova which Sig is lower than 0.05 which is the acceptable range. The R square in Table 4.14 is .468 indicating that independent variables can explain the variation of the dependent variable (purchase intention) by 46.8 percent.



**Table 4.15 Regression Model Summary Table**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684	<u>.468</u>	.462	.31653

**Table 4.16 ANOVA Table (Regression)**

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	13.949	2	6.975	69.611	<u>.000</u>
Residual	15.830	158	.100		
Total	29.780	160			

According to Table 4.17, there are three independent variables that have a positive relationship towards purchase intention which are attitude toward influencers, subjective norm, and perceived congruence which make hypothesis in H2, H4, and H5 in figure 2.1 became true. Attitude toward influencer has Sig equal to .001 and the highest beta value which is .438 followed by subjective norm which Sig equals to .001 (Sig. < 0.05) and beta value of .311. Moreover, Perceived congruence with Sig equals .046 (Sig. < 0.05) and beta value .166. On the other hand, other independent variables which are influencer credibility and influencer expertise has no relationship toward purchase intention because Sig is higher than 0.05.

**Table 4.17 Regression Analysis Table**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.700	0.303	-	2.306	.022
	Influencer Credibility	0.39	0.91	.258	1.136	.258
	<b>Subjective Norm</b>	.360	0.89	<b>.311</b>	4.026	<b>.001</b>
	Influencer Expertise	-	-	0.83	1.136	.258
	<b>Perceived Congruence</b>	.148	0.87	<b>.166</b>	2.009	<b>.046</b>
	<b>Attitude toward Influencers</b>	.461	.081	<b>.438</b>	5.663	<b>.001</b>

## 4.7 Discussion

The quantitative findings indicate that there are three independent variables which have positive relationship toward purchase intention which are attitude toward influencers, subjective norms, and perceived congruence. Therefore, the discussion will be comparing the results from quantitative findings with the literature review of independent variables that have a positive relationship toward purchase intention.

### 4.7.1 Attitude toward Influencers

According to Santiago (2020), attitudes can be defined as the evaluation of people's hold towards people, objects, and themselves. In the literature review, the attitude toward influencers in influencers context is a positive or negative attitude of consumers toward influencers. Hypothesis (H5) in Figure 2.3 assumed that attitude toward influencers has a positive relationship with purchase intention.

From the result of the regression, it shows that attitude toward influencers is the most influence-independent variables toward purchase intention because it has the highest Beta value (.438) and Sig under 0.05. Moreover, Pearson correlation also found

that there is a correlation between attitude toward influencers and purchase intention with a coefficient of .643 which is more than 0.5. Consumers who have positive attitude towards influencers are likely to purchase fashion product that promoted by influencers on social media. In addition, Chetiout et al (2020) stated that consumers' attitude toward influencers is directly impacted by trust which leads to purchasing intention. According to Santiago (2020), the theory of resonated action shows that the higher level of trust will create a positive attitude toward purchase intention which will impact purchase intention. Therefore, the theoretical implications above lead to the conclusion that attitude toward influence is a potential variable that has a positive relationship with purchase intention.

#### **4.7.2 Subjective Norm**

Chetioui et al (2020) defines subjective norm as social pressure when an individual experience making people behave in a specific way. Moreover, this research defines subjective norms in the fashion industry context as consumers who buy products because of pressure from others and wanted to be accepted in society.

From the literature, it is assumed that subjective norm has a positive relationship with purchase intention. The quantitative finding demonstrates that subjective norms have Sig under 0.05 with a beta value of .311 from the regression result. In addition, Pearson correlation also found the correlation of subjective norm and purchase intention with a value of .600. Consumers are influenced by social pressure which make them want to buy fashion products under influencer marketing. According to Figure 2.2, the theory of reasoned action shows the behavior that is determined by subjective, Once consumers perceive feeling toward subjective norm, it will lead to purchase intention. In conclusion, the hypothesis (H2) in Figure 2.3 is true that subjective norm has a positive relationship with the purchase intention of consumers when they want to buy fashion products under influencer marketing.

