VILNIUS UNIVERSITY
BUSINESS SCHOOL

DIGITAL MARKETING PROGRAMME

Pavel Bucha

MASTER'S THESIS

ĮVAIRIŲ TIPŲ INFLUENCERIŲ ĮTAKA TVARIAM VARTOTOJŲ ELGESIUI	IMPACT OF VARIOUS TYPE INFLUENCERS ON SUSTAINABLE CONSUMERS' BEHAVIOUR

Student _____
(signature)

Supervisor
prof. Vytautas Dikčius _____
(signature)

Vilnius, 2022

LIST OF CONTENTS

INTRODUCTION

More and more companies are forming partnership with different influencers to promote their products and services in barter for free products, invitations to events, or even money. Attracting influencers to improve brand image has now become a defining element of social media marketing campaigns (Veirman et al., 2016). Influencers monetize their followers through partnerships, either by integrating advertisements into their social media posts or by paying physical appearances at events (Abidin, 2016). Even considering social media influencers as a new channel it is already well established in the marketing industry: more than 50% of professionals have worked with influencers in multi-platform (Carfuel, 2020).

Influencer marketing is the implementation of using key influencers, such as social media bloggers, to promote products and services to targeted consumers. The intrinsic characteristics of influencers play an important role in the success of this marketing strategy (Lou and Yuan, 2019). This practice is gaining more and more attention in the business world, as well as in the scientific literature, as its effectiveness is undeniable (Ki and Kim, 2019). The Social Media Trends Report found that 94% of marketers used to have influencer marketing campaigns found them effective. The report also found that influencer marketing is 11 times more profitable than traditional analogue (Ahmad, 2018).

Influencer marketing goals can take many forms depending on the goals of the business or campaign, such as brand engagement, awareness, brand awareness, word of mouth, and marketing increased sales (Santora, 2018). To ensure that campaigns are effective, goals can be measured across multiple companies' ways, in particular, by engagement (number of comments, likes or reposts), conversions (registration by email, uploading a promotional code, participating in a contest), number of clicks, quality of content created by influencers or selling goods (Santora, 2020). On the other hand, 65% of marketing specialists indicated that they plan to increase their influencer marketing spending, with spending expected to reach $ 10 billion by 2020 (Hughes et al, 2019).

However, this phenomenon is not yet fully understood and poses serious problems for marketers. In 2019, more than a half of all professionals could not select the right influencers type to integrate into their marketing initiatives to influence the behavior of their target customers (Santora, 2021). So, there is a research opportunity to help companies adapt their marketing strategies to the new reality of social media. There are various studies currently in the scientific literature that examine the perspectives of brands, consumers, and influencers. Several studies have shown that Instagram celebrities have a greater impact on consumers than traditional celebrities (Pöyry et al., 2019; Djafarova and Rushworth, 2017), and that the fashion and beauty industry is the most popular type of influencers on Instagram (Cooley

and Parks -Yansi, 2019). At the same time, the most trusted are influencers from the sports field (Zak and Hasprova, 2019). Other studies focused more on consumer opinion to identify variables that influenced buying intent, brand attitudes, influencer credibility, or word of mouth. The results are sometimes contradictory or contingent, but everyone agrees that the influencer's authenticity and the match between the product and the influencer positively influences purchase intent and attitude towards the product (Torres et al., 2019; Lim et al., 2019). However, variables such as physical attractiveness, interactivity and informational value have different influences depending on the social platform, the type of influencer and the dependent variable being tested (Sundermann and Raabe, 2019).

From the other side, near a half of marketers agrees that influencers communicate better about ecological, social and political issues, than brands (Santora, 2021). It is confirming by rise of Black Lives Matter movement, which is mostly promoted by celebrities, sportspersons, social activists and so on.

Most of the studies in the field connected with the impact of influencer types by size (Nandagiri, 2018), or from some category (Zak and Hasprova, 2019), not considering differentiation by the origin of influence, content type and social profile. As well such studies do not concentrate on product selection and there are no studies found in the field of influencing sustainable behavior.

As such, the main goal of the study is to identify the sustainable consumption elements and impact of factors that lead customers to purchase sustainable products promoted by different type of influencers other than by size on social media and accept their buying recommendations.

Problem of the study: Determine the impact of various type of influencers on consumers sustainable behavior.

Aim of the study: Identify the impact of various types of influencers by content and attitude towards sustainability on intention to buy sustainable products and sustainable consumption.

The following objectives are proposed:

- Analyze different approaches of influencer types based on the previous research studies
- Based on previous researches, identify main characteristics of influencing consumers behavior online.
- Identify main factors of sustainable consumers' behavior and its impact on the whole consumers' decision-making process
- Based on previous studies, identify main elements of sustainable consumer behavior
- Develop a research methodology to investigate the impact of various type influencers on consumers' sustainable behavior.
- Measure the impact of various type influencers on attitude towards sustainable products

- Measure the impact of attitude towards sustainability and other factors influencing consumers' sustainable behavior
- Identify the more effective type of influencers by content to sustainable consumers' behavior
- To present suggestions and conclusions about the results of the research

1. THEORETICAL REASONS FOR AFFECTING SUSTAINABLE CONSUMER BEHAVIOUR BY INFLUENCERS

1.1 Influencer Marketing and influencers' phenomena

Influencer term as well as influencer marketing start its way from opinion leaders and their impact on the audience whom such leaders broadcast different messages (Arino et al., 2018). With the transfer of the communication and content consuming to online environment various number of opinion leaders appeared in social media which was named as influencers. The main difference between the opinion leader and the influencer is the authenticity of the spokesperson. With the rise of social media, the difference between the opinion leaders, influencers and celebrities was not so outlined. The celebrity could be an influencer as well as opinion leader and influencers from the online could become an opinion leader and be a celebrity online. However, in most of the studies the difference between the influencers and opinion leader is influencers' authenticity. The main source of trust and popularity for the influencer comes from the online activities, while the opinion leader and celebrity gain its trust and awareness from external sources other than online (Casalo et al., 2020). At the same time some sources (Zak, 2021; Huang, 2020) researchers do not point out the difference between opinion leader and influencer estimating that each opinion leader presented online is counted as influencer. So, it is possible to count that there is no strong difference between opinion leader, celebrities, and influencers characteristics.

It is hard to find out exact date of "digital influencer" term introduction in the research field. However, the influencer concept research started relatively recently with the rise of social media and social networks impact on its users. The WOM (word-of-mouth) Marketing Association (WOMMA) (2017) defines an "influence" as "the ability to cause or contribute to another person taking action or changing opinion/behavior", "influencer" as "a person or group of people with an above-average advantage in influencing characteristics such as frequency of communication, personal persuasion, or size and focus on a social network" and "influencer marketing" as "the act of a marketer identifying and engaging influencers to share information with influences in pursuit of a business goal". There is no minimum number of followers required to be considered an influencer, but brands usually reach people who have at least a few thousand followers. The trend of using online personalities as product advocates began in the mid-2000s with the birth of blogging and gradually moved to social media, especially YouTube and Instagram (Abidin, 2016).

At the same time influencer is a broad concept that encompasses all people who benefit in one way or another from their presence on social networks (tangible and intangible). Balaban, D., & Mustățea, M. (2019) states that influencers success can be identified by attractiveness, trustworthiness, similarity, and expertise.

The importance of the element's success elements was studied by Wiedmann and von Mettenheim (2020) and found out that trustworthiness is the most important factor among all of three, the second important factor is attractiveness, while expertise has almost no impact on choosing the influencer. It is proven by Koay (2021). The study as well researched not only the attitude towards the influencer but the impact of the influencer on online impulse consumption. McCracken (1989) criticizes the source credibility model as well as the source attractiveness model. The two models fail to explain why some celebrities who meet all the criteria for good endorsers are not suitable for all products, he said. He proposes a meaning-transfer model to explain how a certain correspondence between a celebrity and the brand she is promoting is necessary for the promotion to have the desired effect on consumer behavior. According to this approach, people who have a certain popularity are perceived by the public in a certain way, he calls this cultural perception. This meaning, this perception is symbolically conveyed to the brands these celebrities' partner with, and possibly also to the consumers who buy the products. Consumers regularly draw inspiration from celebrities to complement their identity (Hung, 2014), so they will tend to respond positively to ads that use celebrities who share their cultural perceptions (Choi and Rifon, 2015). The influencers' personal is important for the process of impacting the recipient. However, the characteristics vary depending on the personal criteria as well as on the niche and field the influencer is performing or changing through the cultural perception.

Despite the factor of the influencers' personal profile one other important point is influencers' online behavior and their social media profile or the frequency of message posting. Makatita (2018) find out that there is a connection between frequency of social media posts and followers' engagement. At the same time the high number of messages or sponsored content will have a negative effect as it will be estimated as annoying content (Zietek, 2016). However, combined with the high trust that effect may be partly or fully eliminated (Wu and Wang, 2016).

According to mentioned researches the influencers' profile is a combination of personal factors such as trustworthiness and attractiveness as well as digital profile factors. In order to estimate the characteristics of the influencer it is important to take into account a combination of factors, starting from the influencer's persona and origin of influence, ending with their own online behavior, the number of posts and followers, amount of promoted posts. To keep all the factors into account further classification needed by various influencers' types.

1.2 Influencers' types categories

Although existing info suggests that social network has an effect on influencers' performance and can be used as a method of defining influencers' type there are a couple of more traditional approaches for influencers' types.

First, all influencers can be defined by three main characteristics, either that they reflect the values they share, they are perceived as having skills in one or more areas, and finally that they are followed by a community (Uzunoğlu and Misci, 2014)

The key parameters used to identify influencers' type are the following:

1. Number of followers
2. Content created
3. Influencer's profile

1.2.1 Influencers' types by number of followers

By the number of followers all the influencers are forming four groups:

1. Nano Influencers
2. Micro Influencers
3. Macro Influencers
4. Mega Influencers

Nano influencers are accounts with less than 5k subscribers (Alassani and Göretz, 2019). However, not all users with four-digit subscriber count can be defined as nano influencers. Nano influencers are distinguished by the fact that they try to produce the image of a blogger and recommend certain products to the Internet user, for example, cosmetics, jewelry, or services. The advantages are that nano influencers easily make contact and almost never refuse to cooperate, and second, they always have an active audience. Nano influencer has a lot of influence on a small audience. Almost all its subscribers live in the same area or region or are interested in a narrowly targeted niche. At the same time, the influencer himself is focusing on a specific topic. From marketer perspective nano influencer is a relatively cheap partner, because of high engagement rates of its audience and low advertisement or partnership costs, which helps to have a better ROI potential (Veirman et al., 2017). Social media users are more likely to trust them than larger bloggers. Analysts of the marketing company ExpertVoice note that 82% of consumers are ready to purchase a product or service on the recommendation of a micro influencer. This is because subscribers perceive their product advertisements as friendly advice. From perspective of the consumer the nano influencer has more trust, and his recommendations are more powerful compared to influencers with a larger number of followers (Veirman et al., 2017). Example of such an influencer can be a person who does automotive refinish in a town, publishes his life and work process on social networks and recommending some products for his local audience.

Micro influencers have an audience from 5k to 100k followers (Alassani and Göretz, 2019). They are known as an expert in their topic or industry. From the perspective of ROI, they are similar to nano influencers (Gupta et al., 2019). However, compared to nano influencers, micro influencers' audience

is more focused on exact topic. At the engagement level, micro influencers get more comments and likes on their accounts. As the number of subscribers increases, the level of community engagement tends to decline. This commitment to micro influencers can be partially explained by the fact that they are perceived to be more accepted and more trustworthy due to their unique relationships with their followers. Short-term micro-influences are considered more approachable and accessible because they are more connected and committed to their community. Even though, they are more powerful in terms of trust and influence on consumer buying intentions (Dhanesh and Duthler, 2019).

Macro influencers have from 100k to 1mln followers (Alassani and Göretz, 2019). Sometimes these influencers can be celebrities, but often they are just micro influencers who have continued to grow their subscriber base. They are moving beyond their niche and gaining popularity with a wide range of users. Macro influencers are distinguished by the following characteristics:

- low engagement
- less active contact with the public: readers stop perceiving a major influencer as a living person and start following their life as a reality show.
- a smaller community: readers of macro influencers comment less on their posts, and bloggers are not ready to spend time responding to each subscriber.
- high advertising costs

It is undeniable that macro influencers have a much greater reach and that is why they are preferred when the goal is to reach as many consumers as possible. Their impact is then more effective when a company wants to reach a large and diverse audience, unlike micro influencers who have a smaller impact, but a more loyal community. Micro influencers then offer a long-term solution and help reach industry-specific consumers, while macro influencers can lead to increased sales growth, but their influence is only short-lived (Ahmad, 2018). Macro influencers have a large and diverse audience that allows them to have significant short-term impacts.

Mega influencers have more than 1mln followers. In most of the cases such influencers are celebrities and public figures. Their follower's audience is very broad and with the increase of the number of followers there is a decrease in the trust level of the products they are promoting (Zarei et al., 2020). There are mostly like the macro influencers except the fact that in most of the cases being an influencer is not their job, but their offline activities bring the followers to them. Another important factor which is common only for mega influencers is mentioning paid promotion in their posts or posting the content which is their own opinion and detection of that fact by its followers (Zarei et al., 2020)

From the differentiation of influencers by size it is possible to conclude that followers amount number can influence the engagement rate and trust in the information presented. Nano- and micro influencers can have less reach but more trust and engagement in their ads with less budget spent on the campaign.

At the same time macro- and mega influencers have much bigger reach but less engagement and trust. From the point of marketing strategy influencers with smaller number of followers are more succeed in long-term campaigns while mega influencers can have a big short-term impact.

1.2.2 Types of influencers by content

Differentiation of the influencers has different approaches. Wielki (2020) identified type of activity as a factor of taxonomy standing on the same level as number of followers, communication platform and motivation to act. Analyzing various sources (King and de la Hera, 2020; Arsenis, 2020; Han and Chen, 2021; Santora, 2021), it is possible to pick out 9 types of influencers by content:

1. Gamers
2. Sports and Fitness
3. Bloggers/Vloggers
4. Photographers
5. Travel
6. Beauty
7. Fashion
8. Parenting

Today big brands and marketing agencies are signing more and more contracts with esports stars. If a few years ago cooperation with gamers was rather an exception, today professional players like Tyler Ninja Blevins are an essential element in the list of influencers. More and more players are becoming brand ambassadors. The audience for gaming tournaments in 2019 was 454 million people, and in 2023 it will grow to 646 million, according to forecasts by Business Insider Intelligence (2021). Many players are represented by small specialist agencies, but companies prefer to make deals through large companies - WME, CAA (Creative Artist Agency), ICM Partners, etc. They all systematically create esports divisions and attract top streamers from Twitch and YouTube. In most of the cases gamers have an influence at Generation Z and Millennial audiences.

Most of gamers influencers content is live gaming streams and game run recorded videos. King and de la Hera (2020) identified three main motivations of consuming gamers content: fun, relaxation and learning experience. The fun motivation is more connected with the personality of the influencer, while relaxation is more connected with the recipient need for content consumption and learning experience relates to the demand for information of the consumer. Compared to other influencers gamers have best trustworthiness level on their audience (Influencer Marketing Hub, 2021). However, at the same time high trustworthiness level do not allow to achieve universal opportunity to promote all niche products.

Exception are digital products and branded products, the impact of influencer on intention to buy utilitarian products is low (YouGov, 2021).

The niche of gaming influencers is quite new and unique. With the huge rise in trustworthiness among their audience and the number of followers that segment has a strong potential for further growth. However, as the audience age mostly young audience the opportunity for promotion utilitarian products is not high. Potentially, the success of promoting utilitarian products will rise with the continuous change in the age of the audience.

Influencers in sports are mostly used as a source of motivation by their followers. They tend to support sports brands, food and beverage brands related to the health and wellness industry, special diet and exercise programs etc. Influencers from the sports field are counted as one of the most trusted (Zak and Hasprova, 2019). Influencers in sports and fitness do not promote the product but tell consumers that this is what they need to do in order to achieve a specific sports or fitness goal. In addition, these fitness and sports influencers are pioneering their diet and exercise programs. At the same time, it is needed to divide influencers from the sports field and influencers doing sports content. It could be commentators, sports journalists etc.

From the last year with the coronavirus pandemic rise, the fitness and sports influencers gained more popularity by creating content for exercising at home without professional equipment. Such content helped sports influencers gain more subscribers, awareness, and potential audience for promoting various products (Godefroy, 2020). At the same time, it is found out that potential fitness influencers' followers are people with income higher and better health than average (Duplaga, 2020), which allows to predict higher buying intentions of promoted products.

Sports influencers are popular and universal influencers for potential advertisers. High income combined with high trust develop an opportunity for marketers to place various products. At the same time, it is almost unavailable to promote non-healthy products via sportspersons. However, other big advantage of sports field influencers is the fact that influencers are extremely successful in promoting values, movements and responding to social and political issues.

Bloggers/vloggers can be seen of as today's "trend setters", they are people who have information regarding many types of products, markets, and places. They are engaged in discussions with potential customers in response to their needs (Feick and Price, 1987). Bloggers and vloggers are one of the most important groups as most of the content produced by them is their own experience of various products and offers and they are unconsciously promoting that experience and way of thinking to its followers. As they are perceiving as a trustful source of information, they have an impact on consumer behavior a lot (Mlodkowska, 2019).

Compared to other type of influencers' content bloggers have more dependance on their own personality and psychological portrait. If other type of influencers can gain more popularity from their professional field, main attractive characteristic for the potential follower is the blogger's personality. In addition to the main factors (trustworthiness and attractiveness) there are additional factors such as homophily, authority, approachability and inspiration impacting the information consumption. As well blog/vlog information quality plays an important role (Balabanis and Chatzopoulou, 2019).

With the rising number of researches in bloggers/vloggers influence and impact on its followers, it is important to divide influential bloggers and bloggers. As in some sources the definition is rather smoothed, or they are being researched in the same way. In the research approach blogger or vlogger is a person who shares its opinion online, not depending on the number of followers, while influential blogger could be the same person, but the main accent is that his personality and content may have an influence on its audience (Santora, 2021).

Influencers engaged in photography and travel are the example of niche bloggers. As photography has a subjective nature, it is hard to have a strong division between art and advertising. However, artists are reflecting on today's issues a lot and posting an artwork on the current problem can influence their community individual, social, and economic well-being (Sung, 2016). Travel bloggers are considered as trustful by the followers and can have an impact at the travel destination image and promote people to visit location promoted (Beham, 2015).

In the photography the most important for the content consumer is the pictures and their quality, however the picture format used in advertising and in art are different by picture characteristics (contrast, density, white balance, etc.) (Becca, 2020). Potentially that may mean that the content consumer may detect advertising from other content on the channel. And such situation may lead to decrease in influencers' trustworthiness (Zietek, 2016).

For travel influencers the most important factors having effect on trust are posts' attractiveness, information credibility, posts' authenticity, and interactivity in the online channels (Anuar et al., 2021). Travel influencer gain most of its credibility by posting his or her personal travel experience and sharing own opinion on popular among its audience destinations (Piskorski, 2016). Most of the travel social media channels focus its monetization on promoting various destinations, travel services and different appliances for travelers. However, some of the travelers are posting other content not directly related to the travel segment. Asan (2021) proved that travel influencers can increase intention to use bicycles among their audience which could be considered as some kind of sustainable behavior.

Fashion influencers often publish content related to style, clothing and: how to dress, how to choose the right bow, what colors are trending now and attending various fashion exhibitions. They advertise mainly clothing and perfume brands. Beauty influencers are similar to fashion influencers but focus their

content and advertising at cosmetics, make-up tutorials etc. Both they are influencing their followers' consumer's behavior (Chetioui, 2020). At the same time products, they are promoting are niche products and their influence on other issues may be limited.

As well fashion influencers are very important for new fashion trends acceptance and wide spreading. However, the impact of each influencer is lower as the average number of fashion influencers for each of the follower is higher than in other categories (Tomovska, 2020). At the same time fashion influencers' are more successful in promoting various products than fashion brands themselves. If fashion brands followers are subscribing to the brands, they are find similar to their preferences, fashion channels are changing such preferences or help to find an optimal choice (Topalova, 2021).

Overall, the fashion segment has its own features and fashion influencers rarely promote the products, which are not connected with the fashion industry. However, when the influencer start being an celebrity the variety of issues mentioned are increasing.

While blogging moms were the first to embrace the digital landscape, moms who are not bloggers, have also catched-up technology and become active users of social media and often influenced by social media bloggers. Over 50% of everyday moms said they follow various influencers on Facebook or through other social media (Archer, 2019). As they are also preferring to get expert advice or entertainment on parenting platforms or by parenting influencers such influencers became almost one way of changing their consumer's behavior.

By differentiating influencers by size, it is hard to define which influencer type will be suitable of the exact product, niche, or issue (if influencer promotes kind of values of sustainable behavior). Content type differentiation helps to create clearer image of audience, their interest in exact niche and for some type of content engagement rate (higher or lower compared the average among other influencer types).

1.2.3 Types of influencers by profile

Differentiating influencers by social media type helps to get an image of a potential user but no information about the products as well. Size differentiation may help with building average followers' engagement rate and trust. Types of influencers by content gives more detail understanding of potential audience as promoted products limitation for various influencers' types. At the same time, the engagement by post is being unknown for each content category as well as other classifications.

Social media profile is a classification which allows to the marketer or researcher to have an exact separation between all influencers by origin of influence, profession, social media usage. Such differentiation as well helps to compare influencers present online only to celebrities, whom online presence only a part of the whole activity.

Morteo (2018) offers eight types of influencers classification and mention following categories:

1. Opinion leader
2. Expert
3. Consumer
4. Social Media luminary
5. Celebrity
6. Trendsetter
7. Potential influencer

Opinion leader or key opinion leaders gain its influence origin the professional field and have reputation as main influential source. Such kind of influencers have from 10000 followers up to 1 million followers, so that could be all categories according to type of influencers by size. Engagement per post is average among other types and counts from 5 to 25 percent. Such an influencers could be in the field of social activists, journalists (incl. freelance journalists), thought leaders and networkers. The brands and product which such influencers promote must follow influencers' own view and attitude, so in most of the cases the advertised opinion matched with the influencer's opinion (Geyser, 2021).

Experts' main source of influence is organizational position. The main difference between opinion leader and expert that the expert mentions the information connected with their occupation and workplace. The origin of influence matches with opinion leader and is profession. The same number of followers and engagement per post are expected as for the opinion leader. The example of such influencers could be businessman, CEO, executives, and business insiders. Compared to other type of influencers the efficacy of experts is lower compared to celebrities as experts are missing attractiveness as one of the key factors for influencer (Trivedi, 2018; Silvera and Austad, 2004; Till and Busier 2000).

Consumer has the same as mentioned before influencer types of influence origin – profession. The main source of influence for them is personal experience. Compared to other types the number of followers starts from 500 followers, so such type could be local nano influencers, employees, users, and fans. Engagement per post for such influencers is higher than average and counts from 25 to 50 percent, which follows from low followers' scale (up to 10000 followers).

Social media luminary is an influencer with more than 1 million followers, such as "instagrammers", viners and social media mavens. The origin of influence for such kind of influencers is personal interest while main source of influence is content quality. Compared to other types such influencers have relatively low engagement per post rate (from 2 up to 5 percent). Such influencers in most of the cases started their profiles without exact goal of becoming influential, but with the rise in their audience their influence on their followers increased (Morteo, 2018).