#### **4.7.3 Perceived Congruence**

According to Chauhan et al., (2021), self-congruence is a psychological perception of a specific person about self-image and product user image. Literature review defines perceived congruence in the fashion industry context as an individual

who buys fashion products from promoted posts from influencers in social media because they feel that influencers share similar personalities, lifestyles, and preferences. Thus, it can be assumed that perceived congruence has a positive relationship toward purchase intention.

Regression analysis illustrates that the subjective norm has Sig under 0.05 with Beta equal to .166. The Pearson correlation also found a moderate correlation between perceived congruence with the value of .569. Consumers buy fashion products through influencer marketing because they perceive similar lifestyles, fashion tastes and preferences with influencers. Moreover, Chetioui et al (2020) stated that a higher level of congruence between consumers and influencers will lead to higher purchase intention. According to Figure 2.1, the elaboration likelihood model provides the concept of the consumer in persuasion by promotional message. It is important to ensure that the message is well received from consumers. Consumers who feel connected to influencers because they share similar lifestyles and preferences will have high motivation to process and receive the promotional message. From all the reasons mentioned above, it can be concluded the hypothesis (H4) that perceived congruence has a positive relationship toward purchase intention to consumer to buy fashion products in Figure 2.3 become true.

#### **4.7.4 Purchase Intention**

Cong and Zheng (2017) defined purchase intention as the will that a consumer expresses by making the actual purchase. This research defined purchase intention in the fashion industry context as the willingness of consumers to make purchase of fashion products. The literature review assumed that influencer credibility, subjective norm, influencer expertise, perceived congruence, and attitude toward influencers should have a positive relationship toward purchase intention. However, the quantitative findings show that only subjective norm, perceived congruence, and attitude toward the influencer have positive relationship toward purchase intention with Sig under 0.05 while influencer credibility and influencer expertise have no relationship toward purchase intention with Sig higher than 0.05. Consumers are likely to buy fashion products when they have a positive attitude toward influencers, are influenced by social, and perceived similar preferences with influencers. However, influencer

credibility and influencer expertise do not have an influence in the purchase intention of consumers. Moreover, to rank by Beta value, the higher means the high influence of variables. Attitude toward influencers is the highest Beta (.438) followed by subjective norm (.311) and perceived congruence (.166) respectively. These demonstrate that H2, H4, and H5 in Figure 2.3 are true that subjective norm, perceive congruence, and attitude towards influencers have a positive relationship toward purchase intention of consumers to buy fashion products under influencer marketing.



## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

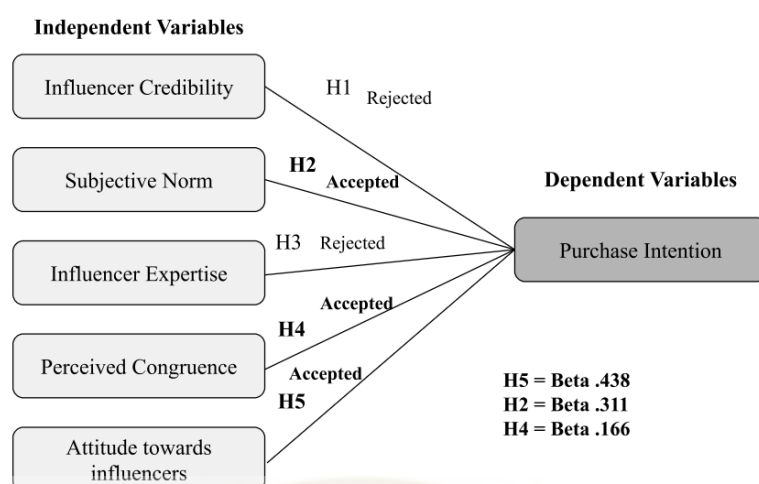
The objective of the research is aiming to study the impact of influencer marketing on consumers' purchase intention in the fashion industry as well as provide insights from fashion product purchasing behavior among customers in order to develop stakeholder activities using the quantitative method. The survey collects 202 respondents and 161 people pass screening questions. Therefore, the research is trying to answer the research question below.

1. What factors in influencer marketing impact consumers' purchase intention?
2. What are the most influential factors in influencer marketing that impact consumers' purchase intention?