Celebrities in the context of the research are estimated as athletes and actors who became present online and transferred their influence on social media. The origin of influence for such influencers is personal

interest in creating a social media account with personality and offline influence as main source of influence. The engagement rate as well as number of followers are similar to social media luminary, and it is in most of the cases mega influencers with engagement from 2 to 5 percent (Morteo, 2018).

Trendsetters are influencers who have a potential in increasing their influence or influencers who was followed by some trend, "challenge" or social wave. Their main source of influence is first-hand knowledge and origin of influence is personal interest. The number of followers is from 10000 to 1 million followers and engagement per post is from 5 to 25 percent depending on the influencers' personality. Such influencers are platform-specific sensations, "rockstars", beauty and fashion influencer. However, such influencers type is dependable on the trend length and outcomes and new content. As a lot of such profiles lose a lot of followers after the wave (Reale, 2019).

Bloggers or vloggers are almost match the same definition in the content type influencers classification but are reviewed in profile classification by different factors. The origin of influence is personal interest, but the main source is blogger/vlogger's unbiased opinion. That means that such influencer has no need in presenting trustful and clear information to be considered trustful. The example of such influencers may be blog writers, or active Twitter users. Sometimes blogger type is similar to social media luminary, but the accent is done not to the content quality, but to the bloggers' opinion (Morteo, 2018).

Potential influencers are the last category with origin of influence as personal interest and trust as the main source of influence. In most of the cases it is micro- and nano-influencers. They have high engagement per post and can be presented as post "shares" or summertime players. Potentially such influencers can just repost other users post to spread the information and not produce any content themselves ot be active online from time to time (Morteo, 2018).

Different categories affect the consumer in various ways depending on their source and origin of influence. While opinion leader may express his/her opinion in a couple of spheres with a similar level of trust by opinion seekers, expert may have a high trust level only in one sphere. At the same time trendsetters and celebrities may share their views on a wide range of issues. For social media luminaries the opinion of the influencer is not so important as the main motivation for such type of influencers is content quality. However, it does not mean that the issues promoted by such influencer will not have an effect on his/her audience.

Main characteristics of influencers' types are mentioned in the table below.

Profile Criteria	Opinion leader	Expert	Consumer	Social Media luminary	Celebrities	Trendsetters	Blogger	Potential influencers
Origin of influence	Profession	Profession	Profession	Personal interest	Personal interest	Personal interest	Personal interest	Personal interest
Main source of influence	Reputation	Organizational position	Experience	Content quality	Personality	First-hand knowledge	Unbiased opinion	Trust

Number of followers	10,000 – 1 million	10,000 – 1 million	500 – 10,000	More than 1 million	More than 1 million	10,000 – 1 million	10,000 – 1 million	500 – 10,000
Engageme nt per post	5% - 25%	5% - 25%	25% - 50%	2% - 5%	2% - 5%	5% - 25%	5% - 25%	25% - 50%
Examples	Activists Analyst Journalists Networker s Thought leaders	Businessm an CEO Executives Insiders	Advocates Employees Fans Users	Instagram mers Social Media mavens Viners Youtubers	Actors Athletes	Platform-specific sensations Rockstars Beauty and Fashion	Blog writers	Sharer Summerti me player

Table 1. Main characteristics of influencers according to their profile (Morteo, 2018).

The classification of influencers by size, content and profile gives to a potential marketer a picture from perspectives of engagement rate, trust level, product type and potential audience. Such information can help during marketing campaign creation but at the same time gives no potential information in what way different type can influence consumer's behavior.

1.3 Factors influencing consumer behavior

1.3.1 Social media impact at different decision-making process stages

Consumers go through different stages of thinking when making a purchase decision. These steps have been grouped together in the procurement process model, where Hoyer and McInnis (2010) outline 5 different steps, namely "problem identification", "information seeking", "assessing alternatives", "making a decision" and "evaluating after purchase". In the decision-making process, consumers are influenced by internal and external factors (Belch and Belch, 2003). Nowadays, ease of access to information has a strong influence on consumer decision making, so it is important to identify which elements prevent people from becoming customers or consumers from making a purchase again (Belch and Belch, 2003).

The first step towards recognizing a problem occurs when the consumer realizes the difference between the situation he wants and the state of affairs as it really is, this feeling has a consequence of the activation of the decision-making process (Khatib, 2016). This stage occurs when a person realizes that he has an unmet need (Hoyer, MacInnis, 2010). Needs can be triggered by internal or external stimuli. Social media has the ability to evoke needs, for example, through ads that appear between Instagram posts or through visions of general situations that make the consumer understand that they must go through the same (Khatib, 2016). The media are no longer the only source of information, and consumers are constantly exposed to a huge amount of information from many and varied sources. To reach the consumer and successfully process all of this data, marketers must define a quality or promise for their product or service that has penetrating power (Khatib, 2016).

Next comes the stage of information research. When a potential customer shows some interest in a product or service, he or she will usually take the following steps before deciding anything: identify the

options available, examine the characteristics of the options selected, and think about them to decide which ones. these options are likely to be most satisfying (Silverman, 2001). Sources of information can be divided into two types: internal and external. When information is internal, it refers to past experiences and any information previously known to a person that affects their future behavior (Khatib, 2016). Even when a consumer is confronted with a marketing proposal, it will not necessarily be interpreted in accordance with the intentions of the firm, and therefore, in addition to all the accumulated information, any information or message is usually analyzed and stored in memory. a consumer who will use this to evaluate alternatives (Khatib, 2016). According to Hoyer and McInnis (2010), after passing through the recognition stage, consumers want to be open to information. Social media offers them the opportunity to come across information and search for it from their "friends", as well as from different pages of brands or influencers that they follow across different platforms (Khatib, 2016). Yogesh and Yesha (2014) concluded from their work that a very large percentage of Internet users use it to find information about their purchases, and they see social media as a reliable source of information because they trust users. The authors also found that social media reviews can convince or scare consumers away from purchasing the product in question. This type of information is considered external, consumers, according to Belch and Belch (2003), in the context of seeking external information, people can contact their relatives and use social networks as a tool to obtain information.

Once they have identified the available options to meet their needs after collecting sufficient information, consumers will move on to the stage of evaluating their alternatives (Khatib, 2016). Depending on their motives or goals, consumers will set a criterion for evaluating their alternatives, for example, which one is the easiest to use or access, or what the opinion of other users is due to the need to validate the information collected and anticipate which product will perform better. (Silverman, 2001). To ensure that product performance meets expectations, people will build on relevant experiences. These experiences can be direct or indirect. Direct experience is not always preferable because people are unaware of the product in question and this can affect its use, which can be wrong and can negatively affect the experience (Khatib, 2016). In most cases, bad experience comes at a cost, both financial and time, and can damage your reputation (Silverman, 2001). After evaluating alternatives, consumers will form beliefs about the choices that are offered to them, and these beliefs will determine their attitudes, intentions and, ultimately, their decision-making about alternatives (Khatib, 2016).

When assessing their alternatives, consumers sometimes shape their brand preferences within their range of choice, but there are two factors that can influence purchasing intent and decisions: attitudes of others and unforeseen situational factors (Kotler et al., 2009). The attitude of others is defined by Kotler and Keller as the degree to which a negative attitude of others towards a favorite alternative or a refusal to

support an intent to buy can lead to an adjustment in a consumer's intent to buy. Kotler (2009) also wrote that consumers are undoubtedly influenced by the claims of those who post product reviews, so they can aggregate product reviews made by anyone on platforms like YouTube, Facebook, or Instagram. Situational contingencies refer to all factors that can affect the intent to make a purchase, for example, it may be an urgent purchase that must be made earlier than the one in question; therefore, shopping preferences and intentions are not completely reliable predictors of shopping behavior (Kotler et al., 2009). It is at this penultimate stage that consumers decide whether to buy or not.

Finally, after consumption, the consumer experiences a certain degree of satisfaction or dissatisfaction and evaluates his choice (Khatib, 2016). Two situations can arise from this: either the customer is satisfied, or he feels dissonance. In the event that a consumer feels dissonance in relation to a perfect purchase, he will "devalue" that choice and resume searching, obtaining and evaluating information for future purchases, this will trigger new behavior. In this phase of making a decision after the purchase, the consumer positions himself as to whether or not to accept the product forever, that is, to introduce it into his daily life and buy this product in the future or not. Whatever he chooses, there is a good chance he will share his thoughts on this product with those around him, and again, social media is a tool for that.

Consumers use social media mainly for three reasons: for information, for entertainment, and for social purposes (Khatib, 2016). The relationship between social media and consumer decision making stems from the fact that these sites influence the attitudes of advertisements, brands and, as explained above, consumer buying intentions (Khatib, 2016). Social media encourages consumers to share content and ideas together, write reviews, opinions or recommendations on a product or company, and tell a wider audience about their own good and bad consumer experiences (Brown and Hayes, 2008).

1.3.2 Influencers impact on consumer activities associated with products purchase

With the online services and social media expansion, the concept of influencer has taken a whole new turn, especially on social media and mobile apps. Activate (2018) adapts the innovator's vision to the social media world by linking media with influencers. Influencers are defined as the first followers who have gathered the community around their genuine opinions, and they are trusted and considered experts in specific sphere by the community.

Before the rise of social media, brands had almost complete control over the information they spread about them. Managers have taken advantage of integrated communication to ensure that all elements of the marketing mix are aligned with the image, values, and other brand characteristics (Mangold and Faulds, 2009). There was a WOM (world-of-mouth) between consumers, but its reach was severely limited. When services like Facebook, Instagram or YouTube came along, brands lost some of the

control over their communication (Neal, 2017), and positive and negative reviews started to be posted instantly, across multiple platforms and without geotargeting restrictions. Research has shown that testimonials generated by the consumers have a much larger impact on intention to buy and are considered more credible and credible than any corporate message (Lawrence et al., 2013). With consumers increasingly turning to social media for product information and trusting user reviews more than any paid ad (Mangold and Faulds, 2009; Whitler, 2014), using the power of consumers to influence on the brand image is very important for marketing managers. One way to do this is to take advantage of the communities formed on social media that bring together consumers with similar interests. At the center of these communities are social media influencers who are often viewed by others as a source of entertainment and information (Holt, 2016).

Social media influencers are influencing the perception of a product or service by the public through their blogs or any other social media platform (Freberg et al., 2011). Typically, they are just sharing their opinions, images, creations, etc. on the internet and have managed to gather an audience just around that digital presence. On Instagram, hashtags bring people with similar interests together and create groups on topics like fitness, fashion, travel, and more. On YouTube, tags provide a recommendation page with relevant and interesting videos for a user who can join the community by following the authors, which are part of it. Some members of these groups will gain popularity by proving their expertise in the area in question, helping and educating other members and making them rely on their advice (Tiidenberg and Baym, 2017). Their leadership in this community allows them to shape the opinions of others on certain trends, brands and products.

In case a company decides to reach out to an audience of influencers, they have a power of influence that can be very powerful. Within the framework of a campaign that a third-party voice is required to get the message across; a company can choose authority from a celebrity, scientist, or expert (Friedman et al., 1976); trust the average consumer so that others recognize themselves in him; or an internet celebrity who is halfway between the other two (Booth and Matic, 2011).

Social media influencers have a peculiarity in being perceived as celebrities, given their large following and notoriety, but their audience also sees them standing on the ground and hearing close to them. They are the type of people who are bridging the gap between stars and ordinary people (Neal, 2017). The concept of parasocial connection (Horton and Wohl, 1956) refers to the ability of the media to create the illusion of a personal relationship between the individual and the listener. Initially applied to new media such as television, this phenomenon can also be observed on social media. It allows online personalities and to build relationships with their audience using a conversational tone, sharing personal information, and inviting subscribers to interact with them on the platform (Neal, 2017).

O'Mahony and Meenaghan (1997) concluded from their research that when a celebrity, who could be considered as one of influencer types, is the face of an advertisement, their experience as perceived by the target audience in the first place will have a significant impact on the purchase intent. The use of a satisfied customer is most effective when the goal is for the audience to identify with them (Ohanian, 1990). Research shows that common symbols used in advertising are considered trustworthy and similar to other consumers, but not considered by experts (Munnukka et al., 2016; Willemsen et al., 2012). The characteristic of famous people on social media is that they have both classic celebrity traits and average consumer qualities, which makes them even more influential in consumer behavior (Neal, 2017).

Passing a message through influencers allows word of mouth between them and their subscribers, and WOM is more effective when it comes from a loved one, influencers wanting to be closer to their community will have a big impact on them. (Abendroth and Heyman, 2013). Also, a large number of influencers, especially on Instagram, refer to members of their audience as followers rather than fans in order to maintain a sense of closeness between them (Abidin, 2016). They often interact with their followers by responding to their comments, liking, or commenting on the images they've been tagged on, and providing visibility to their followers by promoting or following them. Some organize live sessions or face-to-face meetings with their followers (Abidin, 2016).

According to Dunn and Newmann (2016), social media influencers create their own brand image by sharing different types of content that showcases their idealized lifestyles. Many of them use these techniques to position themselves between celebrity status and that of the average person in order to establish themselves as a trusted source for their followers. They post so-called autobiographical content that showcases their normal lifestyle by talking about everyday events like shopping or relaxing on the couch so subscribers can relate to them. They will also contrast this lifestyle with so-called propaganda publications, in which they will focus more on the "ideal" aspects of their life to remind them of their physical qualities as well as their superior status (Neal, 2017).

Research on influencer trust has shown varying results regarding how consumers perceive influencers before and after they join a brand. Brison (2016) tested how the promotion of any brand by a fictitious athlete on Twitter affects both the attitude of consumers towards the brand and the athlete. The results showed a positive impact of the athlete's partnership on brand attitudes. The perception of trust in the influencer increased and remained unchanged for experience and perceived attractiveness after being involved in supporting the brand. Fred (2015) studied the effect of product placement with Youtuber makeup and observed a negative impact on Youtuber's credibility after brand approval. However, in these two studies, respondents were unaware of which influencers they encountered in their research.

Influencer marketing by itself does not necessarily require a paid relationship between the influencer and the brand. If a friend shares a photo of their Starbucks coffee on Instagram, it's as influential

marketing as if a celebrity did the same, clearly mentioning the existence of a business relationship with the brand, even though it is the first case. This similarity between genuine communication and advertising is what makes influencer marketing strong (Woods, 2016). The appearance of a brand in a popular social media influencer's post helps to increase brand awareness among consumers and provoke discussions about it, whether paid or free (Neal, 2017).

If have a look at the way influencers communicate with its followers, it is important to mention the parameter of promoted information credibility or message credibility. At its most basic level, the more credible the communicator of a message is perceived by followers, the more likely the communicated message will be received. Hovland and Janis (1953) say that perceived experience and confidence in the interlocutor are two important factors in trusting the source. They defined experience as "the degree to which the communicator is perceived as a source of truthful statements," and confidence as "the degree of confidence in the interlocutor's intention to make statements they believe to be true. The true majority." The authors insist that these two qualities are important for the message to be accepted as factual or actual (Hovland et al., 1953). Even a communicator with enough experience to formulate an informed point of view on a topic can get his audience to reject his message if the audience feels that there is something that can be achieved by convincing the audience. Likewise, a communicator perceived as impartial, without motivation to move in a certain direction, will not be able to convince the public if he does not seem to them to be an expert in this matter. This theory is often applied in advertising research using a celebrity or consumer as the message carrier.

The source attractiveness model then also deals with the persuasiveness of the communicator, providing other determinants in addition to the need to develop an informed attitude (McGuire, 1985). McGuire explains that one of the reasons the audience will accept the post is to improve their self-image by identifying with a source they find valuable or attractive. In this model, physical attraction, resemblance, familiarity, and acceptance are the most important factors in persuading a listener who is motivated by social needs or self-satisfaction. During his work, Ohanian (1991) developed a scale for ranking celebrity endorsers using the experience and trust parameters of Howland et al. (1953) and McGuire's physical attraction (1985). She determined that attractiveness is a combination of appearance and liking. She found a strong correlation between well-known muses, who scored high on all three dimensions, and an increase in consumer preferences and intentions to advertise products.

1.4 Consumers' sustainable behavior concept and classification

Having emerged at the turn of the 1990s as a result of the globalization of civil and economic society, sustainable development is a concept that is being promoted today by many different actors: states, companies, NGOs or international organizations. Sustainable development is about finding sustainable

production and consumption practices that respect the environment, the health of consumers and meet social criteria such as "decent" income across the sector. The sustainability of these methods is related to the question of the temporal viability of production systems in a universe subject to large price fluctuations and significant risks to profit.

This concept of sustainable development refers to a very large number of characteristics, such as proximity of production, the carbon footprint of products, fair trade, wise use of pesticides or water resources, "organic" production, quality nutrition for the entire population, food security during drought, etc. This list of characteristics is obviously not exhaustive. This does not exhaust the diversity of perceptions of sustainability on the part of consumers and citizens.

It is difficult for consumers to know exactly the characteristics of the products they buy. They also find it difficult to recognize and reward the efforts of manufacturers seeking to develop sustainable practices, especially when these best practices have little or no impact on the internal quality of the product. In addition, consumers are not always aware of certain consequences of their consumption practices, such as waste, pollution associated with their trips to the supermarket, or imperfect packaging recycling.

According to Stern (2000) there are four types of sustainable consumer behavior depending on influence directness on sustainable consumption:

- Consumer activism
- Nonactivist consumer behaviors in the public sphere
- Private-sphere consumption
- Other consumption-related behaviors

Consumer activism is about creating a political act from the fact of purchase or boycotting potential purchase (Kozinetz and Handelman, 2004). Such a behavior can be a part of sustainable behavior, for example boycotting products made by environmentally unfriendly companies. At the same time, it may have no connection with sustainability in case the consumer has motives other than sustainability issues (politics, economics, etc.).

Non-activist consumer behaviors in the public sphere can be described as non-active support of policies or investing in projects which can have direct or in-direct environmental effect (Balzekiene and Telesiene, 2012).

Private-sphere consumption is one of the most targeted kinds of sustainable behavior as connected with purchases and consumer's consumption patterns. Changing private-sphere consumption means influencing consumer's shopping behavior and could be influenced by a MNC's and suppliers (Heikkurinen et al., 2019). As suppliers use various channels to communicate with its customers potentially influencers can have an effect on private-sphere consumption by broadcasting suppliers' messages (promoting eco-friendly products etc.).

Considering the classification of sustainable consumer behavior, it is possible to assume that influencers can have an impact on private-sphere consumption by promoting purchase of sustainable products. As well influencers potentially can as well impact on other ways of sustainable behavior by providing its followers with the information related to sustainability.

1.4.1 Sustainable private-sphere consumption behavior

Private-sphere consumption is a part of private-sphere environmentalism and contains of use and disposal components of consumer behavior that may lead to environmental impact. As well there is a difference between consumption behavior and other activism types of sustainable behavior and the link between consumption behavior and socio-psychological factors. (Stern, 1999)

It is found out that there is a link between environmental knowledge and awareness of environmental problems on private-sphere consumption (Liobkiene and Poskus, 2019). From that point view it is possible to estimate that the attitude towards sustainability and sustainable consumption will have an effect on purchase of eco-friendly sustainable products.

However, the link is not clear and consists of various mediating variables through which knowledge affecting the behavior. The environmental knowledge itself may be subjective and do not correspond with the real information on the topic. Even if the information is not fake, the link between the variable is not clear (Vainio and Paloniemi, 2014). Some other studies find environmental knowledge as a precondition to sustainable consumption behavior (Stegnet at al., 2015).

Self-efficacy is a factor mediating the link between the knowledge and action. Even taking into account that sustainability requires collective actions, that actions are a combination of individual behaviors summed up. Some studies confirm that pro-environmental behavior depends on self-efficacy (Tabernero and Hernandez, 2011).

Sustainable behavior as well may be dependent on individuals' estimation of possible outcomes in the future. The more concerns about the future person have, the more person is ready to take some kind of action. From the point of view of psychological factors there is an exchange of some person's resources in order to receive the benefit in the future. Such resources could be time or extra-money spend on eco-friendly products (Arnocky et al., 2015). But from the opposite side it is proved that some of the short-term goals may dominate over the long-term environmental goals and may be counted as a sustainable consumption barrier (Shove et al., 2012).

Sustainable private-sphere consumption is being influenced from external as well. The number of policies in the sphere of green economy and sustainable consumption introduced in the past years is rising. Ayar and Gurbuz (2021) confirms that behavioral control has a significant effect on sustainable consumption. Legislation can be counted as behavioral control and have an impact on future potential

behavior as well as format cooperative behavior which may cause kind of behavioral control without straight laws implemented (Galbiati and Vetrova, 2014). However, the impact of external factors varies from region and in some cases may help to stimulate eco-friendly products purchase as in other cases make the purchase of eco-friendly products not beneficial for the consumer.

Sustainable behavior and purchasing decisions have been studied by several different researchers. Ramaya and Mohamad (2010) argue that sustainable behavior arises from concern for the environment: the more concerned a person is, the more likely they are to buy organic food. Paco, Raposo and Filho (2009) believe, however, that the reason for sustainable behavior is not only external factors such as the environment, but also that it is based on the individual's own perception of their ability to implement such behavior. Persson and Hemberg (2010) write that there is a clear link between environmental concerns and perceived benefits to the consumer, people believe that buying in a certain way has a positive effect on them, and their chances of doing so are increased. If eating a green product has both ethical and selfish consequences, selfish consequences often have the greatest impact and are seen as the driving force behind engagement. This mainly concerns selfish choices that affect human health. Pedersen and Nidgaard (2006) note that not all people change their behavior, although reliable information and knowledge about resilience has increased. The authors seek to distinguish between people's attitudes towards sustainability and their ultimate consumption behavior. Vermier and Verbeke (2006) define this distinction as a behavioral gap, that is, a gap that is intended to explain the difference between a consumer's desired consumption and actual consumption. This means that they may be related to the fact that the consumer may have a positive attitude towards sustainability, but they do not act sustainably. Ohtomo and Hirose (2007) suggest that there is complexity in today's consumption patterns because environmentally conscious consumers do not pursue this awareness in their consumption. This makes it difficult for companies to understand consumer behavior. What results from this gap between attitude and behavior can be explained in part by barriers that prevent the consumer from making sustainable purchases (Grunert 2011).

Sustainable private-sphere consumption behavior is a combination of socio-psychological factors and may be influencing by external, such as product barriers and regulations, and internal factors, like self-efficacy, future estimates, and pro-environmental behavior. The combination of that factors may lead to the product success; however, it is needed to understand that the existing external barriers could eliminate all internal factors and vice-versa.

1.4.2 Sustainable consumers' private-sphere consumption behaviour barriers

Padilla (2018) and Grunert (2011) identifies six different barriers that can prevent consumers from purchasing organic products and food. Author writes that despite positive attitudes towards green

products, most consumers abstain from sustainable shopping. The first barrier is defined by Grunert (2011) as a habit. The author believes that consumers generally buy the products they use without thinking that there are other alternatives. This may be due, among other things, to the fact that the action takes place when the shopper is under stress and therefore does not see or reflect on the organic label. Antonides (2017) write those habits are a crucial reason why consumers do not act according to their attitudes. This is partly due to the fact that food consumption is usually unconscious, and also because a person buys the same goods as before, since it takes less time for him to think about an alternative product. Antonides (2017) also note that consumers follow established procedures and templates to reduce the risk associated with buying a new product; another reason is that consumers do not trust the company and that their products are environmentally friendly. Aizen (2011) points out that past behavior is the best starting point for gaining insight into future behavior. This has been demonstrated by empirical evidence in the form of well-defined correlations between previous behavior and later behavior, which suggest that there is only temporary stability in relation to a particular behavior.