To answer both questions from the result of quantitative findings which illustrate that attitude toward influencer, perceived congruence, and subjective norm have a positive relationship toward purchase intention which indicate that hypothesis 2, hypothesis 4, and hypothesis 5 are accepted. In addition, attitude toward influencers has the highest beta which is .435 followed by Subjective norm is .311 and perceived congruence is .166. Figure 5.1 show the result of regression analysis with the beta value from the most influential to the least. On the other hand, other independent variables such as influencer credibility and influencer expertise have no relationship toward purchase intention of consumers. Therefore, hypothesis 1 and hypothesis 3 are rejected.

From the result, it indicates that consumers purchase fashion products because they want to be accepted and get influenced from people around them social influencers who they believe that they share similar lifestyles and preferences and serve as their models which creates positive attitude toward influencers, so customers want to buy fashion products through influencer marketing.





**Figure 5.1** Result of regression analysis showing the relationship of variables.

## 5.2 Recommendations

The quantitative findings show that consumers buy fashion products under influencer marketing because of attitudes toward influencers, subjective norms, and perceived congruence. Therefore, the recommendation will be made according to research findings to stakeholders which are entrepreneurs and influencers.

### 5.2.1 Recommendations for Entrepreneurs

Firstly, in order to ensure that customers has positive attitude toward influencers. Entrepreneurs should precisely check the background of influencers. Influencers should not have any unfounded news that leads to a negative attitude toward influencers. Moreover, entrepreneurs should find influencers who have high engagement with their followers. High engagement which is the interaction between influencers and their followers because some influencers might have high followers, but do not have interaction with their followers. Influencers who have high engagement with followers will likely create a positive relationship with customers which encourages customers to buy products.

Secondly, entrepreneurs should develop marketing campaigns focusing on psychological communication or emotional communication to convince customers because customers feel pressured about the influence of others, so using a promotional

message such as an emotional message in social media post will lead to the purchase intention of consumers which create subjective norm among customers.

Lastly, consumers are motivated to purchase fashion products from influencers who they believe share similar personalities, preferences, and lifestyles. Entrepreneurs should ensure that their brand has a clear image and targeted customers, so entrepreneurs must find influencers that have an image, and lifestyle that is compatible with the brand image in order to attract the right target of customers. For example, a sports fashion brand that sells sports apparel should find influencers who have a lifestyle that loves to go to the gym, so influencers could deliver the brand's message and brand image correctly as well as help to target the right customers.

### **5.2.2 Recommendations for Influencers**

Influencers should take the opportunity to create a positive relationship with followers to create trust which leads to purchasing intention of consumers. In order to create a positive attitude among customers, influencers should have clear personal branding which will attract the right fashion brands which influencer's image will fit with the brand image. Therefore, it helps to increase the engagement of influencers and sales of entrepreneurs.

### **5.3 Limitations**

This research is limited to potential restrictions which should be acknowledged. To begin with, the research is limited in terms of time constraints which has an effect on a small amount of sample size for the quantitative method which is expected to be more than 300 sample size but receive only 202 sample size. In addition, with time limitations, the research could not process qualitative methods which could help to explore more about the insight of consumer behavior.

Secondly, the majority of the gender of respondents are female 69.9 percent which the information could be biased toward the female consumer perspective. Moreover, the education of respondents is a bachelor's degree for 91.3 percent which also creates biased information.

Thirdly, this research only focuses on the purchase intention of the consumer which gives insight that could study further.

Lastly, this study only focuses on a small group of respondents in Bangkok which cannot be representative of other consumers in other provinces in Thailand.

## **5.4 Future Research**

Since this research is focused on consumers in Bangkok it can be studied more in a bigger sample size. Further studies should use mixed research methodologies which are qualitative and quantitative to help understand and confirm the validity of information. For Qualitative, to get a different perspective and opinions from stakeholders which can be customers, entrepreneurs, and influencers. For quantitative, the research could distribute the survey to a variety of gender and education in order to receive a variety of perspectives from customers.

Secondly, further studies could use other sampling methods to collect the data in order to avoid bias toward a specific group of consumers.

Thirdly, the primary focus of this research is purchase intention which could be explored more on perceived trust, positive word of mouth, and repurchase intention.

Lastly, the research could study more on consumer behavior in other provinces of Thailand in order to explore more about how influencer marketing impacts their shopping behavior. Moreover, further studies might explore more on other specific generations of consumers such as Generation Y and Generation Z.

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