The second barrier is that the consumer does not try to understand what the organic label means, consumers see it, but do not know what to do with this information, which may be due to a lack of knowledge (Grunert 2011). When consumers get involved in trying to understand the meaning of organic labels, it often happens that the consumer misunderstands what the label means. Grunert (2011) believes that this is due to the fact that the person interprets the label based on the already existing knowledge that the person possesses. In addition, this leads to the formation of a certain perception of the product in the consumer, which often leads to the fact that the consumer refrains from buying the product. Carlberg et al. (2009) also write to them that lack of knowledge and information can lead to the result not being what the consumer wants. However, Ljungeen et al. (2011) write that information is not always a sufficient reason to change a person's behavior. Information can change attitudes, but it takes more than information to influence behavior.

The third barrier is that the consumer buys the product, but for the wrong reason, which has a negative effect if the consumer later notices that the product does not work as it would like when buying (Grunert 2011). The fourth barrier is that the consumer believes that non-organic foods taste better or are more affordable than organic foods, leading to the exclusion of organic foods. Antonides (2017) confirm that price is one of the major barriers to purchasing. In addition, the economic conditions of the consumer matter a lot when choosing a product, and in many cases the product will be functionalist rather than symbolic to avoid high prices. Michaud and Llerain (2011) write that there are two types of consumers for price. On the one hand, those who are not price sensitive when it comes to products that they think are worth paying a higher price for, and on the other hand, consumers who are price sensitive are always looking for the lowest price. The fifth barrier is that the consumer does not have sufficient awareness

and trust about what organic products mean and that they are truly organic (Grunert 2011). According to Grunert (2011), the sixth and final barrier is motivation, based on the fact that the consumer does not feel motivated enough to act organically and therefore refrains. Grunert (2011) finds that many consumers have a positive, but not as strong, attitude towards organic products. Since the attitude of some consumers is not so strong, the intention to act organically will not be taken into account when making a decision. This behavior will only be executed when it is currently activated by the reward. Taking into account the barriers of sustainable private-sphere consumption it is needed to choose the product for further research which will eliminate the barriers mentioned in order not to estimate the impact of each of the barriers.

1.5 Models explaining infuencers' impact on consumer behaviour.

1.5.1 Theory of Planned Behavior model

Theory of Planned Behavior (TPB) is an psychologal theory that relates beliefs to behavior. The concept was proposed by Aizen in order to increase the predictive capacity of the theory of justified action by introducing a perceived behavioral control factor (Aizen, 1991). The theory of planned behavior is a theory that explains human behavior. It is used in research on the links between attitudes, beliefs, behavioral intentions, and behaviors in various fields such as marketing, psychology and health care.

The main aspect of the theory is that TPB can cover person's behavior from the point of view of behavioral control and social norms factors, compared to Theory of Reasonable Action (TRA). Introduction of behavioral control into the theory gives an opportunity to detect and estimate the difference between the person's behavioral intention and actual behavior, which can be different. Such an approach to perceived behavioral control estimation helps to find more accurate data for the social behavior issues research. The example of theory implementation could be health related issues (diet, physical activity) or social related issues (sustainable tourism), the cases where the person's attitude toward the problem is positive, however, the actual behavior is different from the attitude (Joo et al., 2020).

According to this theory, behavioral attitudes, subjective norms, and perceived behavioral control combine to shape an individual's behavioral intentions and behavior.
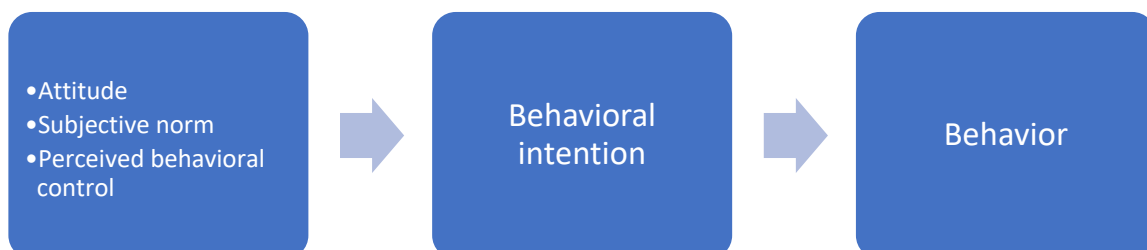
Figure 1. Original TPB model (Aizen, 1)

In the context of this study, it is possible to interpret the factors into the context of sustainability and adapt the attitude factor to the attitude toward the sustainability and have an opportunity to estimate the impact of such attitude on attitude towards sustainable products and effect of attitude on sustainable consumption behavior. Perceived behavioral control could also be applied into the model as a combination of governmental regulations and restrictions on non-sustainable products but its application depends on the existence of such regulations

Figure 2. Adapted TPB model for sustainable consumption behavior estimation

Some researchers argue that the theory of planned behavior is based on cognitive processing, for these reasons they criticize this theory. However, in this theory nowhere is it stated that relationships are formed consciously or, for example, that the assessment of beliefs is not influenced by emotions. The theory of planned behavior does not deal with the origins of beliefs and beliefs, and therefore claims that it excludes emotions that are not really valid. Obviously, many behaviors can be strongly affected by emotions. However, unlike criticism, this fact is not necessarily a flaw in predicting such behavior. Strong emotions are associated with this pattern because they can influence beliefs and other elements of this pattern. The low predictability of health-related behaviors discussed in the health studies cited above may be due to improper application of the appropriate model, methods, and measures. Most studies are correlational and therefore require more evidence based on experimental studies, although experiments by their nature lack external validity, as they primarily assume internal validity (Sniehotta, 2009).

The implementation of the theory into the research gives an opportunity to estimate the impact of attitudes onto the sustainable consumption taking into account that some of the elements of sustainable consumption behavior mentioned in the model. However, the problem of such an approach is limited application of such a model in identifying which factors have an effect on the attitudes formation and its change. It is possible only to find out does the attitudes have an impact on attitude towards sustainable product without the effects of the influencers and external information.

1.5.2 Information Adoption model

Theory of Planned Behavior model helps to find out the effect of attitude onto behavior, while the impact of influencers still uncovered by the model. To implement the effect of the influencers Information Adoption model could be implemented.

This model was developed by Sussman and Segal (2003) to explain how people tend to perceive information published through online communication. The model was based on Davis (1989) adoption of the technology model (TAM) and the "ELM" probability model of Petty and Cacioppo (1986) to construct a theoretical model of technology adoption. This model has two key positions: first, it views the quality of the argument (information) as central influence and the credibility of the source as a secondary influence (Sussman and Siegal, 2003) with two factors of moderation; participation and expertise. Individuals with high levels of involvement and experience focus on the central pathway and are interested in the arguments presented in the information, as opposed to people with low levels of knowledge who turn to heuristic and peripheral cues such as source credibility (Sussman and Siegal, 2003).

Figure 3. Information adoption model (Sussman and Sigal, 2003)

The model is applicable in its original way, with addition of various external variables to the IAM model and by building complex models, based on IAM model (Wang, 2016) Recipient characteristics such as consumer engagement, susceptibility to interpersonal influences, innovation, and prior knowledge also play an important role in transferring the characteristics of eWOM messages and their perception. As well, the information adoption does not mean that the potential receiver of the message converted into customer or made needed action. Taking into account mentioned facts it is possible to add more variables such as attitude towards information by integrating part of the TRA (theory of reasonable action) (Fishbein and Aizen, 1975) and intention-to-buy into the original model.
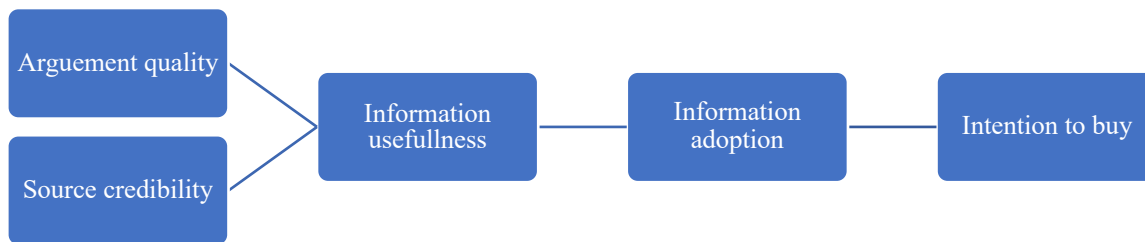
Figure 4. Adapted information adoption model

By adapting the original IAM model and creating the complex model on the basis of TRA and IAM models it is possible to estimate the impact of influencers by measuring the source credibility and influencers' messages quality and attitude towards sustainability impact on the attitude towards sustainable products and intention-to-buy sustainable products. As private-sphere sustainable consumption includes the purchase of sustainable products it is possible to consider intention-to-buy sustainable products as an example of sustainable consumption behavior, which is be the way a part of the whole sustainable behavior concept.

From the analysis done previously it is possible to mention the main variables of the future research, which will be presented in the methodological part.

Source credibility is an independent variable in this research. A source credibility is a type of variable that enables a person to evaluate an argument without actually processing the message itself (Petty and Cacioppo, 1986).

Information quality is an independent variable of the research. Message credibility refers to the characteristics of a message that affect the credibility of a message (Roberts, 2010). Newell and Goldsmith (2001) states that the credibility of the message is consistent with the recipient's impressions and judgments about the message.

Attitude towards sustainability is an independent variable of the study. As a component of subjective norms, it is an individual's perception of sustainable behavior influenced by the judgment of significant others (e.g., parents, spouse, friends, teachers etc.) (Amjad and Wood, 2009).

Information usefulness is a dependent variable of the research. Originally defined by Davis (1986), is the subjective perception of users when they think that using certain technologies can improve their productivity. Adapted by Sussman et al. (2003) for information adoption model, the perceived information usefulness is a mediator variable and is the subjective perception of information recipient that the information provided may be helpful for them.

Attitude towards the product is a dependent variable of the study. Attitude is the individual's perception of social-normative pressure or beliefs of significant others that the individual should or should not implement such behavior. A person's behavioral beliefs serve as a link between their behavior and the result that the behavior is expected to or will result in (Aizen, 1991).

Intention to buy is a dependent variable in the research. According to Jiradilok et. al (2014) this term can be described as the willingness to purchase from certain shop caused by attitudes and behaviors. Khan et. Al (2012) refers this intention being caused by evaluation of specific criteria of an individual. While Pavlou (2014) gives the description as buying being not only purchasing behavior, but also information retrieval and information transfer. Ajzen (1991) study emphasizes the point that intention to buy refers to planning to take an action in the future.

According to Schiffman and Kanuk (2000), the purchase intention is the possibility of an individual buying the product. Therefore, the higher purchasing possibility is caused by the higher intention. Additionally, authors add up the insight that purchase decision is being made after the intention to purchase affected by attitude and external environments.

Behavior is a dependent variable of the research. Behavior is the observed reaction of an individual in a specific situation in connection with a specific task. As Aizen (1991) argues, behavior is a dependency of combining intentions and perceptions of behavioral control, since perceived behavioral control is assumed to inhibit the influence of intention on behavior, so that favorable intention leads to behavior only in the case of significant perceived behavioral control.

2. METHODOLOGY FOR RESEARCHING THE IMPACT OF VARIOUS TYPE INFLUENCERS ON INTENTION TO BUY SUSTAINABLE PRODUCTS

2.1 Aim, model and hypothesis of the research

Previous studies examined the impact of influencers on consumer behavior, in particular, the impact of influencers on intention to buy (Dhanesh and Duthler, 2019), product or brand awareness (Torres et al., 2019; Lim et al., 2019) as well as factors having an impact on sustainable consumer behavior process (Heikkurinen et al., 2019). However, there is reasonable doubt whether the type of influencer affects the sustainable consumer behavior in a way of sustainable consumption.

Previous research showed that influencers credibility, promoted information credibility, attitude towards information (Torres et al., 2019; Lim et al., 2019) as well as internal factors such as habits, lack of knowledge, motivation (Khatib, 2016) may impact on intention to buy the product. Sustainable consumption as a part of sustainable behavior concept has additional factors such as price, previous negative effect, and organic product awareness, counted as sustainable consumption barriers (Padilla, 2018).

The aim of the research is to identify whether the influencers' credibility, information quality and type of influencer in has an effect on intention to buy eco-friendly products.

Information adoption model (IAM) (Sussman et al., 2003) is a theory that explains how individuals adopt information in the digital environment. There are three main categories that can be used for the studies related to the applications of IAM: original IAM, variable IAM, and complex models.

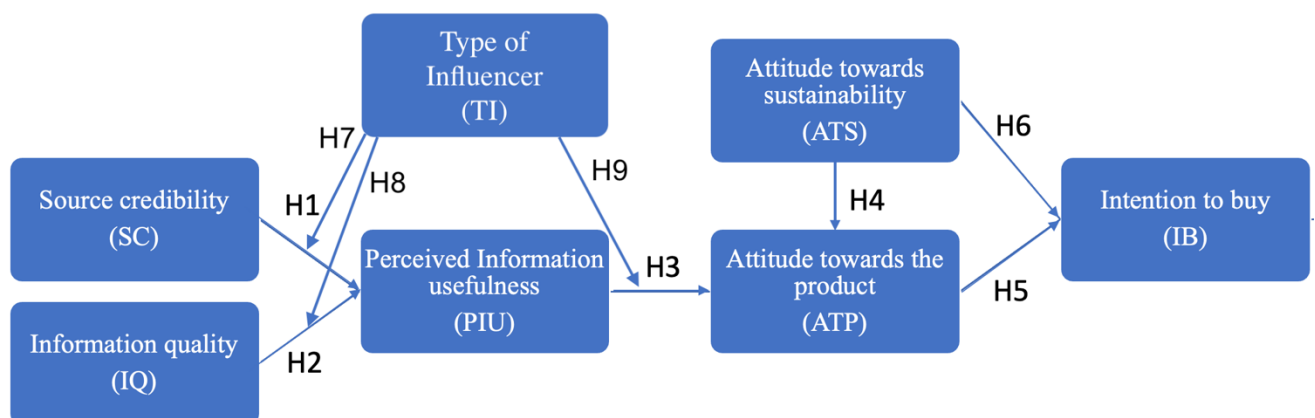For the purpose of the research the model combined of IAM and Theory of Planned Behavior (TBH) was built.

Figure 3. Proposed conceptual research model.

Taking into account IAM model, source credibility impacts information usefulness in the process of information adoption (Sussman et al., 2003). As well source credibility effect on perceived information

usefulness in purchase intentions was proved by Gunawan & Huarng (2015). Source credibility impact in consumers behavioral intention has been studied in the context of eWOM and proved the impact of source credibility as well as information quality on information usefulness (Chen et al., 2014). It turned out that high trust in the source contributes to a more positive attitude towards the desired product. In particular, these previous studies have shown that high trust in the source leads to stronger persuasion, hence, the credibility of the source plays a key role in the transmission of information and subsequent decisions to accept the content or suggestions provided by the source.

Therefore, the H1 hypothesis is: *Source credibility has an effect on perceived information usefulness.*

The significance of relation between information quality and information usefulness has been proven by Rieh (2002) and Cheung & Lee (2007) studies. Moreover, the Sussman & Siegal (2003) original IAM model based on the hypothesis that message quality mediates information influence during information adoption process. During our research it is expected that influencers' information quality will affect perceived information usefulness of the message recipient.

Therefore, the H2 hypothesis states that *information quality influences perceived information usefulness.*

The connection between perceived information usefulness and attitude towards the product arise by combining IAM and Theory of planned behavior models together. IAM model is based on the technology acceptance model (Wang, 2016). Technology acceptance model states that a person's intention to use a technology is influenced by his attitude to the technology and his perception of its usefulness (Davis, 1986). Attitudes, in turn, are influenced by a person's beliefs (perceptions) about the usefulness of the technology and the ease of use. In this context it is proven that attitude is impacted by perceived information usefulness.

Therefore, H3 hypothesis is: *Perceived information usefulness impacts attitude towards the product.*

Subjective norm is a term of social factor and refers to the perceived social pressure to perform or not to perform the behavior (Aizen, 1991). In the research model subjective norms are presented by attitude towards sustainability as the factor influencing sustainable consumer behavior. The application of TBH model for measuring behavioral intentions of consumers online was proved by Miao (2014), Goh (2015), Iriobe and Abiola-Oke (2019). As subjective norms, presented in the model by attitude towards sustainability and attitudes, presented by attitude towards the product are part of theory of planned behavior model it is possible to predict that the more favorable the attitude towards the behavior and the subjective norm the stronger the intention of the person to implement a particular behavior should be. Ultimately, given a sufficient degree of real control over behavior, it is assumed that when the opportunity arises, people must carry out their intentions.

H4 hypothesis states that *attitude towards sustainability influences attitude towards the product.*

As a component of TBH model, similar approach was used by other researchers in order to find out the connection between attitudes presented by attitude towards the product and intention to buy or use the product (Hussein and Wahid, 2018; Charton-Vachet et al., 2020; Sinthamrong and Rompho, 2015). At the same time the whole sustainable consumption behavior concept makes its goal to lead the change of consumers' attitudes (Seyfang, 2007). Taking into account sustainability component it is expected that attitude towards sustainability will affect the product choice through the change in attitude towards eco-friendly products (Bostaden AB, 2011). In our research it will be expected that positive attitude towards the product will positively impact on intention to buy the product and vice versa.

Therefore, the H5 hypothesis is: *Attitude towards the product has an effect on intention to buy*

According to the Theory of planned behavior it is possible to expect that subjective norms, presented by attitude towards sustainability will impact intention to buy sustainable eco-friendly products. In the research design all or most of the barriers of sustainable products consumption, such as price, labeling, knowledge etc. must be eliminated in order to not to have any effect on research results. That factors will be eliminated in the product selection process (Padilla, 2018). It is expected that the attitude towards sustainability is a mark of external social pressure on the individual and that social pressure as a subjective norm will influence the intention to buy sustainable product. The important role of subjective norms in sustainable consumption is proved by the other researches and states that excluding the subjective norms from the model significantly impact the results of the research (Ham et al., 2015).

The H6 hypothesis is: *Attitude towards sustainability has an effect on intention to buy.*

In our research it is assumed that the type of influencer affects the impact of credibility on information usefulness. It is proved by other researches that some of influencers are more credible than others and it may impact the process of information adoption (Zak and Hasprova, 2019)

As various influencers have a different type of content it is assumed that the influencers' content type may have an impact on the effect of information quality on perceived information usefulness. From the previous research it is known that some kind of content positively impact the consumers' image towards some product niche (Beham, 2015; Chetioui, 2020)

In the research model it is assumed that the type of influencer will have an effect on the impact of perceived information usefulness on attitude towards the product. Various type of influencers have different engagement rates (Morteo, 2018) as well as combined effect of impact on source credibility and posted information quality.

Therefore, the last three hypotheses will be:

H7: *The type of influencer moderates the effect of source credibility on perceived information usefulness*

H8: *The type of influencer moderates the effect of information quality on perceived information usefulness*

H9: *The type of influencer moderates the effect of perceived information usefulness on attitude towards the product.*

2.2 Organization and instrument of the research

Quantitative data collection method will be used to find a relation between independent and dependent variables based on the research model. As the survey participants are people, who are aware of digital influencers it makes quantitative method more useful as it allows to automatize the research despite geographic location of the respondents (Eyisi, 2016). Such data collection model will increase accuracy by creating larger sample size and making a data collection anonymous, which is not possible in qualitative method. Quantitative method more helpful in generalizing the results and finding a relationship as well (Chrysochou, 2017). To check the difference between two groups independent measures design will be applied in order to be able to experiment with different type of influencers by the content (Miller, 2005).

Online survey will be used as a method of gathering and compiling information from a sample. Respondents will be able to take a survey by following a link sent them by electronic means of communication. Such method allows to collect the answers in the same online environment as researched (Regmi et al., 2017).

Two influencers were chosen to test the impact of influencers' type on intention to buy sustainable products. For each of the influencers one group of respondents will be created. Then two groups will be compared between each other. It is expected that difference in information quality, source credibility as well as type of influencer as a moderating factor will have different impact on attitude and intention to buy the same eco-friendly product. Taking into account literature analysis done and defining three approaches of inluencer type, the main criteria during influencers choice were the same type of influencer by size and profile with difference in type of content created by the influencers. Such selection allows to measure the difference in one of the characteristics and ease the transcription of the research results. Characteristics comparison is available at Table 3.

The first influencer is Ilya Varlamov. The main content on his channels on YouTube and Instagram is travel notes and shared travel experience with focus on urbanistic design and architecture solutions. Sometimes the content is connected to sustainability issues in the cities, sustainable consumption of natural resources etc. But the content itself is not directly connected with the sustainability. As well the influencer shares some personal thoughts on the current events in Russia and CIS countries.

The second influencer is Konstantin Akademik. The content is shared on YouTube and Instagram as well as the first influencer. Main topic of the contents is automotive content as the safety issues and issues of owning the car in Russia and CIS countries.

The respondents of two groups will be asked on questions related to influencers' information quality and credibility, attitude towards sustainability and then offered with the same advertisement message, from each influencer depending on which of the influencer they are aware or following. Then the attitude towards the product and intention to buy the product will be measured.

Characteristics	Ilya Varlamov (@varlamov)	Konstantin Akademik (@academeg)
Type by number of followers	Mega (1.2mln followers on Instagram; 2.3mln followers on YouTube)	Mega (1.8mln followers on Instagram; 5.2mln followers on YouTube)
Type by profile	Social media luminary	Social media luminary
Type by content	Travel	Blogger, Automotive

Table 3. Comparison of influencers by influencers' type according to literature analysis done.

The potential product which will be promoted by the influencers mentioned will be footwear by brand Native. Young but rightly popular brand from Canada, which has its high-tech production in China and presented at Belarusian market. The brand's iconic models are molded boots made from a unique, eco-friendly EVA material without the use of animal components. For the moment the main accent of the producer is to create 100% animal-free footwear as well as reduce to minimal production carbon footprint. The produced shoes are combined of strength, waterproofing, ease of maintenance and the ability to withstand severe frosts. Native shoes are suitable for everyday use and can be combined with everyday urban clothing. The utilitarian product choice was based on avoidance of possible sustainable consumption barriers, such as high price and wrong reason usage (Padilla, 2018) to exclude the impact of the barriers on research results.

The purchase and use of eco-friendly products may be considered as an element of sustainable consumption behavior which is a part of whole sustainable consumer behavior (Stern, 2000). As the designed research is not able to measure the real purchases and usage of the sustainable products it is considered that intention to buy equals purchase and can be counted as an element of sustainable consumption behavior.

The survey participants will be asked in 3 stages. At the first stage they will be asked whether they are aware or following selected influencers. Then participants will estimate influencers' credibility and information quality of their content as well as their attitude towards sustainability. And on the last stage they will be offered with the promoted product advertisement and estimate the attitude towards the product and intention to buy eco-friendly product.

2.3 Selection of respondents and sample characteristics

Respondents will be those who are aware of one of the influencers offered in the form and its followers. To ensure respondents are aware or following the influencers, screening questions will be included in the questionnaire (Lavrakas, 2008). Population will be all social networks users in Belarus, according to Datareportal (2021) there are 3.90 million social network users in Belarus. Non-probability sampling will be applied in the research. Sample size will be 300 respondents, with 0.06 sample error and 95% confidence level. The number of respondents is near the average number of respondents in other researches. Comparison with other comparable researches in that field was done, the results presented in a Table 2.

No.	Author(s)	Method	Sampling	Number of respondents
1.	Botelho, M. F. M., 2019	Online survey	Non-probability	338
2.	Lisichkova and Othjam, 2017	Focus groups	Purposive	8
3.	Cheung et al., 2009	Survey	Non-probability	314
4.	Li., 2013	Online survey	Non-probability	661
5.	Erkan and Evans, 2016	Survey	Non-probability	384
6.	Zak and Hasprova, 2019	Online survey	Non-probability	430
7.	Rai and Verma, 2021	Online survey	Probability	210
8.	Negi and Pabalkar, 2020	Survey	Non-probability	200
AVERAGE				318

Table 2. Research comparison

The comparison of other research shows that questionnaire with non-probability sampling is the most common way of collecting data for further analysis.

The questionnaire was designed using previous researches with tested Cronbach's alpha higher than 0.85. The questionnaire included measurements for all the variables in the research except of mediating type of influencer variable and used 7-point Likert scales and 7-point bipolar scale. The questionnaire is listed in Appendix A.

All the respondents will be divided in two groups, each containing around 150 respondents for each of the influencer. Non-response error will be evaluated by Ostrich method as the survey will be anonymous and there will be no opportunity to identify respondents who are not participated in the questionnaire (Karlsson et al., 2009).

2.4 Limitations of the research

The research is limited from the several aspects: the research width, emotional component, cultural component impact (attitude towards sustainability country index)

The research width limitation is presented by the comparison only two influencer types. As there are eight types of influencers by content was found only two will be compared between each other. It means that potentially the level of impact may vary from type to type. However, the purpose of the research is to confirm of reject the existence of any difference between various influencers' types. From the other side fashion influencers were not chosen for the research as it is expected that fashion influencers will be impacting the intention to buy fashion related products and such possibility was eliminated for the research.

The theory of planned behavior is based on cognitive processing and the level of behavior change. Compared to emotional processing models, planned behavior theory omits emotional variables such as threat, fear, mood, and negative or positive feeling and assesses them in a limited way. Certain behaviors and other types of behaviors can be primarily influenced by emotion. However, this is not necessarily a flaw in predicting these behaviors, despite some complaints. Strong feelings are relevant to this model because they can influence beliefs and other constructs in this model.

Another of the illimitations is the common sustainability index depends from country to country. As the research model do not include perceived behavioral control as a variable it is not possible to take into account the regulations barriers. The position of Belarus in the Global Sustainable Development (2021) ranking is 24th, which is high for the region, however the index is including a lot of macro factors and not directly correlates with the sustainable consumption behavior and having a habit to purchase sustainable products over the non-sustainable ones.

Another aspect of the research is a common Russian-speaking CIS (Commonwealth of Independent States) online environment. And it is hard to ensure that the number of influencers' followers in Belarus are the same for both influencers. That potentially may lead to the situation that for one of the influencers is not a mega-influencer by the number of followers in Belarus.

One more factor, which potentially may cause the limits for the research is low response rate and high numbers of people who are not aware of two influencers at the same time. However, the research and questionnaire design require awareness of both influencers in order to ensure the existence of influencers credibility.

At the same time, it is expected that the proposed sample size and questionnaire design will offer all the information for further analysis and will meet all the aims of the research.

3. IMPACT OF VARIOUS TYPE INFLUENCERS ON SUSTANABLE PRIVATE-SPHERE CONSUMPTION

Data collection took 22 days, from December 2nd, 2021 to December 24th, 2021. The survey was shared through social media accounts as well referral model of gathering the data were used. The survey was organized through Google Forms platform. The results were exported into IBM SPSS software for further analysis and organizing the data.

In total 277 valid results were received, 152 results for the first group and 126 results for the second group. 83 results were excluded from the research as the influencer awareness control questions were not answered and the questionnaire was automatically closed for such kind of respondents.

From the 277 respondents there was 46% of female and 54% for male. Age was presented by 4 groups, from 18 to 45+. The highest number of respondents were from 25-34 age group (45,7%), then 18-24 age group (31,2%) following by 35-44 years old respondents (19,9%), the least presented age group became people from 45 and older (3,3%). Regarding the income level, the most represented group was from 1001 to 1500 BYN (43,5%), which is near the average income in Belarus, the average group was followed by higher-than-average income group, from 1501 up to 3000 BYN (34,4%), low-income respondents (up to 1000BYN) percentage is 16,7% and high-income percentage (from 3001BYN) respondents share is 5,4%. Most of the respondents had a bachelor's degree (59,4%), followed by specialized secondary education respondents (15,6%), than Master degree (12%), ending with secondary education respondents (13%). From the data mentioned it is possible to count that the gender distribution is near equal, and all age groups, education and income levels were presented in the survey. The distribution results are available at Table 3.

Age groups (y.o.)		Income (BYN)		Education level	
18-24	31,2%	<1000	16,7%	Secondary	13%
25-34	45,7%	1001-1500	43,5%	Specialized secondary	15,6%
35-44	19,9%	1501-3000	34,4%	Bachelor	59,4%
45+	3,3%	>3000	5,4%	Master	12%

Table 3. Data demographic distribution

Most of the respondents who was aware of influencers mentioned in the survey was following one or another influencer, 70,7% of all the respondents in two groups were following Konstantin Akademik and 65,9% were following Ilya Varlamov. In the first group the number of followers for Konstantin Akademik were even higher (73,5%), while Ilya Varlamov followers amount were lower than average

(61,5%). In the second group the distribution was reversed with 71,2% following Ilya Varlamov and 67,2% for Konstantin Akademik. The distribution results presented at Table 4.

Influencer	First group	Second group	Total
Konstantin Akademik (@academeg)	111 respondents (73,5%)	84 respondents (67,2%)	195 respondents
Ilya Varlamov (@varlamov)	93 respondents (61,5%)	89 respondents (71,2%)	182 respondents

Table 4. Influencers' followers distribution.

For the internal validity condition all the manipulated elements are mentioned in the survey and visuals are followed by the related text. To ensure the respondents' attention while filling the questionnaire statements reversed question were included into the survey for different variables statements.

To count internal reliability Cronbach's Alpha method was used. The statements were extracted from the previous researches and tested for the reliable Cronbach's Alpha. Combination of statements may be considered reliable if the number is higher than 0,8 (Krosnik and Presser, 2010). For influencers' credibility the alpha is 0,94, information quality – 0,89-0,91, perceived information usefulness – 0,89, attitude towards sustainability – 0,85, attitude towards the product – 0,85-0,95, intention to buy – 0,72-0,88. The statements are presented in Annex 1.

For all variables 7-point Likert scale were used, in order to analyze the means SPSS descriptive analysis was used. The results showed that intention to buy has the lowest mean score, which can be described by users' lower desire to buy products and decide without having time to take a decision. At the same time, the highest score was found for information quality (5,20) and influencers' credibility. That fact can be described by high amount of followers in sample as well as that visual and content was adapted to influencers' style. Making comparison for the means for the information credibility, information quality and perceived information usefulness, the scores for the Ilya Varlamov are higher compared to Konstantin Akademik. However, there is not possible to make some assumptions considering presented data without normality test and further analysis. The descriptive statistics results are presented at Table 5.

	Mean	Std. Deviation	Variance
Influencer's credibility (Akademik)	5.0295	1.508	2.277
Information quality (Akademik)	5.1247	1.333	1.778
Perceived information usefulness (Akademik)	4.2652	1.699	2.888
Influencer's credibility (Varlamov)	5.0745	1.621	2.630
Information quality (Varlamov)	5.2056	1.274	1.624

Perceived information usefulness (Varlamov)	4.4007	1.793	3.216
Attitude towards sustainability	4.8446	1.645	2.707
Attitude towards non-sustainable product	4.6543	1.509	2.278
Attitude towards sustainable product	4.6141	1.48974	2.219
Intention to buy sustainable product	3.7971	1.78950	3.202
Intention to buy non-sustainable product	3.4611	1.79040	3.206

Table 5. Descriptive statistics

All the variables presented were tested for normality using Kolmogorov-Smirnov and Shapiro-Wilk methods. The classical Kolmogorov-Smirnov test is designed to test simple hypotheses about whether the analysed sample belongs to a fully known distribution law. Most of the researchers agree that for complex hypothesis analysis Shapiro-Wilk test is more reliable. The Shapiro-Wilk test is a special test for normality and is used to test the hypothesis of a normal distribution. This test is reliable for $8 \leq n \leq 50$, however, there is a modified Shapiro-Wilk test applicable for n up to 2000. The data is considered normally distributed if the significance level is higher than 0.05. Normality results tests shows that the distribution couldn't be considered as normal. Further analysis presented in Annex 3 of the study. Visual histogram analysis didn't find normal variables distribution as well.

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Source credibility (Akademik)	.128	276	<.001	.893	276	<.001
Information quality (Akademik)	.097	276	<.001	.943	276	<.001
Perceived information usefulness (Akademik)	.078	276	<.001	.963	276	<.001
Influencer's credibility (Varlamov)	.251	276	<.001	.827	276	<.001
Information quality (Varlamov)	.113	276	<.001	.923	276	<.001
Perceived information usefulness (Varlamov)	.171	276	<.001	.922	276	<.001
Attitude towards sustainability	.162	276	<.001	.878	276	<.001
Attitude towards non-sustainable product	.099	276	<.001	.928	276	<.001
Attitude towards sustainable product	.098	276	<.001	.923	276	<.001
Intention to buy sustainable product	.096	276	<.001	.950	276	<.001

Intention to buy non-sustainable product	.117	276	<.001	.940	276	<.001

Table 6. Normality analysis

Taking into account not normal distribution, non-parametric analysis methods will be used such as Spearman's correlation and Independent-Samples Mann-Whitney U Test.

3.1 Evaluation of information quality, source credibility, attitude towards sustainability, perceived information usefulness and intention to buy

Spearman's test for measuring the correlation between variables was applied. The correlation results are presented in Figure 4. The results are contradictive because of various product and influencers. If the correlation values for connection between source credibility, information quality and perceived information usefulness is not varied too much and could be described as moderately correlated (between 0.5 and 0.7 values). The correlation of perceived information usefulness and attitude towards the product depends on the influencer as well as on the product. The worst correlations were found with attitude towards sustainability and intention-to-buy non-sustainable product (0.08) and sustainable influencer and non-sustainable product combination – 0.35. At the same time, sustainable influencer and sustainable product showed strong correlation between perceived information usefulness and attitude towards the product (0.75). Attitude towards sustainability correlated at attitude towards product moderately in case the product and the influencer are more connected to sustainability and showed moderate correlation (0.67). Moderate correlation was as well found between attitude towards sustainability and intention to buy sustainable product (0.51). Correlation measurements available at Annex 4.
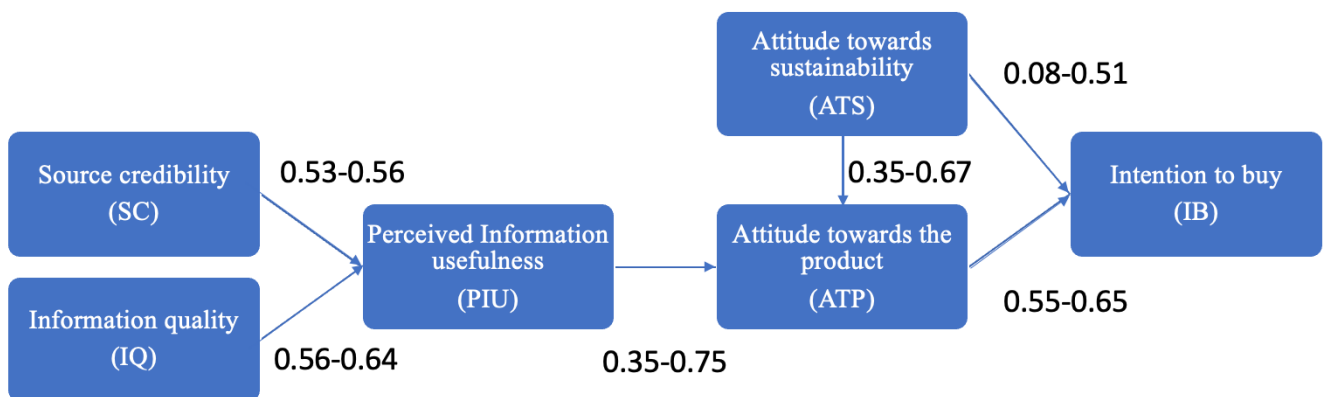

Figure 4. Correlation between the variables

After that linear regression analysis was done. The linear regression analysis does not require normality for predictors and the outcome (Schmidt, 2018). The linear regression analysis result will offer an opportunity to estimate does independent variables such as source credibility and information quality have an impact on perceived information usefulness, then estimate does perceive information usefulness have an effect on attitude towards the product, as well as attitude towards sustainability have an effect on attitude towards the product and intention to buy sustainable products. Firstly, there was analyzed the impact of source credibility on perceived information usefulness for two cases. First case will be a first influencer and the second will be for another influencer. For both of the influencers R-square rates was lower than 0.5, but higher than 0.4, which follows by further analysis. R value was near 0.6 which is relatively good. Adjusted R-square is near the R-square original value, which is a good sign. F value as well fits the model for both cases. The coefficients for both of influencers is <.001, which is below the significance level, which means that the H1 hypothesis is supported

H1: *Source credibility has an effect on perceived information usefulness.*	Supported

Table 7.

Then the impact of information quality on perceived information usefulness was measured for both of the influencers. R value was from 0.6 to 0.7, which is a good. R-square was .393 and .496 which leads for further analysis. F value fitted the model, and significance level was less than .001 for both cases. That means that H2 hypothesis is supported, and information quality affects perceived information usefulness.

H2: *Information quality influences perceived information usefulness.*	Supported

Table 8.

After the impact of attitude towards sustainability effect on attitude towards sustainable products was measured. The R value for the model was ,574, following by R-square .330 and adjusted R-square .327. The significance level was <.001 with confidence interval 0.05, so the H4 hypothesis supported.

H4: *Attitude towards sustainability influences attitude towards the product.*	Supported

Table 9.

Then the impact of attitude towards sustainability and attitude towards the product was analyzed. Firstly, it was measured for sustainable product. The results showed that the attitude towards the product has an impact on intention to buy (<.001 significance), however the attitude towards sustainability didn't have significant impact on intention to buy sustainable product (.087 significance). The second group proved that attitude towards the product have a significant impact on intention to buy. According to the data received the H5 hypothesis is supported and H6 hypothesis is rejected. All calculations are presented at Annex 6 of the study.

H5: *Attitude towards the product has an effect on intention to buy*	Supported
H6: *Attitude towards sustainability has an effect on intention to buy*	Rejected

Table 10.

In order to measure the impact of perceived information usefulness on attitude towards the product the data were restructured by combining the perceived information usefulness of both influencers on one or another product. The measurements showed a strong relation of perceived information usefulness on attitude towards sustainable product (R: .739, R-square: .546, adjusted R-square: .545, and significance level <.001 with 0.05 confidence interval). For the second product the values are slightly lower (R: .679, R-square: .461, adjusted R-square: .459, significance <.001 with .05 significance level), however all the criteria met in order to conclude that perceived information usefulness has an impact on attitude towards the product.

H3: *Perceived information usefulness impacts attitude towards the product.*	Supported

Table 11.

The results received not showing a strong correlation and strong predictability between each other, however, the significant dependance between the factors was proved. Except for the relation between the attitude towards sustainability and intention to buy.

3.2 Impact of influencer type as a moderating factor

To estimate the moderating effect of influencer type on the source credibility, information quality and perceived information usefulness General Linear Model was applied. In Table 12 the results of the analysis are presented. The interaction of influencer type between information quality, source credibility on perceived information usefulness was not found significant (p=.709, F=.139).

Tests of Between-Subjects Effects					
Dependent Variable: Perceived information usefulness					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	475.786[a]	3	158.595	78.127	<.001
Intercept	16.390	1	16.390	8.074	.005
Information quality	56.932	1	56.932	28.046	<.001
Source credibility	50.989	1	50.989	25.118	<.001
Influencer type	.283	1	.283	.139	.709

Error	1112.426	548	2.030		
Total	11630.240	552			
Corrected Total	1588.212	551			
a. R Squared = .300 (Adjusted R Squared = .296)					

Table 12. Univariate regression analysis results

As the impact is not significant, H7 and H8 hypothesis are rejected.

H7: *The type of influencer moderates the effect of source credibility on perceived information usefulness.*	Rejected
H8: *The type of influencer moderates the effect of information quality on perceived information usefulness.*	Rejected

Table 13.

Then the moderating impact of influencer type was analysed between perceived information usefulness and attitude towards the product. The results are presented in Table 14. From the analysis it is found that the influencer has a significant impact on relationship between perceived information usefulness and attitude towards the product (significance found: .033, significance level: 0.05, F value = 4.575). From the information presented it is possible to accept H9 hypothesis.

Tests of Between-Subjects Effects					
Dependent Variable: Attitude towards the product					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	338.090[a]	2	169.045	169.527	<.001
Intercept	179.826	1	179.826	180.339	<.001
Perceived information usefulness	325.651	1	325.651	326.579	<.001
Influencer type	4.562	1	4.562	4.575	.033
Error	272.225	273	.997		
Total	6486.410	276			
Corrected Total	610.315	275			
a. R Squared = .554 (Adjusted R Squared = .551)					

Table 14. Univariate regression analysis results

H9: *The type of influencer moderates the effect of perceived information usefulness on attitude towards the product.*	Accepted

Table 15.

To confirm or reject the impact of influencer type on attitude towards sustainable products Independent-Samples Mann-Whitney U Test was applied in order to find out whether the attitude towards sustainable product is distributed in the same way in two samples, as in two samples different influencers are promoting sustainable product. It allows to prove or reject previous data analysed and applicable to not normally distributed data as it is non-parametric test. The results of the test reject the null hypothesis that there is no difference in distribution of Attitude towards the product variable between samples. The wider results are presented at Table 16. Full results are presented in Annex 6 of the research.

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.[a]	Decision
1	The distribution of NA_ATP is the same across categories of SAMPLE.	Independent-Samples Mann-Whitney U Test	.002	Reject the null hypothesis.
a. The significance level is .050.				
Independent-Samples Mann-Whitney U Test Summary				
Total N				276
Mann-Whitney U				7408.000
Wilcoxon W				15283.000
Test Statistic				7408.000
Standard Error				659.491
Standardized Test Statistic				-3.077
Asymptotic Sig.(2-sided test)				.002

Table 16. Independent-Samples Mann-Whitney U Test Summary

After the analysis it is possible to conclude that the impact of the influencer type is not significant at the first stages of information consumption, however, the impact of influencer type between perceived information usefulness and attitude towards the product is significant and may have an impact depending on the influencers' content type.

4. CONCLUSIONS AND PROPOSALS

4.1 Study implications

The main aim of the study was to identify the impact of various influencers' types by content and attitude towards sustainability on intention to buy sustainable products. Sustainable products purchase itself is a part of sustainable consumption concept and sustainable behavior concept. So, from some degree it is possible to count that the impact of various type of influencers on sustainable behavior was analyzed. The aim and objectives of the study were met. The main finding is the proven hypothesis, that the influencer content may have an impact on intention to buy sustainable or eco-friendly products. For now, there were no studies found containing the measurements of influencers content to sustainable consumption.

Analyzing the main elements of the research model it is possible to assume, that despite criticism from some authors regarding the importance of source credibility factor (McCracken, 1989), the research done confirmed that source credibility is an important factor and a combination of source credibility and information quality are important for perceived information usefulness affect, confirming the Sussman and Siegal (2003) model. The connection between perceived information usefulness and attitude (H3) was confirmed the Miao (2014) and Goh (2015) applications of the Theory of Planned Behavior. However, attitude as a social norm was impacting only attitude towards the product (H4), and no link between attitude towards sustainability and intention to buy was found, H5 hypothesis was rejected. Attitude towards sustainability in the presented case did not have an effect of social norms in connection to intention to buy and showed reversed results to Ham et al., 2015.

The moderating effect of influencer type was tested three times throughout the model. The H7 and H8 hypothesis were rejected and not confirmed the models and connections of Beham (2015) and Chetioui (2020). From the other side type of content may be important for some other factors and become a part of source credibility, in case where there is some advertising, or advertising content itself could be very different and in such a case potentially influencer type may have an impact connecting source credibility and information quality with perceived information usefulness. In the research model both posts were full-advertising and had not any content type. However, it is possible to assume that the influencers' content type affect does not become a moderator of information quality and information usefulness.

The last hypothesis (H9) was the most important for the study as it related to the difference in content type and perception of the product, and there was a difference found in attitude towards the sustainable or non-sustainable product for various influencers. However, even the influencer type has the difference in presented case, it is not possible to assume that there is a difference between another content types.

Only automotive and travel/blogger content types were compared. At the same time existing difference were double-checked by various methods and confirmed the hypothesis.

4.2 Limitations

The research does not take into account any other content type than two types presented. That makes impossible to estimate that there is a difference between any of the content type, however it is not possible to estimate that there is no difference in the content type. Such research needed in the future, with the wider samples and more focus on perceived information usefulness and attitude towards sustainable/non-sustainable products in order to find out the impact of each content type on attitude towards various products.

The research does not count the product category. The product presented is utilitarian, however different effect may arise in the case of hedonic product. The study is valid for the utilitarian product. The effect of the influencer type may be eliminated for the hedonic product, or the effect may be reversed across influencer types. Comparison of hedonic and utilitarian products can be done by other researches in order to find the existence in hedonic and utilitarian product type impact on change in the attitude.

Another limitation arising is the sustainable consumption barriers. In the study the elements of consumption barriers were almost eliminated: the price is not provided and is similar for both products, sustainable product is easy to detect as well as sustainable product do not have any functional limitations compared to non-sustainable. With the addition of various barriers, the results may vary.

From the position of the social networks the research is focused on Instagram more than on other social networks. However, today most of the social networks are cross-platform Instagram connected with YouTube and vice versa, so the follower consumes the content all across the web. As well credibility and information quality level does not vary across social networks. However, the information usefulness level potentially may be different.

Finally, there could be potential difference in data from other regions depending on the cultural differences and attitude towards sustainability, which has an effect on attitude towards sustainable product as an independent factor. That means a potential for future further research across different countries depending on the sustainability levels.

4.3 Conclusion

The main goal as well as the objectives of the research were reached. Firstly, three classifications of influencers were found: by size, by content and by social profile. Classification of influencers by size impacts the level of trust and engagement level of their followers. Regarding the content there was found a gap in previous studies and a couple of studies found that some of the influencers regarding their content may have more or less trust at some topics compared to other types. Classification of influencers

by profile gave an opportunity to see the difference in engagement and size level across various influencers as well as identify the difference in the origin and source of influence. Further review of the literature found the importance of influencers' personal factors such as credibility and produced content information quality and its impact on its followers content consumption and estimating such a content in the consumer behavior funnels. Then the effect of influencers at different stages of consumer decision-making process was analyzed and was found that influencers may impact customers behavior at all the stages. Influencers could be perceived by potential consumers as a reviewers for the desired alternatives at the evaluation of alternatives stage or give more detailed information about the product at the stage of information search. Perceived information usefulness was identified as a mediating factor between information quality, source credibility from one side and attitude towards the product from another side. After the sustainability concept was analyzed. Four elements of sustainable consumption were identified, from which private-sphere sustainable consumption was chosen, as it is the only element which is directly connected with the purchase of sustainable products and not with pro-environmental behavior, sustainability knowledge etc. Attitude towards sustainability was identified as the independent factor of affecting attitude towards the product.

In the private-sphere consumption concept were identified six key barriers of sustainable consumption, which may have an impact at the decision-making process stages. Price compared to non-sustainable products have the most effect on the consumers behavior. After lack of information on sustainability, worse functionality compared to non-sustainable product and past behavior were identified as other sustainable consumption barriers.

In order to confirm findings of the literature review quantitative research in the form of a survey was done with the 360 respondents, from which there were gathered 277 valid responses. According to the barriers mentioned in the literature, utilitarian sustainable and non-sustainable products were chosen for the research. Research model with three independent, three dependent and one moderating variables were developed by a building a complex model on a basis of Information Adoption Model and Theory of Planned Behavior.

The research found the impact of influencers source credibility and information usefulness on perceived information usefulness. Only followers, which, counts influencers' information credible as well as the influencer credible could perceive provided information as useful, that leads to the importance of influencer trustworthiness and its increasement as well as developing content quality in order to reach higher perception of information across followers.

However, the importance of influencer type was not so significant at the stage of information recognition and identifying it as useful or not. The importance of influencer as a moderator was found neither between credibility and usefulness nor between information quality and usefulness.

The relation between information usefulness and attitude towards the product was found significant and confirmed the studies, mentioned in the literature review, and influencers impact on decision-making process by sharing their own opinion importance. For both influencers in the model the link was strong, but moderating factor of influencer type was significant as well. It was found out that travel blogger had more success in the increasing attitude towards sustainable product rather than automotive blogger.

Attitude towards sustainability was found as an important factor in increasing the attitude towards sustainable product, however, the were no significant impact of attitude towards sustainability on intention to buy sustainable product. At the same time attitude towards sustainability impacts intention to buy through attitude towards the product, as the connection between attitude towards the product and intention to buy was proved and found significant.

The findings presented in the research may be useful for marketing, creative agencies as well as for the public organizations or non-profit, non-government organizations in order to promote sustainable consumption as the part of sustainable development programs. Right choice of influencer type as well important for the influencer marketing agencies to keep advertisement performance on the high level to keep revenues at high level as for the agencies as for the influencers.

The research found out that travelblog influencers have an impact at the attitude towards sustainable products compared to automotive blogger advertising on the same product using the same advertisement.

LIST OF REFENCES AND SOURCES

1. Abendroth, L. J., & Heyman, J. E. (2013). Honesty is the best policy: The effects of disclosure in word- of-mouth marketing. Journal of Marketing Communications, 19(4), pp. 245-257.

2. Abidin, C. (2016). Are not these just young, rich women doing vain things online? Influencer selfies as subversive frivolity. Social Media and Society, 2.

3. Abidin, C. (2016). Visibility labour: Engaging with influencers fashion brands and #OOTD advertorial campaigns on Instagram. Media International Australia, 161(1), pp. 86-100.

4. Activate. (2018). Two Sides of the Same Coin: Exploring the Brand and Influenceur Relationship in Influenceur Marketing. New York, Etats-Unis. Activate.

5. Adams, Becca. (2020). Influencers: Artists or Advertisers?. 10.13140/RG.2.2.25861.78568.

6. Ahmad, I. (2018). The Influencer Marketing Revolution.

7. Ajzen, I. (2011) The Theory of Planned Behaviour: Reactions and reflections, Psychology & Health, 26(9), ss. 1113-1127.

8. Ajzen, Icek (1991). "The theory of planned behavior". Organizational Behavior and Human Decision Processes. 50 (2): 179-211

9. Alassani, Rachidatou & Göretz, Julia. (2019). Product Placements by Micro and Macro Influencers on Instagram. 10.1007/978-3-030-21905-5_20.

10. Amjad, N., & Wood, A.M. (2009). Identifying and changing the normative beliefs about aggression which lead young Muslim adults to join extremist anti-Semitic groups in Pakistan.

11. Annukka Vainio, Riikka Paloniemi, The complex role of attitudes toward science in pro-environmental consumption in the Nordic countries, Ecological Economics, Volume 108, 2014, Pages 18-27, ISSN 0921-8009, https://doi.org/10.1016/j.ecolecon.2014.09.026.

12. Antonides, Gerrit. (2017). Sustainable Consumer Behaviour: A Collection of Empirical Studies. Sustainability. 9. 1686. 10.3390/su9101686.

13. Anuar, F. I., Zaid, A. A. A., Zabidi, I. Z., & Kamal, S. N. J. (2021). Young Tourists' Trust in Instagram Travel Influencers and their Intention to Visit Travel Destinations. International Journal of Academic Research in Business and Social Sciences, 11(16), 304-317.

14. Archer, C. (2019). How influencer 'mumpreneur' bloggers and 'everyday' mums frame presenting their children online. Media International Australia, 170(1), 47–56. https://doi.org/10.1177/1329878X19828365

15. Arnocky, Steven & Milfont, Taciano & Nicol, Jeffrey. (2015). Time Perspective and Sustainable Behavior Evidence for the Distinction Between Consideration of Immediate and Future Consequences. Environment and Behavior. 46. 10.1177/0013916512474987.

16. Arsenis, Thomas. (2020). Marketing with Influencers on Instagram -The case of Gymshark , International Journal of Academic Management Science Research (IJAMSR). 4. 86-89. 10.6084/m9.figshare.13299443.v2.

17. AspireIQ (2021). The 2021 State of Influencer Marketing

18. Astuti, B. et Pramesthi Putri, A. (2018). Analysis on the Effect of Instagram Use on Consumer Purchase Intensity. Integrative Business & Economics, 7(2), 24-38.

19. Balaban, D., & Mustățea, M. (2019). Users' Perspective on the Credibility of Social Media Influencers in Romania and Germany. Romanian Journal Of Communication And Public Relations, 21(1), 31-46. doi:10.21018/rjcpr.2019.1.269

20. Balabanis, George & Chatzopoulou, Elena. (2019). Under the influence of a blogger: The role of information-seeking goals and issue involvement * BALABANIS and CHATZOPOULOU *. Psychology and Marketing. 10.1002/mar.21182.

21. Balzekiene, Aiste & Telesiene, Audrone. (2012). Explaining Private and Public Sphere Personal Environmental Behaviour. Social Sciences. 4. 7-19. 10.5755/j01.ss.74.4.1031.

22. Beale, D. A., & Manstead, A. S. R. (1991). Predicting mothers' intentions to limit frequency of infants' sugar intake: Testing the theory of planned behavior. Journal of Applied Social Psychology, 21, 409-431.

23. Beham, Angelika., "Role of Social Media in Generation Y travellers' travel decision making process", thesis, Bisnis Administration in Tourism and Hospitality Management, Vienna University, 2015

24. Belch, G., & Belch, M. (2003). Advertising and promotion: an integrated marketing communications perspective. 6th edition. Berkshire, England: McGraw-Hill.

25. Booth, Norman & Matic, Julie. (2011). Matic, J.A.: Mapping and Leveraging Influencers in Social Media to Shape Corporate Brand Perceptions. Corporate Communications 16, 184-191. Corporate Communications: An International Journal. 16. 184-191. 10.1108/13563281111156853.

26. Botelho, M. F. M. (2019). The impact of influencers in the consumer's purchase intention: The cosmetic industry. https://repositorio.iscte-iul.pt/bitstream/10071/19346/4/master_marcia_martins_botelho.pdf

27. Brison, N. T., Byon, K. K., & Iii, T. A. (2016). To tweet or not to tweet: the effects of social media endorsements on unfamiliar sport brands and athlete endorsers. Innovation, 18(3), pp. 309- 326.

28. Brown, D., & Hayes, N. (2008). Influencer marketing: who really influences your customers? Oxford:Butterworth-Heinemann.

29. Business Insider Intelligence, 2021. Esports Ecosystem 2021: The key industry companies and trends growing the esports market

30. Casalo Ario, Luis & Flavian, Carlos & Ibanez Sanchez, Sergio. (2018). Influencers on Instagram: Antecedents and consequences of opinion leadership. Journal of Business Research. 117. 10.1016/j.jbusres.2018.07.005.

31. Charton-Vachet, F., Lombart, C., & Louis, D. (2020). Impact of attitude towards a region on purchase intention of regional products: the mediating effects of perceived value and preference. International Journal of Retail & Distribution Management, 48(7), 707–725. https://doi.org/10.1108/ijrdm-09-2019-0315

32. Chen, C. W., Chen, W. C., & Chen, W. K. (2014). Understanding the effects of eWOM on cosmetic consumer behavioral intention. International Journal of Electronic Commerce Studies, 5(1), 97-102.

33. Chetioui, Y., Benlafqih, H. and Lebdaoui, H. (2020), "How fashion influencers contribute to consumers' purchase intention", Journal of Fashion Marketing and Management, Vol. 24 No. 3, pp. 361-380. https://doi.org/10.1108/JFMM-08-2019-0157

34. Cheung M. Y., Luo C., Sia C. L. and Chen H. P., "Credibility of electronic word-of-mouth: Informational and normative determinants of on-line consumer recommendations," International Journal of Electronic Commerce, vol. 13, no. 4, pp. 9-38, 2009.

35. Choi, S. M., & Rifon, N. (2012). It Is a Match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness. . Psychology & Marketing, 29(9), pp. 639-650.

36. Chrysochou, Polymeros. (2017). Consumer Behavior Research Methods. 10.1007/978-3-319-50530-5, 22.

37. Citation Han, J. and Chen, H. (2021), "Millennial social media users' intention to travel: the moderating role of social media influencer following behavior", International Hospitality Review, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IHR-11-2020-0069

38. Cooley, Delonia & Parks-Yancy, Rochelle. (2019). The Effect of Social Media on Perceived Information Credibility and Decision Making. Journal of Internet Commerce. 18. 249-269. 10.1080/15332861.2019.1595362.

39. Data2Decisions, "The TV Stack Effect," Global, 2017

40. Datareportal (2021). Kemp S.. Digital 2021: Belarus.

41. Davis F. D., Bagozzi R. P., Warshaw P. R., "User acceptance of computer technology a comparison of two theoretical models," Management Science, vol.35, no. 8, August 1989.

42. Davis, F (1989). Source Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology , MIS Quarterly, 13(3), pp 319-340.

43. De Veirman, M., Cauberghe, V. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. International Journal of Advertising, 36, 787-829. DOI: 10.1080/02650487.2017.134803

44. Determining job-search behavior among the unemployed. Unpublished manuscript, Institute for Social Research, University of Michigan at Ann Arbor.

45. Dhanesh, G. et Duthler, G. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. Public Relations Review, 45, 2-13. doi: 10.1016/j.pubrev.2019.03.002

46. Diafarova, E. et Rushworth, C. (2017). Exploring the credibility of online celebrities Instagram profiles in influencing the purchase decisions of young female users. Computers in Human Behavior, 68.

47. Dunn, K., & Neumann, I. (2016). Undertaking Discourse Analysis for Social Research. ANN ARBOR: University of Michigan Press. doi:10.3998/mpub.7106945

48. Duplaga M. (2020). The Use of Fitness Influencers' Websites by Young Adult Women: A Cross-Sectional Study. International journal of environmental research and public health, 17(17), 6360. https://doi.org/10.3390/ijerph17176360

49. Erkan and C. Evans, "The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption," Computers in Human Behavior, vol. 61, pp. 47-55, August 2016.

50. Eyisi, D. (2016) The Usefulness of Qualitative and Quantitative Approaches and Methods in Researching Problem Solving Ability in Science Education Curriculum. Journal of Education Practice, 7, 91-100.

51. Feick, Lawrence & Price, Linda. (1987). The Market Maven: A Diffuser of Marketplace Information. Journal of Marketing. 51. 83-97. 10.2307/1251146.

52. Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behaviour: An intro- duction to theory and research. Reading, MA: Addison-Wesley.

53. Freberg, K., Graham, K., McGaughey, K., & Freberg, L. (2011). Who are the social media influencers? A study of public perceptions of personality. Public Relations Review, 37(1), pp. 90-92.

54. Friedman, H. H., Termini, S., & Washington, R. (1976). The effectiveness of advertisements utilizing four types of endorsers. Journal of Advertising, 5(3), pp. 22-24.

55. Game-changers: The power of digital influencers. 2021. YouGov

56. Geyser, W. (2021, August). The Ultimate TikTok Influencer Marketing Guide. Influencer Marketing Hub.

57. Geyser, W. (2021, June). KOLs | Key Opinion Leaders – What Are They And Why Should You Care?. Influencer Marketing Hub.

58. Goh, See Kwong. (2015). The Effect of Electronic Word of Mouth on Intention to Book Accommodation via Online Peer-to-Peer Platform: Investigation of Theory of Planned Behaviour. The Journal of Internet Banking and Commerce. 01. 10.4172/1204-5357.S2-005.

59. Grunert, K. (2011) Sustainability in the Food Sector: A Consumer Behaviour Perspective, International Journal on food system dynamics, 2(3), ss. 207-218.

60. Gunawan, D.D. & Huarng, K.H. (2015). Viral effects of social network and media on consumers' purchase intention. Journal of Business Research, 68, 2237–2241.

61. Gupta, Shiromani & Mahajan, Rachna. (2019). Role of Micro-Influencers in Affecting Behavioural Intentions. International Journal of Recent Technology and Engineering. 8. 189-192. 10.35940/ijrte.D1045.1284S519.

62. Ham, M., Jeger, M., & Frajman Ivković, A. (2015). The role of subjective norms in forming the intention to purchase green food. Economic Research-Ekonomska Istraživanja, 28(1), 738–748. https://doi.org/10.1080/1331677x.2015.1083875

63. Heikkurinen, P., Young, C. W., Morgan, E. (2019). Business for sustainable change: Extending eco-efficiency and eco-sufficiency to consumers, Journal of Cleaner Production, 1-28

64. HK Sung. (2016). The Influence and Role of Arts on Community Well-being. 185-203

65. Holt, D. (2016). Branding in the age of social media. Harvard Business Review, 94(3), p. 13.

66. Horton, D., & Wohl, R. R. (1956). Mass communication and para-social interaction; observations on intimacy at a distance. Psychiatry, 19(3), p. 215.

67. Hovland, Carl I., Walter Weiss, The Influence of Source Credibility on Communication Effectiveness, Public Opinion Quarterly, Volume 15, Issue 4, Winter 1951, Pages 635–650, https://doi.org/10.1086/266350

68. Hoyer, W., & MacInnis, D. (2010). Consumer behavior.5th edn. London: South-Western Cengage Learning

69. Hsu, C., Chang, K. et Chen, M. (2012). The impact of website quality on costumer satisfaction and purchase intention: perceived playfulness and perceived flow as mediators. Information Systems and e-Business Management, 10, 549-570. doi:10.1007/s10257-011- 0181-5

70. Hughes, C., Swaminathan, V. et Brooks, G. (2019). Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaign. Journal of Marketing, 83(5), 78-96. doi: 10.1177/0022242919854374

71. Hung, K. (2014). Why celebrity sells: A dual entertainment path model of brand endorsement. . Journal of Advertising, 43(2), pp. 155-166.

72. Hussein, Zuhal & Wahid, Nabsiah. (2018). The Effects of User's Attitude on the Intention to Purchase and to Revisit in Game Advertising. Asian Journal of Behavioural Studies. 3. 161. 10.21834/ajbes.v3i13.153.

73. Iriobe, Ofunre C. and Abiola-Oke, Elizabeth O. (2019) "Moderating effect of the use of eWOM on subjective norms, behavioural control and religious tourist revisit intention," International Journal of Religious Tourism and Pilgrimage: Vol. 7: Iss. 3, Article 5.

74. Islam, J. et Rahman, Z. (2017). The impact of online brand community characteristics on consumer engagement: An application of Stimulus-Organism-Response paradigm. Telematics and Informatics, 34, 96-109. doi:10.1016/j.tele.2017.01.004

75. Jiradilok, T., Malisuwan, S., Madan, N., & Sivaraks, J. (2014). The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand. Journal of Economics, Business and Management, Vol. 2(1), p.p. 5-11, DOI: 10.7763/JOEBM.2014.V2.89.

76. Joo, Yeajin & Seok, Hwayoon & Nam, Yoonjae. (2020). The Moderating Effect of Social Media Use on Sustainable Rural Tourism: A Theory of Planned Behavior Model. Sustainability. 12. 4095. 10.3390/su12104095.

77. Karlberg, Martin & Torbjörnsson, Tomas & Molin, Lena. (2011). Measuring attitudes towards three values that underlie sustainable development. Utbildning och Demokrati. 20. 97-121. 10.48059/uod.v20i1.945.

78. Karlsson, N., Loewenstein, G., & Seppi, D. (2009). The ostrich effect: Selective attention to information. Journal of Risk and Uncertainty, 38(2), 95–115. https://doi.org/10.1007/s11166-009-9060-6

79. Khan, I., Tauqir, A. G., Salman, M. (2012). Impact of Brand Related Attributes on Purchase Intention of Customers. A Study About the Customers of Punjab, Pakistan. Department of Management Sciences, The Islamia University of Bahawalpur, Bahawalnagar Campus.

80. Khatib, D. F. (2016). The impact of Social Media Characteristics on Purchase Decision Empirical Study of Saudi Customers in Aseer Region. International Journal of Business and Social Science, Vol. 7, No 4.

81. Khessina, O. (2016). Mikolaj Piskorski: A Social Strategy: How We Profit from Social Media. Administrative Science Quarterly, 61(1), NP1-NP4. https://doi.org/10.1177/0001839215617470

82. Ki, C. C., & Kim, Y. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. Psychology & Marketing, 36(10), 905–922. https://doi.org/10.1002/mar.21244

83. King, Reyhaan & de la Hera, Teresa. (2020). Fortnite Streamers as Influencers: A Study on Gamers' Perceptions. The Computer Games Journal. 9. 1-20. 10.1007/s40869-020-00112-6.

84. Kiyara Makatita, 2018. Characteristics of social media influencers that affect engagement with fashion brands on Instagram. Graduate School of Communication

85. Koay, K. Y., Teoh, C. W., & Soh, P. C.-H. (2021). Instagram influencer marketing: Perceived social media marketing activities and online impulse buying. First Monday, 26(9). https://doi.org/10.5210/fm.v26i9.11598

86. Krosnick, J.A. Presser, S. (2010) Question and Questionnaire Design. Handbook of Survey Research. 2nd ed. Emerald. pp.263-313

87. Kubra, Asan (2021) Measuring the impacts of travel influencers on bicycle travellers, Current Issues in Tourism, doi: 10.1080/13683500.2021.1914004

88. Lavrakas, P. J. (2008). Encyclopedia of survey research methods (Vols. 1-0). Thousand Oaks, CA: Sage Publications, Inc. doi: 10.4135/9781412963947

89. Lawrence, B., Fournier, S., & Brunel, F. (2013). When companies don't make the ad: A multimethod inquiry into the differential effectiveness of consumer-generated advertising. Journal of Advertising, 42(4), pp. 292-307.

90. Li, C. Y. "Persuasive messages on information system acceptance: A theoretical extension of elaboration likelihood model and social influence theory," Computers in Human Behavior, vol. 29, no. 1, pp. 264-275, January 2013.

91. Lim, X-J., Radzol, A., Cheah, J-H. et Wong, M. (2017). The impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. Asian Journal of Business Research, 7(2), 19-36. doi: 10.14707/ajbr.170035

92. Liobikiene, Genovaite & Poskus, Mykolas. (2019). The Importance of Environmental Knowledge for Private and Public Sphere Pro-Environmental Behavior: Modifying the Value-Belief-Norm Theory. Sustainability. 11. 10.3390/su11123324.

93. Lisichkova, Nadezhda & Othman, Zeina. (2017). The Impact of Influencers on Online Purchase Intent.

94. Ljunggren, Maria & Björklund, Anna & Eriksson, Ola & Forsfält, Tomas & Stenmarck, Åsa & Sundqvist, Jan-Olov. (2011). Policy instruments for a more sustainable waste management.

95. Lou, Chen & Yuan, Shupei. (2018). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. Journal of Interactive Advertising. 19. 1-45. 10.1080/15252019.2018.1533501.

96. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. Business Horizons, 52(4), pp. 357-365.

97. Mccracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. Journal of Consumer Research, 16 (3), pp. 310-321.

98. McDowell, M. et Brooke, E. (2019). Instagram gets official about branded content. Retrieved from https://www.voguebusiness.com/companies/ instagram-influencer-marketing- branded-content

99. McGuire, J.W.: The nature of attitude and attitude change. In: Hand Book of Social Psychology, vol. 3 (1968)

100. McGuire, W. J. (1985). Attitudes and attitude change. Handbook of Social Psychology (Vol. 2), pp. 233- 346.

101. Mehrabian, A., & Russell, J. A. (1974). An approach to environmental psychology: the MIT Press.

102. Michaud, C., & Llerena, D. (2011). Green consumer behaviour: An experimental analysis of willingness to pay for remanufactured products. Business Strategy and the Environment, 20(6), ss. 408-420.

103. Młodkowska, Bianka. (2019). Influencers on Instagram and YouTube and Their Impact on Consumer Behaviour. 2019. 4-13. 10.7172/2449-6634.jmcbem.2019.1.1.

104. Morteo, Isabel. (2018). To clarify the typification of influencers: A Review of the Literature.

105. Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. Journal of Consumer Marketing, 33(3), pp. 182-192.

106. Nandagiri, Vaibhavi. (2018). The impact of influencers from Instagram and YouTube on their followers.

107. Neal, M. (2017). "Instagram Influencers: The Effects of Sponsorship on Follower Engagement With Fitness Instagram Celebrities". Thesis. Rochester Institute of Technology.

108. Negi, N., & Pabalkar, V. (2020). Impact of instagram and instagram influencers in purchase consideration in india. European Journal of Molecular & Clinical Medicine, 7(11), 68–86. https://ejmcm.com/article_4707_de1528134e959dc285469a5dda857394.pdf

109. Newell & Goldsmith, 2001. The development of a scale to measure perceived corporate credibility. Journal of Business Research, 52(3), 235–247.

110. O'Mahony, S., & Meenaghan, T. (1997). The impact of celebrity endorsements on consumers. Irish Marketing Review, 10(2), pp. 15-24.

111. Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. Journal of Advertising, 19, 39-52;

112. Ohtomo, S., & Hirose, Y. (2007) The dual-process of reactive and intentional decision- making involved in eco-friendly behavior. Journal of Environmental Psychology, 27(2), ss. 117-125.

113. Ostertagova, Eva & Ostertag, Oskar. (2013). Methodology and Application of One-way ANOVA. American Journal of Mechanical Engineering. 1. 256-261. 10.12691/ajme-1-7-21.

114. Paco, AF,. Raposo, ML,. & Filho, WL. (2009) Identifying the green consumer: a segmentation study. Journal of Targeting, Measurement and Analysis for Marketing, 17, ss. 17–25.

115. Padilla, E. (2018). Factors leading to sustainable consumption (and barriers to it). Inclusive and Sustainable Industrial Development Working Paper Series, 15. https://www.unido.org/api/opentext/documents/download/10378549/unido-file-10378549

116. Pavlou, P. A (2014). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk With the Technology Acceptance Model. International Journal of Electronic Commerce. Vol. 7(3), p.p. 101-134. https://doi.org/10.1080/10864415.2003.11044275

117. Pedersen, E., & Neergaard, P (2006). Caveat emptor – let the buyer beware! environmental labelling and the limitations of 'green' consumerism. Business Strategy and the Environment, 15(1), ss. 15-29.

118. Pereira-Filho, & Verbi Pereira, Fabiola & Lemos, Sherlan. (2009). Introducing Factorial Design Concepts Using Experiments with Multi-Colored Chocolates. The Chemical Educator. 14. 200-203. 10.1333/s00897092238a.

119. Petty, R. E., Cacioppo, J.T., & Schumann, D., 1983. Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement. Journal of Consumer Research, 10(2), 135-46.

120. Philip Kotler, K. K., Manceau, D., & Dubois, B. (2009). Marketing Management, 13e édition. Pearson Education.

121. Pöyry, Essi & Pelkonen, Matilde & Naumanen, Emma & Laaksonen, Salla-Maaria. (2019). A Call for Authenticity: Audience Responses to Social Media Influencer Endorsements in Strategic Communication. International Journal of Strategic Communication. 13. 336-351. 10.1080/1553118X.2019.1609965.

122. Rai, A., & Verma, M. (2021). Impact of social media influencers on consumer buying decisions. Applied Management Perspectives, 1(1), 49–57. https://presidencyuniversity.in/content/uploads/2021/05/Impact-of-Social-Media-Influencers-on-Consumer-Buying-Decisions-min.pdf

123. Ramayah, L, & Mohamad, O. (2010). Green product purchase intention: Some insights from a developing country. Resources, Conservation & Recycling, 54(12), ss. 1419-1427

124. Reale, Mariacristina. (2019). Digital Market, Bloggers, and Trendsetters: The New World of Advertising Law. Laws. 8. 21. 10.3390/laws8030021.

125. Recommending Physical Activity During the COVID-19 Health Crisis. Fitness Influencers on Instagram. Frontiers in Sports and Active Living Vol. 2, 2020, 192 p. doi:10.3389/fspor.2020.589813

126. Regmi, P., Waithaka, E., Paudyal, A., Simkhada, P., & van Teijlingen, E. (2017). Guide to the design and application of online questionnaire surveys. Nepal Journal of Epidemiology, 6(4), 640-644. https://doi.org/10.3126/nje.v6i4.17258

127. Robert V. Kozinets, Jay M. Handelman, Adversaries of Consumption: Consumer Movements, Activism, and Ideology, Journal of Consumer Research, Volume 31, Issue 3, December 2004, Pages 691–704, https://doi.org/10.1086/425104

128. Roberto Galbiati, Pietro Vertova, How laws affect behavior: Obligations, incentives and cooperative behavior, International Review of Law and Economics, Volume 38, 2014, Pages 48-57, ISSN 0144-8188, https://doi.org/10.1016/j.irle.2014.03.001.

129. Roberts, C., 2010. Correlations Among Variables in Message and Messenger Credibility Scales. American Behavioral Scientist, 54(1), 43–56.

130. Saifi, Sophia (12 March 2021). "Pakistan bans TikTok again". CNN. Retrieved 12 March 2021.

131. Santora, J. (2021, April). 100 Influencer Marketing Statistics For 2021. Influencer Marketing Hub. https://influencermarketinghub.com/influencer-marketing-statistics/

132. Satzinger,J.W., Olfman,L.: Computer support for group work: perceptions of the usefulness

133. Schiffman, L. G. , Kanuk L. L. (2000. Consumer behavior (7th ed.). Wisconsin: Prentice Hall.

134. Shove, E., Pantzar, M., & Watson, M. (2012). The dynamics of Social Practice: Everyday life and how it changes. Sage Publications. https://doi.org/10.4135/9781446250655

135. Silvera, D.H. and Austad, B. (2004) 'Factors predicting the effectiveness of celebrity endorsement advertisements', European Journal of Marketing, Vol. 38, Nos. 11/12, pp.1509-1526.

136. Silverman, B. G., Bachann, M., & Akharas, K. A. (2001). Implications of Buyer Decision Theory for Design of Ecommerce Websites. International Journal of Human-Computer Studies, p. 55.

137. Sniehotta, F.F. (2009). An experimental test of the Theory of Planned Behavior. Applied Psychology: Health and Well-Being, 1(2), 257-270.

138. Statista, 2021. Number of social network users worldwide in 2020, by region

139. Steg, Linda & Perlaviciute, Goda & Van der Werff, Ellen. (2015). Understanding the human dimensions of a sustainable energy transition. Frontiers in psychology. 6. 805. 10.3389/fpsyg.2015.00805.

140. Stern, P. C. (2000). New Environmental Theories. Toward a Coherent Theory of Environmentally Significant Behavior. Journal of Social Issues, 56(3), 407–424.

141. Sundermann, G. et Raabe, T. (2019). Strategic Communication through Social Media Influencers: Current State of Research and Desiderata. International Journal of Strategic Communication, 13(4), doi: 10.1080/1553118X.2019.1618306

142. Sussman S., Siegal S (2003). Informational influence in organizations: an integrated approach to knowledge adoption, Information Systems Research, 14 (1), pp 47–65

143. Tabernero, C., & Hern√°ndez, B. (2011). Self-Efficacy and Intrinsic Motivation Guiding Environmental Behavior. Environment and Behavior, 43(5), 658-675. https://doi.org/10.1177/0013916510379759

144. Tiidenberg, K., & Baym, N. K. (2017). Learn it, buy it, work it: Intensive pregnancy on Instagram. Social Media Society.

145. Till, B.D. and Busier, M. (2000) 'The match-up hypothesis: physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs', Journal of Advertising, Vol. 29, No. 3, pp.1-13.

146. Topalova, Natalia (2021). The impact of marketing through Instagram influencers on consumer behavior in the fashion industry: comparison of Millennials and Generation Z in Russia. Master Thesis. Geneva Business School

147. Torres, P., Augusto, M. et Matos, M. (2019). Antecedent and outcomes of digital influencer endorsement: An exploratory study. Psychology & Marketing, 36, 1259-1279. doi: 10.1002/mar.21274

148. Trivedi, Jay. (2018). Measuring the comparative efficacy of an attractive celebrity influencer vis-a-vis an expert influencer - a fashion industry perspective. International Journal of Electronic Customer Relationship Management. 11. 256. 10.1504/IJECRM.2018.10014889.

149. Uzunoğlu, E. et Misci Kip, S. (2014). Brand communication through digital influencers: Leveraging blogger engagement. International Journal of Information Management, 34(5), 592-602. doi:10.1016/j.ijinfomgt.2014.04.007

150. van Ryn, M., & Vinokur, A. D. (1990). The role of experimentally manipulated self-efficacy

151. Vermeir, I., & Verbeke, W. (2006). Sustainable Food Consumption: Exploring the Consumer "Attitude-Behavioral Intention" Gap. Journal of Agricultural and environmental ethics, 19, ss. 169-194.

152. Watters, A. E. (1989). Reasoned/intuitive action: An individual difference moderator of the attitude behavior relationship in the 1988 U.S. presidential election. Department of Psychology, University of Massachusetts at Amherst.

153. Whitler, K. (2014). Why Word Of Mouth Marketing Is The Most Important Social Media. Forbes Magazine.

154. Why Gamers Are Your Most Powerful Audience Yet. 2021. Influencer Marketing Hub.

155. Wiedmann, K.-P. and von Mettenheim, W. (2021), "Attractiveness, trustworthiness and expertise - social influencers' winning formula?", Journal of Product & Brand Management, Vol. 30 No. 5, pp. 707-725. https://doi.org/10.1108/JPBM-06-2019-2442

156. Wielki, Janusz. (2020). Analysis of the Role of Digital Influencers and Their Impact on the Functioning of the Contemporary On-Line Promotional System and Its Sustainable Development. Sustainability. 12. 1-20. 10.3390/su12177138.

157. Willemsen, L. M., Neijens, P. C., & Bronner, F. (2012). The ironic effect of source identification on the perceived credibility of online product reviewers. Journal of Computer-Mediated Communication, 18(1), pp. 16-31.

158. WOMMA, (2017). The WOMMA Guide to Influencer Marketing. 2017 edition.

159. Woods, S. (2016). #Sponsored: The Emergence of Influencer Marketing. Chancellor's Honors Program Projects.

160. Wu, P. C., & Wang, Y. C. (2011). The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude. Asia Pacific Journal of Marketing and Logistics, 23(4), 448-472.

161. Yang W. Leea, Diane M. Strongb, Beverly K. Kahnc, Richard Y. Wang. 2002. AIMQ: a methodology for information quality assessment: http://mitiq.mit.edu/Documents/Publications/TDQMpub/2002/AIMQ.pdf

162. Yu Wang (2016). Information Adoption Model, a Review of the Literature, Journal of Economics, Business and Management, Vol. 4, No. 11, p. 618

163. Zak, S., & Hasprova, M. (2020). The role of influencers in the consumer decision-making process.

164. Zarei, Koosha & Ibosiola, Damilola & Farahbakhsh, Reza & Gilani, Zafar & Garimella, Kiran & Crespi, Noel & Tyson, Gareth. (2020). Characterising and Detecting Sponsored Influencer Posts on Instagram.

165. Zephoria (2021), The Top 10 Valuable Facebook Statistics – Q2 2021

SUMMARY

IMPACT OF VARIOUS TYPE INFLUENCERS ON SUSTAINABLE CONSUMERS' BEHAVIOUR

PAVEL BUCHA

Master thesis

Digital Marketing programme

Vilnius University Business School

Supervisor – prof. Vytautas Dikčius

Summary

49 pages, 4 pictures, 16 tables, 165 references.

The main aim of the work was to identify the existence of various type influencers impact on sustainable consumers' behavior and influencers impact on sustainable consumption in particular, on basis of literature analysis. The academic paper consists of four main parts: the analysis of literature, the methodology, research, conclusions, and recommendations.

The literature analysis was carried out to review influencers type classification, influencers impact on decision-making process, sustainability concept, sustainable consumption concept. Main factors affecting influencers impact were identified: source credibility, information quality, perceived information usefulness, attitude towards the product, intention to buy, attitude towards sustainability and influencer type.

After conducting literature analysis, complex research model was developed on a basis of Information Adoption Model and Theory of Planned Behavior. In order to confirm findings of the literature review quantitative research in the form of a survey was done with the 360 respondents, from which there were gathered 277 valid responses. The research found the impact of influencers source credibility and information usefulness on perceived information usefulness. The impact of the influencer type was not significant at the first stages of information consumption, however, the impact of influencer type between perceived information usefulness and attitude towards the product was found significant and had a moderating impact depending on the influencers' content type.

The conclusions and recommendations summarize the main key points of literature analysis as well as the results of the research. The findings presented in the research may be useful for marketing, creative agencies as well as for the public organizations or non-profit, non-government organizations to promote sustainable consumption as the part of sustainable development programs.

ĮVAIRIŲ TIPŲ INFLUENCERIŲ ĮTAKA TVARIAM VARTOTOJŲ ELGESIUI

PAVEL BUCHA

Summary in Lithuanian

Magistro darbas susideda iš 49 lapų, 4 paveikslėlių, 16 lentelių ir 165 literatūros šaltinių.

Pagrindinis darbo tikslas buvo nustatyti įvairių tipų nuomonės formuotojų įtaką darniam vartotojų elgesiui ir ypač nuomonės formuotojų įtaką tvariam suvartojimui, remiantis literatūros analize. Baigiamąjį darbą sudaro keturios pagrindinės dalys: literatūros analizė, metodologija, tyrimas, išvados ir rekomendacijos.

Literatūros analizė atlikta siekiant apžvelgti nuomonės formuotojų tipų klasifikaciją, nuomonės formuotojų įtaką sprendimų priėmimo procesui, tvarumo sampratą, tvaraus vartojimo koncepciją. Nustatyti pagrindiniai veiksniai, darantys įtaką nuomonės formuotojų poveikiui: šaltinio patikimumas, informacijos kokybė, suvokiamas informacijos naudingumas, požiūris į produktą, ketinimas pirkti, požiūris į tvarumą ir nuomonės formuotojo tipą.

Atlikus literatūros analizę, remiantis informacijos priėmimo modeliu ir planuojamo elgesio teorija, buvo sukurtas kompleksinis tyrimo modelis. Literatūros apžvalgos išvadoms patvirtinti buvo atliktas kiekybinis tyrimas apklausos forma su 360 respondentų, iš kurių buvo surinkti 277 tinkami atsakymai. Tyrimas atskleidė nuomonės formuotojo šaltinio patikimumo ir informacijos naudingumo įtaką suvoktam informacijos naudingumui. Pirmuosiuose informacijos vartojimo etapuose nuomonės formuotojo tipo įtaka nebuvo reikšminga, tačiau buvo nustatyta, kad nuomonės formuotojų įtaka tarp suvokto informacijos naudingumo ir požiūrio į produktą buvo reikšminga ir turėjo moderuojančią įtaką, priklausomai nuo nuomonės formuotojų turinio tipo.

Išvadose ir rekomendacijose apibendrinami pagrindiniai literatūros analizės aspektai bei tyrimo rezultatai. Tyrime pateiktos išvados gali būti naudingos tiek rinkodaros, kūrybos agentūroms, tiek visuomeninėms organizacijoms ar ne pelno, nevyriausybinėms organizacijoms skatinant tvarų vartojimą kaip darnaus vystymosi programų dalį.

ANNEXES

Annex 1. Questionnaire constructs

	Question	Source	Cronbach's alpha	Scale
SC1	Unattractive/Attractive	Ohanian, 1990		7-point Bipolar scale
SC2	Classy/Not classy	Ohanian, 1990		7-point Bipolar scale
SC3	Ugly/Beautiful	Ohanian, 1990		7-point Bipolar scale
SC4	Plain/Elegant	Ohanian, 1990		7-point Bipolar scale
SC5	Not dependable/Dependable	Ohanian, 1990		7-point Bipolar scale
SC6	Dishonest/Honest	Ohanian, 1990		7-point Bipolar scale
SC7	Unreliable/Reliable	Ohanian, 1990		7-point Bipolar scale
SC8	Insencere/Sincere	Ohanian, 1990	0.92-0.94	7-point Bipolar scale
SC9	Untrustworthy/Trustworthy	Ohanian, 1990		7-point Bipolar scale
SC10	Not expert/Expert	Ohanian, 1990		7-point Bipolar scale
SC11	Inexperienced/Experienced	Ohanian, 1990		7-point Bipolar scale
SC12	Unknowledgeble/Knowledgeble	Ohanian, 1990		7-point Bipolar scale
SC13	Unqualified/Qualified	Ohanian, 1990		7-point Bipolar scale
SC14	Unskilled/Skilled	Ohanian, 1990		7-point Bipolar scale
IQ1	This information is believable	Yang et al., 2002		5-point Likert scale
IQ2	This information is of doubtful credibility. (R)	Yang et al., 2002		5-point Likert scale
IQ3	This information is trustworthy	Yang et al., 2002		5-point Likert scale
IQ4	This information is credible	Yang et al., 2002		5-point Likert scale
IQ5	This information is correct	Yang et al., 2002		5-point Likert scale
IQ6	This information is incorrent (R)	Yang et al., 2002		5-point Likert scale
IQ7	This information is accurate	Yang et al., 2002		5-point Likert scale
IQ8	This information is reliable	Yang et al., 2002	0.89-0.91	5-point Likert scale
IQ9	This information is easy to understand	Yang et al., 2002		5-point Likert scale
IQ10	The meaning of this information is difficult to understand (R)	Yang et al., 2002		5-point Likert scale
IQ11	This information is easy to comprehend	Yang et al., 2002		5-point Likert scale
IQ12	The meaning of this information is easy to understand	Yang et al., 2002		5-point Likert scale
PIU1	Information increases my effectiveness when shopping online	Adapted from Lu and Bai (2021)		5-point Likert scale
PIU2	Information is helpful for decision making when shopping online	Adapted from Lu and Bai (2021)		5-point Likert scale
PIU3	Information had improved my judgement	Adapted from Lu and Bai (2021)	0.89	5-point Likert scale
PIU4	Information is helpful for me to understand the product comprehensively	Adapted from Lu and Bai (2021)		5-point Likert scale
PIU5	Information is helpful/useful to my life	Adapted from Lu and Bai (2021)		5-point Likert scale
ATS1	When people interfere with the environment, they often produce disastrous consequences	Biasutti and Frate, 2017		7-point Likert scale
ATS2	Environmental protection and people's quality of life are directly linked	Biasutti and Frate, 2017		7-point Likert scale
ATS3	Biodiversity should be protected at the expense of industrial agricultural production	Biasutti and Frate, 2017		7-point Likert scale

ATS4	Building development is less important than environmental protection	Biasutti and Frate, 2017		7-point Likert scale
ATS5	Environmental protection is more important than industrial growth	Biasutti and Frate, 2017		7-point Likert scale
ATS6	Government economic policies should increase sustainable production even if it means spending more money	Biasutti and Frate, 2017		7-point Likert scale
ATS7	People should sacrifice more to reduce economic differences between populations	Biasutti and Frate, 2017		7-point Likert scale
ATS8	Government economic policies should increase fair trade	Biasutti and Frate, 2017		7-point Likert scale
ATS9	Government economic policies should act if a country is wasting its natural resources	Biasutti and Frate, 2017		7-point Likert scale
ATS10	Reducing poverty and hunger in the world is more important than increasing the economic well-being of the industrialized countries	Biasutti and Frate, 2017		7-point Likert scale
ATS11	Each country can do a lot to keep the peace in the world	Biasutti and Frate, 2017	0.85	7-point Likert scale
ATS12	The society should further promote equal opportunities for males and females	Biasutti and Frate, 2017		7-point Likert scale
ATS13	The contact between cultures is stimulating and enriching	Biasutti and Frate, 2017		7-point Likert scale
ATS14	The society should provide free basic health services	Biasutti and Frate, 2017		7-point Likert scale
ATS15	The society should take responsibility for the welfare of individuals and families	Biasutti and Frate, 2017		7-point Likert scale
ATS16	Teachers in college should use student-centred teaching methods	Biasutti and Frate, 2017		7-point Likert scale
ATS17	Teachers in college should promote future-oriented thinking in addition to historical knowledge	Biasutti and Frate, 2017		7-point Likert scale
ATS18	Teachers in college should promote interdisciplinarity between subjects	Biasutti and Frate, 2017		7-point Likert scale
ATS19	Teachers in college should promote the connection between local and global issues	Biasutti and Frate, 2017		7-point Likert scale
ATS20	Teachers in college should promote critical thinking rather than lecturing	Biasutti and Frate, 2017		7-point Likert scale
ATP1	Good/Bad	McCroskey, 1966 McCroskey and Richmond, 1989 McCroskey and Richmond, 1996		7-point Bipolar scale
ATP2	Wrong/Right	McCroskey, 1966 McCroskey and Richmond, 1989 McCroskey and Richmond, 1996		7-point Bipolar scale
ATP3	Harmful/Beneficial	McCroskey, 1966 McCroskey and Richmond, 1989 McCroskey and Richmond, 1996	0.85-0.95	7-point Bipolar scale

ATP4	Fair/Unfair	McCroskey, 1966 McCroskey and Richmond, 1989 McCroskey and Richmond, 1996		7-point Bipolar scale
ATP5	Wise/Foolish	McCroskey, 1966 McCroskey and Richmond, 1989 McCroskey and Richmond, 1996		7-point Bipolar scale
ATP6	Negative/Positive	McCroskey, 1966 McCroskey and Richmond, 1989 McCroskey and Richmond, 1996	0.85-0.95	7-point Bipolar scale
IB1	I would definitely intend to buy the product	Teng et al., 2007		5-point Likert scale
IB2	I would absolutely consider buying the product	Teng et al., 2007	0.72-0.88	5-point Likert scale
IB3	I would definitely expect to buy the product	Teng et al., 2007		5-point Likert scale
IB4	I would absolutely plan to buy the product	Teng et al., 2007		5-point Likert scale

Annex 2. Questionnaire design

Уважаемый респондент,

Я учусь на магистерской программе Digital Marketing Вильнюсского университета. Я провожу это исследование, чтобы выяснить влияние различных типов инфлюенсеров на устойчивое поведение потребителей и хотел бы узнать ваше отношение к представленным инфлюенсерам, к распространяемой ими информацией, а также ваш опыт устойчивого поведения и потребления. Анкета состоит из 3-х блоков вопросов, которые займут примерно 10-15 минут вашего времени.
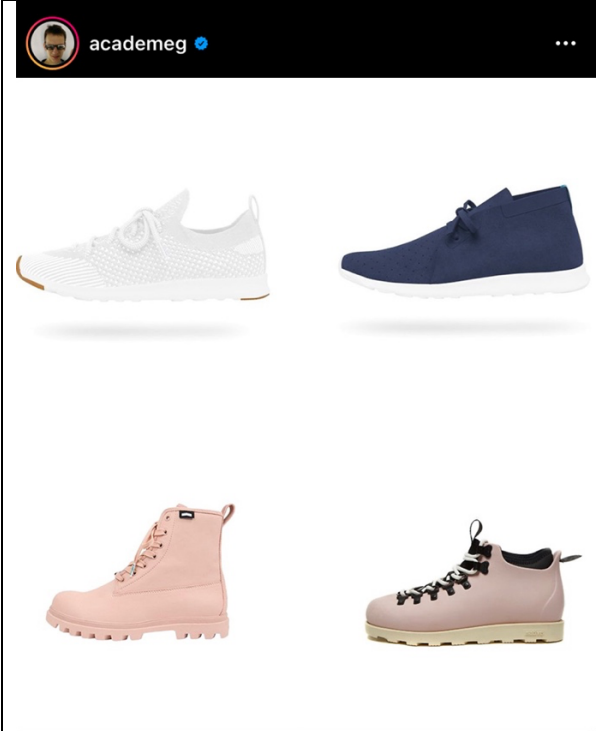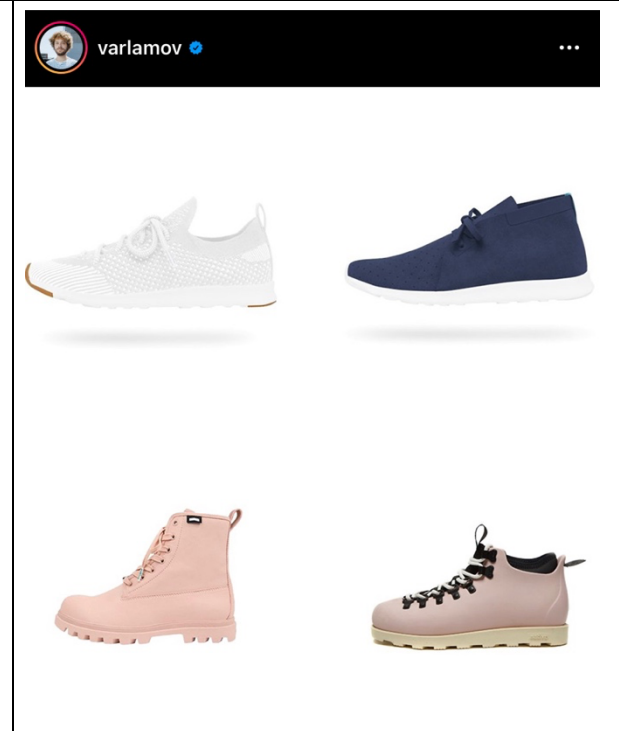
Опрос анонимный, ваши ответы будут проанализированы исключительно в целях исследования. Если у вас есть какие-либо комментарии или вопросы относительно этого исследования, вы можете связаться со мной по электронной почте. Электронная почта: pavel.bucha@vm.stud.vu.lt

Спасибо за участие и за ваш вклад в мой опрос!

Questionaire 1: Infuencer: @academeg https://forms.gle/ZfFYJoCkYiSJAaBD9	Questionaire 2: Influencer: @varlamov https://forms.gle/MbX7WZZDoFcRzSun9
STAGE 1: Control questions	
Вы знаете Константина Академика (@academeg)?: 1. Да 2. Нет If the answer is "Нет" the questionnaire is finished automatically	Вы знаете Илью Варламова(@varlamov)?: 1. Да 2. Нет If the answer is "Нет" the questionnaire is finished automatically
Вы подписаны на Константина Академика (@academeg)?: 1. Да 2. Нет	Вы подписаны на Илью Варламова (@varlamov)?: 1. Да 2. Нет
Вы знаете Илью Варламова(@varlamov)?: 1. Да 2. Нет If the answer is "Нет" the questionnaire is finished automatically	Вы знаете Константина Академика (@academeg)?: 1. Да 2. Нет If the answer is "Нет" the questionnaire is finished automatically
Вы подписаны на Илью Варламова (@varlamov)?: 1. Да 2. Нет	Вы подписаны на Константина Академика (@academeg)?: 1. Да 2. Нет
STAGE 2: Influencer's credibility and attitude towards sustainability measurement	
Мы хотим узнать отношение каждого респондента к Константину Академику и его авторитет для Вас. В предложенном блоке оцените Константина Академика как инфлюенсера, выбирая из 2-х вариантов, более близкий к Вашим эмоциям (по шкале от 1 до 7, где 1 и 7 – вызывает исключительно предложенную эмоцию, 5 – не вызывает ни одну, ни другую предложенную эмоцию): 1. Непривлекательный……. Привлекательный 2. Классный…….Не классный 3. Уродливый…….Красивый 4. Плоский…….Элегантный	Мы хотим узнать отношение каждого респондента к Илье Варламову и его авторитет для Вас. В предложенном блоке оцените Илью Варламова как инфлюенсера, выбирая из 2-х вариантов, более близкий к Вашим эмоциям (по шкале от 1 до 7, где 1 и 7 – вызывает исключительно предложенную эмоцию, 5 – не вызывает ни одну, ни другую предложенную эмоцию): 1. Непривлекательный……. Привлекательный 2. Классный…….Не классный 3. Уродливый…….Красивый 4. Плоский…….Элегантный

Left column:

5. Ненадежный…….Надежный
6. Нечестный…….Честный
7. Нельзя положиться…….Можно положиться
8. Неискренний…….Искренний
9. Незаслуживающий доверия…….Заслуживающий доверия
10. Не эксперт…….Эксперт
11. Неопытный…….Опытный
12. Незнающий…….Знающий
13. Неквалифицированный……. Квалифицированный
14. Неумелый…….Умелый

Right column:

5. Ненадежный…….Надежный
6. Нечестный…….Честный
7. Нельзя положиться…….Можно положиться
8. Неискренний…….Искренний
9. Незаслуживающий доверия…….Заслуживающий доверия
10. Не эксперт…….Эксперт
11. Неопытный…….Опытный
12. Незнающий…….Знающий
13. Неквалифицированный……. Квалифицированный
14. Неумелый…….Умелый

Мы хотим узнать отношение каждого респондента к Илье Варламову и его авторитет для Вас.
В предложенном блоке оцените Илью Варламова как инфлюенсера, выбирая из 2-х вариантов, более близкий к Вашим эмоциям (по шкале от 1 до 7, где 1 и 7 – вызывает исключительно предложенную эмоцию, 5 – не вызывает ни одну, ни другую предложенную эмоцию):

1. Непривлекательный……. Привлекательный
2. Классный…….Не классный
3. Уродливый…….Красивый
4. Плоский…….Элегантный
5. Ненадежный…….Надежный
6. Нечестный…….Честный
7. Нельзя положиться…….Можно положиться
8. Неискренний…….Искренний
9. Незаслуживающий доверия…….Заслуживающий доверия
10. Не эксперт…….Эксперт
11. Неопытный…….Опытный
12. Незнающий…….Знающий
13. Неквалифицированный……. Квалифицированный
14. Неумелый…….Умелый

Мы хотим узнать отношение каждого респондента к Константину Академику и его авторитет для Вас.
В предложенном блоке оцените Константина Академика как инфлюенсера, выбирая из 2-х вариантов, более близкий к Вашим эмоциям (по шкале от 1 до 7, где 1 и 7 – вызывает исключительно предложенную эмоцию, 5 – не вызывает ни одну, ни другую предложенную эмоцию):

1. Непривлекательный……. Привлекательный
2. Классный…….Не классный
3. Уродливый…….Красивый
4. Плоский…….Элегантный
5. Ненадежный…….Надежный
6. Нечестный…….Честный
7. Нельзя положиться…….Можно положиться
8. Неискренний…….Искренний
9. Незаслуживающий доверия…….Заслуживающий доверия
10. Не эксперт…….Эксперт
11. Неопытный…….Опытный
12. Незнающий…….Знающий
13. Неквалифицированный……. Квалифицированный
14. Неумелый…….Умелый

В данном вопросе мы хотим оценить Ваше отношение к устойчивому развитию, потреблению и поведению, для этого оцените следующие утверждения, где 7 - полностью согласен и 1 - категорически не согласен:

1. Когда люди взаимодействуют с окружающей средой, они часто вызывают катастрофические последствия.
2. Защита окружающей среды и качество жизни людей напрямую взаимосвязаны
3. Биоразнообразие должно быть защищено за счет промышленного сельскохозяйственного производства.
4. Развитие строительства менее важно, чем защита окружающей среды

В данном вопросе мы хотим оценить Ваше отношение к устойчивому развитию, потреблению и поведению, для этого оцените следующие утверждения, где 7 - полностью согласен и 1 - категорически не согласен:

1. Когда люди взаимодействуют с окружающей средой, они часто вызывают катастрофические последствия.
2. Защита окружающей среды и качество жизни людей напрямую взаимосвязаны
3. Биоразнообразие должно быть защищено за счет промышленного сельскохозяйственного производства.
4. Развитие строительства менее важно, чем защита окружающей среды

5. Защита окружающей среды важнее промышленного роста 6. Государственная экономическая политика должна способствовать увеличению устойчивого производства, даже если для этого потребуется больше денег. 7. Люди должны жертвовать больше, чтобы уменьшить экономические различия между различными слоями населения. 8. Государственная экономическая политика должна способствовать развитию честной торговли 9. Государственная экономическая политика должна принимать меры, если страна растрачивает свои природные ресурсы. 10. Сокращение бедности и голода в мире важнее повышения экономического благосостояния промышленно развитых стран. 11. Каждая страна может многое сделать для сохранения мира во всем мире. 12. Общество должно и дальше продвигать равные возможности для мужчин и женщин. 13. Взаимодействие между культурами стимулирует и обогащает 14. Общество должно бесплатно предоставлять базовые медицинские услуги. 15. Общество должно брать на себя ответственность за благополучие людей и семей. 16. Преподаватели в учреждениях образования должны использовать методы обучения, ориентированные на учащихся. 17. Преподаватели должны продвигать ориентированное на будущее мышление в дополнение к историческим знаниям. 18. Преподаватели должны поощрять междисциплинарность между предметами. 19. Преподаватели должны продвигать связь между местными и глобальными проблемами. 20. Преподаватели должны развивать критическое мышление, а не читать лекции.	5. Защита окружающей среды важнее промышленного роста 6. Государственная экономическая политика должна способствовать увеличению устойчивого производства, даже если для этого потребуется больше денег. 7. Люди должны жертвовать больше, чтобы уменьшить экономические различия между различными слоями населения. 8. Государственная экономическая политика должна способствовать развитию честной торговли 9. Государственная экономическая политика должна принимать меры, если страна растрачивает свои природные ресурсы. 10. Сокращение бедности и голода в мире важнее повышения экономического благосостояния промышленно развитых стран. 11. Каждая страна может многое сделать для сохранения мира во всем мире. 12. Общество должно и дальше продвигать равные возможности для мужчин и женщин. 13. Взаимодействие между культурами стимулирует и обогащает 14. Общество должно бесплатно предоставлять базовые медицинские услуги. 15. Общество должно брать на себя ответственность за благополучие людей и семей. 16. Преподаватели в учреждениях образования должны использовать методы обучения, ориентированные на учащихся. 17. Преподаватели должны продвигать ориентированное на будущее мышление в дополнение к историческим знаниям. 18. Преподаватели должны поощрять междисциплинарность между предметами. 19. Преподаватели должны продвигать связь между местными и глобальными проблемами. 20. Преподаватели должны развивать критическое мышление, а не читать лекции.
STAGE 3: Information quality, perceived usefulness, attitude towards the product and intention to buy assesement	

@academeg ✔

27 848 likes
academeg Правильная обувь очень важна во время дальних поездок и длительных пробках, а с вариантом от Native еще можно и снизить CO без покупки EV
View all 192 comments

@academeg - Обувь NATIVE - это культовый набор моделей. Формованные ботинки изготовлены из уникального экологически чистого материала EVA без использования компонентов животного происхождения. Основным акцентом производителя является создание 100% Animal-Free обуви, также сокращение выбросов CO_2. В производимой обуви сочетаются прочность, водонепроницаемость, простота ухода и способность выдерживать сильные морозы. Обувь NATIVE подходит для повседневного использования и может сочетаться с повседневной городской одеждой.

Оцените свое отношение к представленному продукту:
1.Бесполезный…….Полезный
2.Глупый……..Мудрый
3.Небезопасный…….Безопасный
4.Болезненный…….Полезный
5.Бесполезный…….Ценный
6.Неидеальный……..Идеальный
7.Негативный…….Позитивный
8.Дизлайк…….Лайк
9.Плохой…….Хороший

varlamov ✔

13 578 likes
varlamov Правильная обувь очень важна во время, долгих прогулок по новым городам, а с ребятами из Native еще можно и помочь природе, так ка.. more
View all 209 comments

@varlamov – Обувь NATIVE - это культовый набор моделей. Формованные ботинки изготовлены из уникального экологически чистого материала EVA без использования компонентов животного происхождения. Основным акцентом производителя является создание 100% Animal-Free обуви, также сокращение выбросов CO_2. В производимой обуви сочетаются прочность, водонепроницаемость, простота ухода и способность выдерживать сильные морозы. Обувь NATIVE подходит для повседневного использования и может сочетаться с повседневной городской одеждой.

Оцените свое отношение к представленному продукту:
1.Бесполезный…….Полезный
2.Глупый……..Мудрый
3.Небезопасный…….Безопасный
4.Болезненный…….Полезный
5.Бесполезный…….Ценный
6.Неидеальный……..Идеальный
7.Негативный…….Позитивный
8.Дизлайк…….Лайк
9.Плохой…….Хороший

10.Нежеланный…….Желанный	10.Нежеланный…….Желанный
Оцените следующие утверждения о качестве представленной информации на канале Константина Академика, где 7 - полностью согласен и 1 - категорически не согласен: 1. Эта информация правдоподобна 2. Эта информация вызывает сомнение. 3. Эта информация заслуживает доверия 4. Эта информация достоверна 5. Эта информация верна 6. Эта информация неверна 7. Эта информация точна 8. Это надежная информация 9. Эту информацию легко понять 10. Значение этой информации сложно понять 11. Эту информацию легко осмыслить 12. Смысл этой информации легко понять	Оцените следующие утверждения о качестве представленной информации на канале Ильи Варламова, где 7 - полностью согласен и 1 - категорически не согласен: 1. Эта информация правдоподобна 2. Эта информация вызывает сомнение. 3. Эта информация заслуживает доверия 4. Эта информация достоверна 5. Эта информация верна 6. Эта информация неверна 7. Эта информация точна 8. Это надежная информация 9. Эту информацию легко понять 10. Значение этой информации сложно понять 11. Эту информацию легко осмыслить 12. Смысл этой информации легко понять
Оцените полезность представленной информации на канале Константина Академика, где 7 - полностью согласен и 1 - категорически не согласен: 1. Информация увеличивает мою эффективность 2. Информация полезна для принятия решений 3. Информация улучшила мое суждение 4. Информация поможет мне всесторонне разобраться в продукте 5. Информация полезна для моей жизни	Оцените полезность представленной информации на канале Ильи Варламова, где 7 - полностью согласен и 1 - категорически не согласен: 1. Информация увеличивает мою эффективность 2. Информация полезна для принятия решений 3. Информация улучшила мое суждение 4. Информация поможет мне всесторонне разобраться в продукте 5. Информация полезна для моей жизни

varlamov ✓ ...	**academeg** ✓ ...
13 578 likes	27 848 likes
varlamov На улицах городов уже зимний каток, и если вы не фанат кататься на коньках то обувь от Sperry ваш выбор. Отличная нескользящая на .. more	academeg Нескользящие теперь не только шины, но и волшебные ботинки от Sperry. Так что можно еще успеть подготовиться к зиме...
View all 209 comments	View all 192 comments
@varlamov - Sperry Top-Sider — бренд, рожденный в море. Основатель бренда Пол Сперри был заядлым яхтсменом и находился в поиске идеальной обуви для хождения под парусом. Обувь должна была быть легкой, непромокаемой, хорошо держаться на ноге и, главное, не скользить. Все эти качества с 1935-ого года и по сей день отражены в топсайдерах Sperry. Уже в 50-е года топсайдеры вошли в повседневный стиль и даже стали своеобразным показателем статусности, а в 80-е стали неотъемлемой частью стиля преппи. Рекомендую Sperry Top-Sider как качественную и стильную обувь не только для нахождения на яхте, но и на каждый день.	@academeg - Sperry Top-Sider — бренд, рожденный в море. Основатель бренда Пол Сперри был заядлым яхтсменом и находился в поиске идеальной обуви для хождения под парусом. Обувь должна была быть легкой, непромокаемой, хорошо держаться на ноге и, главное, не скользить. Все эти качества с 1935-ого года и по сей день отражены в топсайдерах Sperry. Уже в 50-е года топсайдеры вошли в повседневный стиль и даже стали своеобразным показателем статусности, а в 80-е стали неотъемлемой частью стиля преппи. Рекомендую Sperry Top-Sider как качественную и стильную обувь не только для нахождения на яхте, но и на каждый день.
Оцените свое отношение к представленному продукту: 1.Бесполезный…….Полезный 2.Глупый……..Мудрый 3.Небезопасный……Безопасный 4.Болезненный……Полезный 5.Бесполезный……Ценный 6.Неидеальный……..Идеальный 7.Негативный……Позитивный 8.Дизлайк…….Лайк 9.Плохой…….Хороший 10.Нежеланный…….Желанный	Оцените свое отношение к представленному продукту: 1.Бесполезный…….Полезный 2.Глупый……..Мудрый 3.Небезопасный……Безопасный 4.Болезненный……Полезный 5.Бесполезный……Ценный 6.Неидеальный……..Идеальный 7.Негативный……Позитивный 8.Дизлайк…….Лайк 9.Плохой…….Хороший 10.Нежеланный…….Желанный

Оцените следующие утверждения о качестве представленной информации на канале Ильи Варламова, где 7 - полностью согласен и 1 - категорически не согласен: 1. Эта информация правдоподобна 2. Эта информация вызывает сомнение. 3. Эта информация заслуживает доверия 4. Эта информация достоверна 5. Эта информация верна 6. Эта информация неверна 7. Эта информация точна 8. Это надежная информация 9. Эту информацию легко понять 10. Значение этой информации сложно понять 11. Эту информацию легко осмыслить 12. Смысл этой информации легко понять	Оцените следующие утверждения о качестве представленной информации на канале Константина Академика, где 7 - полностью согласен и 1 - категорически не согласен: 1. Эта информация правдоподобна 2. Эта информация вызывает сомнение. 3. Эта информация заслуживает доверия 4. Эта информация достоверна 5. Эта информация верна 6. Эта информация неверна 7. Эта информация точна 8. Это надежная информация 9. Эту информацию легко понять 10. Значение этой информации сложно понять 11. Эту информацию легко осмыслить 12. Смысл этой информации легко понять
Оцените полезность представленной информации на канале Ильи Варламова, где 7 - полностью согласен и 1 - категорически не согласен: 1. Информация увеличивает мою эффективность 2. Информация полезна для принятия решений 3. Информация улучшила мое суждение 4. Информация поможет мне всесторонне разобраться в продукте 5. Информация полезна для моей жизни	Оцените полезность представленной информации на канале Константина Академика, где 7 - полностью согласен и 1 - категорически не согласен: 6. Информация увеличивает мою эффективность 7. Информация полезна для принятия решений 8. Информация улучшила мое суждение 9. Информация поможет мне всесторонне разобраться в продукте 1. Информация полезна для моей жизни
Оцените свое потенциальное намерение приобрести обувь NATIVE, для этого оцените следующие утверждения по шкале: 7 - полностью согласен и 1 - категорически не согласен: 1. Я определенно собираюсь купить этот товар 2. Я бы обязательно рассмотрел возможность покупки данного продукта 3. Я определенно рассчитываю на покупку данного товара 4. Я абсолютно точно планирую купить данный продукт	Оцените свое потенциальное намерение приобрести обувь NATIVE, для этого оцените следующие утверждения по шкале: 5 - полностью согласен и 1 - категорически не согласен: 1. Я определенно собираюсь купить этот товар 2. Я бы обязательно рассмотрел возможность покупки данного продукта 3. Я определенно рассчитываю на покупку данного товара 4. Я абсолютно точно планирую купить данный продукт
Оцените свое потенциальное намерение приобрести обувь SPERRY, для этого оцените следующие утверждения по шкале: 7 - полностью согласен и 1 - категорически не согласен: 1. Я определенно собираюсь купить этот товар 2. Я бы обязательно рассмотрел возможность покупки данного продукта 3. Я определенно рассчитываю на покупку данного товара 4. Я абсолютно точно планирую купить данный продукт	Оцените свое потенциальное намерение приобрести обувь SPERRY, для этого оцените следующие утверждения по шкале: 5 - полностью согласен и 1 - категорически не согласен: 1. Я определенно собираюсь купить этот товар 2. Я бы обязательно рассмотрел возможность покупки данного продукта 3. Я определенно рассчитываю на покупку данного товара 4. Я абсолютно точно планирую купить данный продукт

| Пожалуйста уточните Ваш возраст: 1. 18-24 лет 2. 25-34 лет 3. 35-44 лет 4. 45+ лет	Пожалуйста уточните Ваш возраст: 1.18-24 лет 2.25-34 лет 3.35-44 лет 4.45+ лет
Пожалуйста уточните Ваш пол: 1. Мужчина 2. Женщина	Пожалуйста уточните Ваш пол: 1. Мужчина 2. Женщина
Образование: 1. Среднее 2. Средне-специальное 3. Высшее (Бакалавриат) 4. Высшее (Магистратура)	Образование: 1. Среднее 2. Средне-специальное 3. Высшее (Бакалавриат) 4. Высшее (Магистратура)
Ваш месячный доход: 1. до 1000BYN 2. от 1001-1500BYN 3. 1501-3000BYN 4. 3001+ BYN	Ваш месячный доход: 1. до 1000BYN 2. от 1001-1500BYN 3. 1501-3000BYN 4. 3001+ BYN

Annex 3. Normality analysis

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Source cred. (A)	.128	276	<.001	.893	276	<.001
Source cred. (V)	.251	276	<.001	.827	276	<.001
Attitude towards sustainability	.162	276	<.001	.878	276	<.001
Information quality (A)	.097	276	<.001	.943	276	<.001
Perceived information usefulness (A)	.078	276	<.001	.963	276	<.001
Attitude towards non-sustainable product	.099	276	<.001	.928	276	<.001
Information quality (V)	.113	276	<.001	.923	276	<.001
Perceived information usefulness (V)	.171	276	<.001	.922	276	<.001
Attitude towards sustainable product	.098	276	<.001	.923	276	<.001
Intention to buy sustainable product	.096	276	<.001	.950	276	<.001
Intention to buy non-sustainable product	.117	276	<.001	.940	276	<.001

a. Lilliefors Significance Correction

Source credibility (K. Academik)
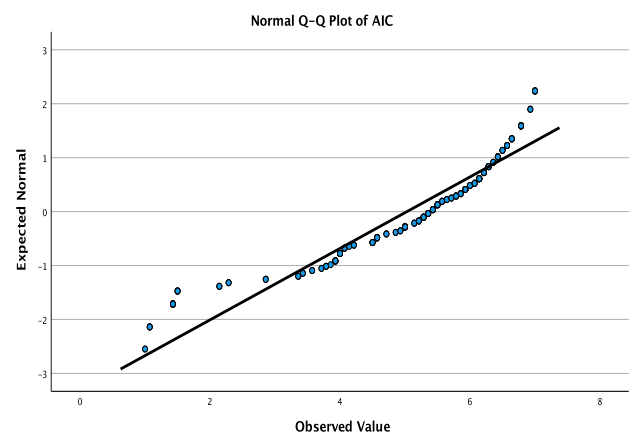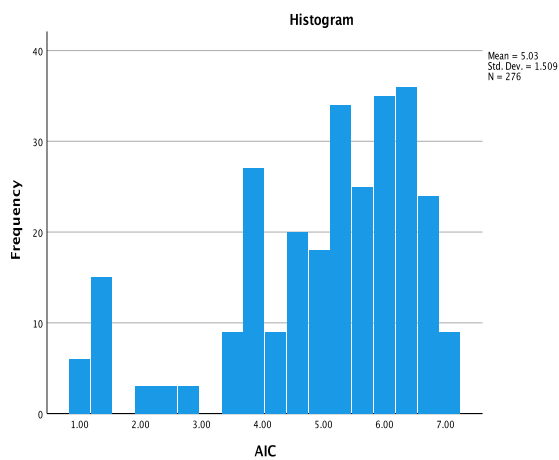
Source credibility (V)
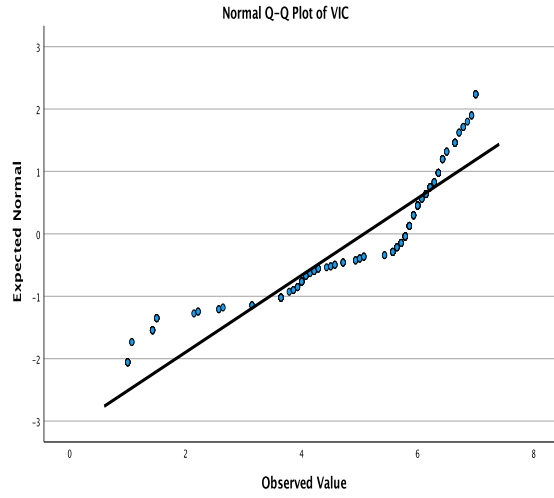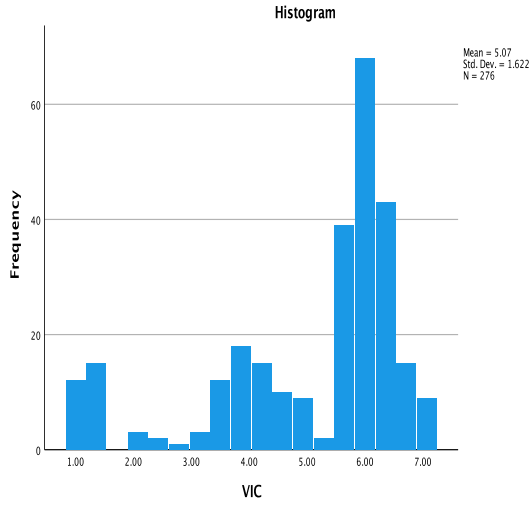
Attitude towards sustainability
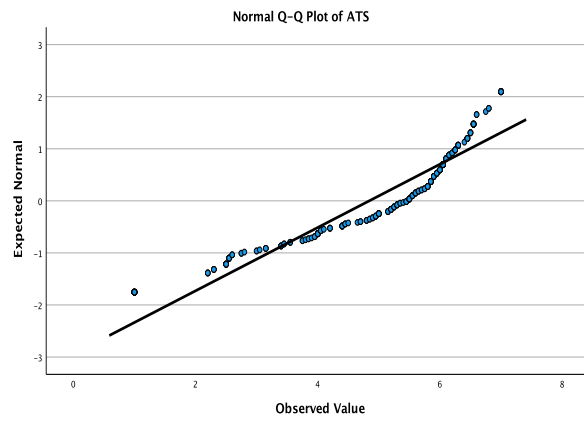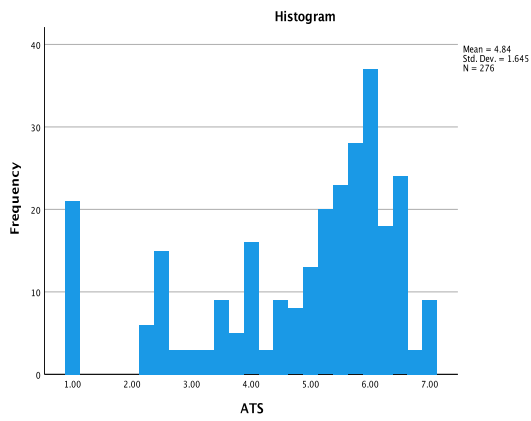
Information quality (A)

Perceived information usefulness

Histogram

Mean = 4.27
Std. Dev. = 1.699
N = 276

Normal Q-Q Plot of APIU

Attitude towards non-sustainable product

Histogram

Mean = 4.65
Std. Dev. = 1.509
N = 276

Normal Q-Q Plot of SP_ATP

Information quality (V)
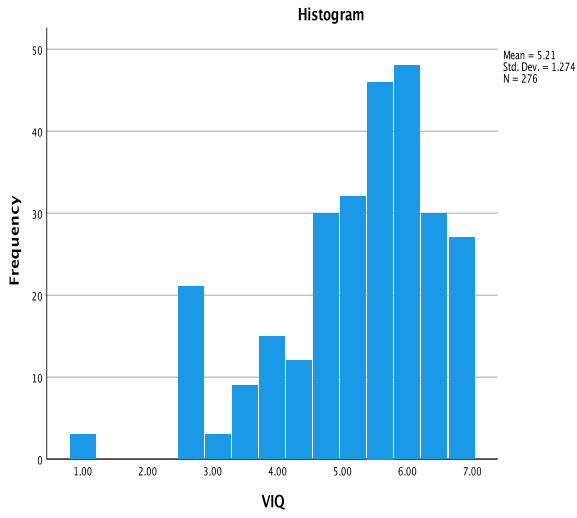
Perceived information usefulness (V)
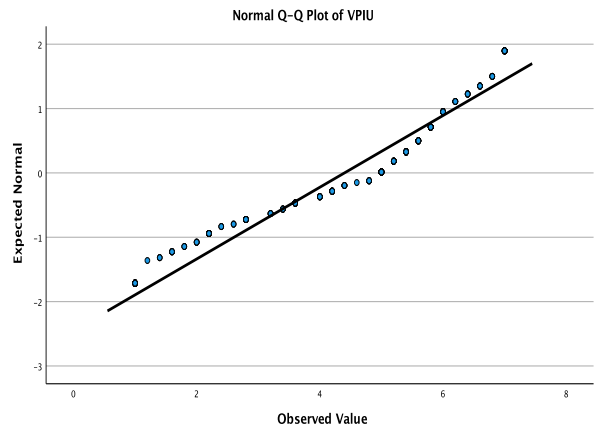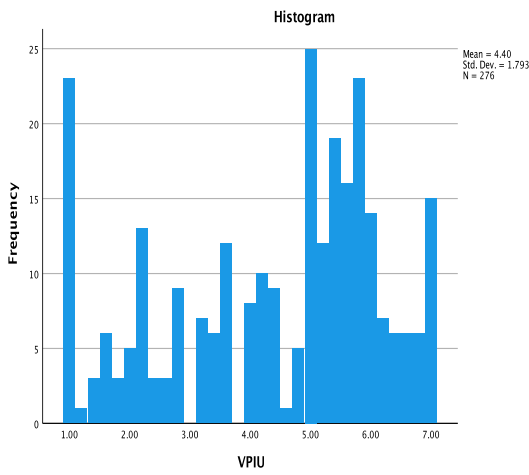
Attitude towards sustainable product

Intention to buy sustainable product

Histogram

Mean = 3.80
Std. Dev. = 1.79
N = 276

Normal Q-Q Plot of NA_IB

Intention to buy non-sustainable product

Histogram

Mean = 3.46
Std. Dev. = 1.79
N = 276

Normal Q-Q Plot of SP_IB
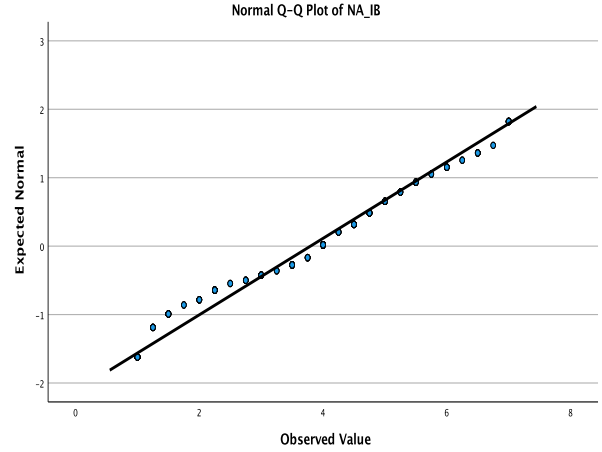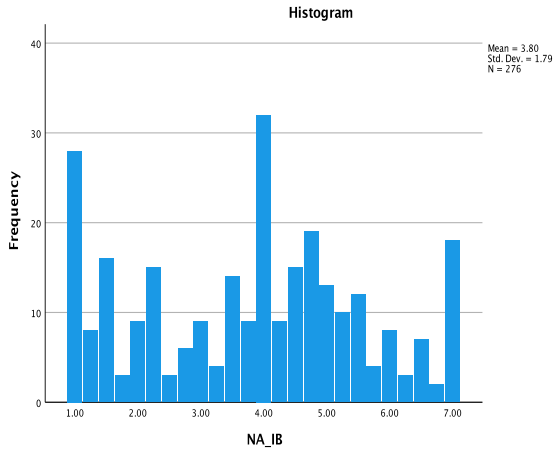
Annex 4. Correlation analysis

Correlations

			VIQ	VPIU
Spearman's rho	VIQ	Correlation Coefficient	1.000	.638**
		Sig. (2-tailed)	.	<.001
		N	276	276
	VPIU	Correlation Coefficient	.638**	1.000
		Sig. (2-tailed)	<.001	.
		N	276	276

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

Correlations

			AIQ	APIU
Spearman's rho	AIQ	Correlation Coefficient	1.000	.564**
		Sig. (2-tailed)	.	<.001
		N	276	276
	APIU	Correlation Coefficient	.564**	1.000
		Sig. (2-tailed)	<.001	.
		N	276	276

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

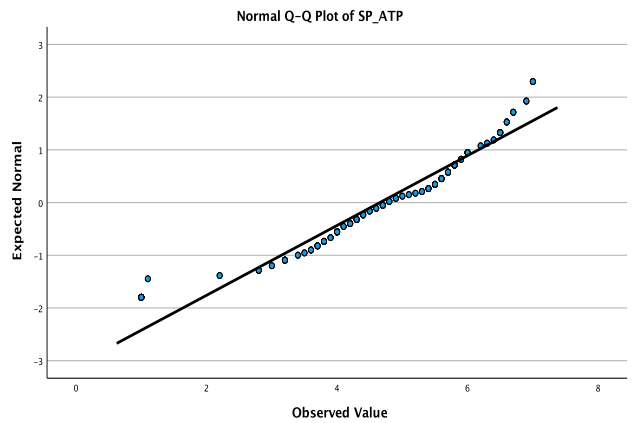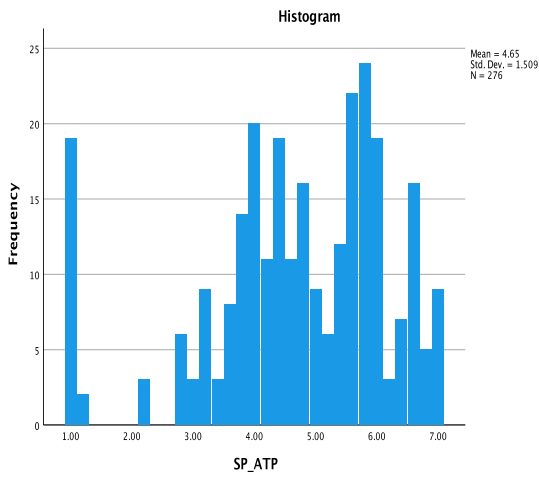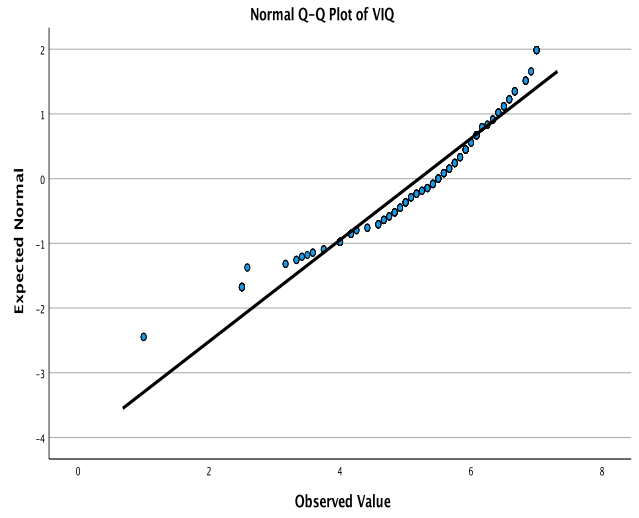|			AIC	VIC	APIU	VPIU
Spearman's rho	AIC	Correlation Coefficient	1.000	.511**	.530**	.279**
		Sig. (2-tailed)	.	<.001	<.001	<.001
		N	276	276	276	276
	VIC	Correlation Coefficient	.511**	1.000	.260**	.557**
		Sig. (2-tailed)	<.001	.	<.001	<.001
		N	276	276	276	276
	APIU	Correlation Coefficient	.530**	.260**	1.000	.418**
		Sig. (2-tailed)	<.001	<.001	.	<.001
		N	276	276	276	276
	VPIU	Correlation Coefficient	.279**	.557**	.418**	1.000
		Sig. (2-tailed)	<.001	<.001	<.001	.
		N	276	276	276	276

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

			APIU	VPIU	SP_ATP	NA_ATP
Spearman's rho	APIU	Correlation Coefficient	1.000	.418**	.665**	.395**
		Sig. (2-tailed)	.	<.001	<.001	<.001
		N	276	276	276	276
	VPIU	Correlation Coefficient	.418**	1.000	.345**	.751**
		Sig. (2-tailed)	<.001	.	<.001	<.001

		N	276	276	276	276
	SP_ATP	Correlation Coefficient	.665**	.345**	1.000	.300**
		Sig. (2-tailed)	<.001	<.001	.	<.001
		N	276	276	276	276
	NA_ATP	Correlation Coefficient	.395**	.751**	.300**	1.000
		Sig. (2-tailed)	<.001	<.001	<.001	.
		N	276	276	276	276

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

Correlations

			ATS	SP_ATP	NA_ATP
Spearman's rho	ATS	Correlation Coefficient	1.000	.346**	.674**
		Sig. (2-tailed)	.	<.001	<.001
		N	276	276	276
	SP_ATP	Correlation Coefficient	.346**	1.000	.300**
		Sig. (2-tailed)	<.001	.	<.001
		N	276	276	276
	NA_ATP	Correlation Coefficient	.674**	.300**	1.000
		Sig. (2-tailed)	<.001	<.001	.
		N	276	276	276

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

Correlations

			ATS	NA_IB	SP_IB
Spearman's rho	ATS	Correlation Coefficient	1.000	.510**	.088
		Sig. (2-tailed)	.	<.001	.146
		N	276	276	276
	NA_IB	Correlation Coefficient	.510**	1.000	.486**
		Sig. (2-tailed)	<.001	.	<.001
		N	276	276	276
	SP_IB	Correlation Coefficient	.088	.486**	1.000
		Sig. (2-tailed)	.146	<.001	.
		N	276	276	276

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

Annex 5. Regression analysis results
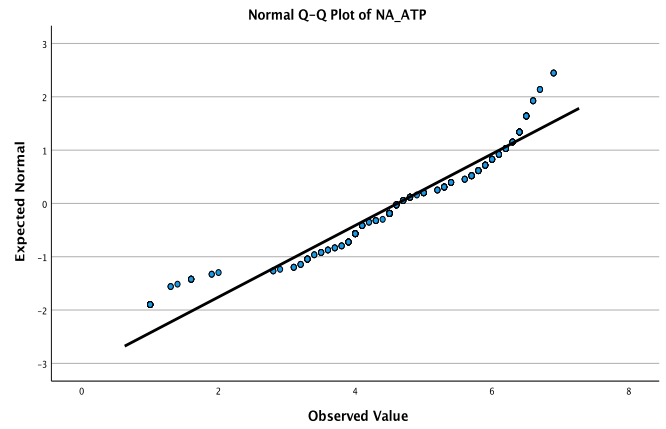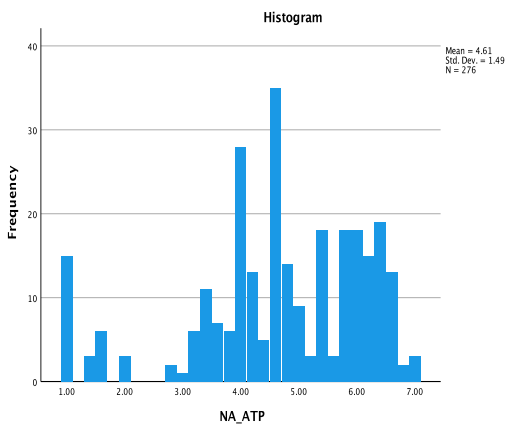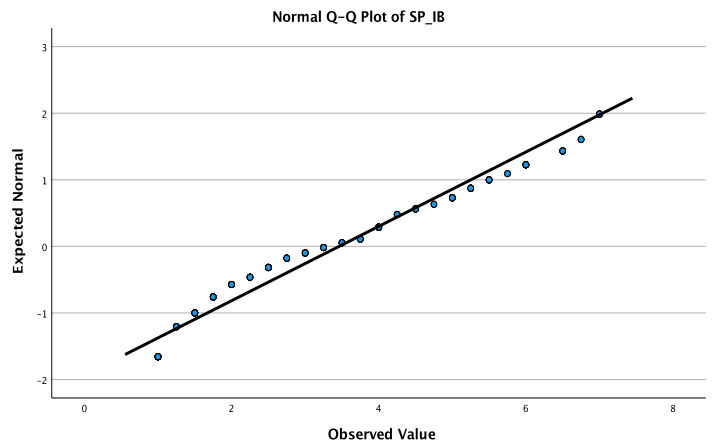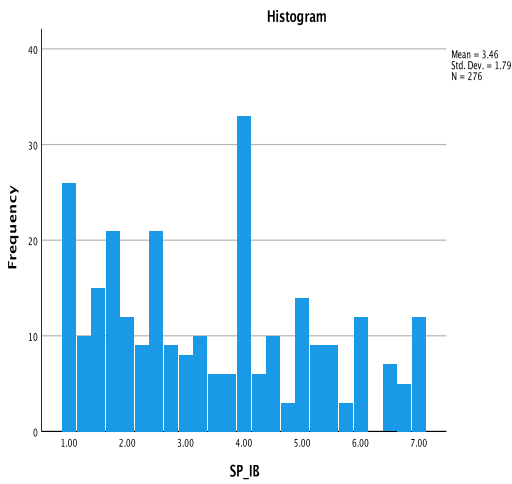
Regression Information quality – Perceived information usefulness (1/2)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	AIQ[b]	.	Enter

a. Dependent Variable: APIU
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627[a]	.393	.391	1.32610

a. Predictors: (Constant), AIQ

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	312.262	1	312.262	177.568	<.001[b]
	Residual	481.844	274	1.759		
	Total	794.106	275			

a. Dependent Variable: APIU
b. Predictors: (Constant), AIQ

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.169	.318		.534	.594
	AIQ	.799	.060	.627	13.325	<.001

a. Dependent Variable: APIU

Regression Information quality – Perceived information usefulness (2/2)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	VIQ[b]	.	Enter

a. Dependent Variable: VPIU
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.494	1.27588

a. Predictors: (Constant), VIQ

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	438.480	1	438.480	269.357	<.001[b]
	Residual	446.039	274	1.628		
	Total	884.520	275			

a. Dependent Variable: VPIU
b. Predictors: (Constant), VIQ

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.758	.324		-2.341	.020
	VIQ	.991	.060	.704	16.412	<.001

a. Dependent Variable: VPIU

Regression Source credibility – Perceived information quality (1/2)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	AIC[b]	.	Enter

a. Dependent Variable: APIU
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.615[a]	.378	.376	1.34214

a. Predictors: (Constant), AIC

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	300.537	1	300.537	166.840	<.001[b]
	Residual	493.569	274	1.801		
	Total	794.106	275			

a. Dependent Variable: APIU
b. Predictors: (Constant), AIC

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.781	.282		2.773	.006
	AIC	.693	.054	.615	12.917	<.001

a. Dependent Variable: APIU

Regression Source credibility – Perceived information quality (2/2)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	VIC[b]	.	Enter

a. Dependent Variable: VPIU
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665[a]	.443	.440	1.34150

a. Predictors: (Constant), VIC

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	391.420	1	391.420	217.500	<.001[b]
	Residual	493.100	274	1.800		
	Total	884.520	275			

a. Dependent Variable: VPIU
b. Predictors: (Constant), VIC

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.668	.266		2.513	.013
	VIC	.736	.050	.665	14.748	<.001

a. Dependent Variable: VPIU

Regression Attitude towards sustainability – Attitude towards sustainable product

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method

Model	Variables Entered	Variables Removed	Method
1	ATS[b]		. Enter

a. Dependent Variable: SP_ATP
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574[a]	.330	.327	1.23790

a. Predictors: (Constant), ATS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	206.507	1	206.507	134.760	<.001[b]
	Residual	419.878	274	1.532		
	Total	626.385	275			

a. Dependent Variable: SP_ATP
b. Predictors: (Constant), ATS

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.103	.232		9.061	<.001
	ATS	.527	.045	.574	11.609	<.001

a. Dependent Variable: SP_ATP

Regression Attitude towards sustainability – Attitude towards non-sustainable product

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ATS[b]		. Enter

a. Dependent Variable: SP_ATP
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574[a]	.330	.327	1.23790

a. Predictors: (Constant), ATS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	206.507	1	206.507	134.760	<.001[b]

86

Model		Sum of Squares	df	Mean Square		
	Residual	419.878	274	1.532		
	Total	626.385	275			

a. Dependent Variable: SP_ATP
b. Predictors: (Constant), ATS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.103	.232		9.061	<.001
	ATS	.527	.045	.574	11.609	<.001

a. Dependent Variable: SP_ATP

Regression Perceived information usefulness – Attitude towards the product

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	piu[b]		. Enter

a. Dependent Variable: atp
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739[a]	.546	.545	1.00507

a. Predictors: (Constant), piu

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	333.529	1	333.529	330.171	<.001[b]
	Residual	276.786	274	1.010		
	Total	610.315	275			

a. Dependent Variable: atp
b. Predictors: (Constant), piu

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.043	.154		13.279	<.001
	piu	.614	.034	.739	18.171	<.001

a. Dependent Variable: atp

Regression Attitude towards sustainability, Attitude towards the product – Intention to buy (1/2)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ATS, NA_ATP[b]	.	Enter

a. Dependent Variable: NA_IB
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658[a]	.433	.429	1.35246

a. Predictors: (Constant), ATS, NA_ATP

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	381.283	2	190.641	104.225	<.001[b]
	Residual	499.355	273	1.829		
	Total	880.638	275			

a. Dependent Variable: NA_IB
b. Predictors: (Constant), ATS, NA_ATP

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.053	.275		.194	.847
	NA_ATP	.671	.086	.559	7.821	<.001
	ATS	.133	.078	.123	1.718	.087

a. Dependent Variable: NA_IB

Regression Attitude towards sustainability, Attitude towards the product – Intention to buy (2/2)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	SP_ATP, ATS[b]	.	Enter

a. Dependent Variable: SP_IB
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598[a]	.357	.353	1.44056

a. Predictors: (Constant), SP_ATP, ATS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	314.987	2	157.493	75.893	<.001[b]
	Residual	566.532	273	2.075		
	Total	881.519	275			

a. Dependent Variable: SP_IB
b. Predictors: (Constant), SP_ATP, ATS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.786	.308		2.554	.011
	ATS	-.243	.064	-.223	-3.761	<.001
	SP_ATP	.827	.070	.697	11.765	<.001

a. Dependent Variable: SP_IB

Annex 6. Independent-Samples Mann-Whitney U Test

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of NA_ATP is the same across categories of SAMPLE.	Independent-Samples Mann-Whitney U Test	.002	Reject the null hypothesis.

a. The significance level is .050.
b. Asymptotic significance is displayed.

Attitude towards sustainable product across SAMPLE

Independent-Samples Mann-Whitney U Test Summary

Total N	276
Mann-Whitney U	7408.000
Wilcoxon W	15283.000
Test Statistic	7408.000
Standard Error	659.491
Standardized Test Statistic	-3.077
Asymptotic Sig.(2-sided test)	.002

Independent-Samples Mann-Whitney U Test

Continuous Field Information NA_ATP