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MASTER THESIS

**IMPACT OF INFLUENCER MARKETING CONTENT TYPES IN SOCIAL MEDIA ON
CONSUMER ENGAGEMENT AND PURCHASE INTENTION**

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Introduction

Relevance of the topic: Social media platforms have become integral to consumer lifestyles, significantly influencing their purchasing decisions. Influencer marketing, leveraging these platforms, has emerged as a pivotal strategy for brands to effectively reach and engage with their audience. This topic is of paramount importance both practically, for businesses strategizing in the digital marketplace, and theoretically, as it contributes to the evolving domain of digital marketing by offering insights into consumer behavior in the context of social media. Wang and Chang (2013) highlight the critical role that social ties and perceived risks play in shaping consumer purchase intentions on platforms like Facebook. Their study underscores the importance of understanding how different types of content can influence these perceptions and behaviors. Analyzing Lou and Yuan (2019) explore how message value and influencer credibility affect consumer trust in branded content on social media. Their findings suggest that the type and quality of content shared by influencers can significantly impact consumer engagement and purchase intentions, emphasizing the need for more detailed analysis on specific content types. Audrezet, de Kerviler, and Moulard (2020) discuss the challenges influencers face in maintaining authenticity, which is crucial for effective marketing. They emphasize that different content types can help or hinder influencers' ability to appear authentic, which in turn affects consumer trust and engagement.

Exploration of the topic: The exploration of influencer marketing content types on social media and their impact on consumer engagement and purchase intentions is a critical area of study. Various researchers have analyzed different aspects of this topic, categorizing content types in diverse ways. For instance, Lie Ao, Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023) examined the role of different content strategies in influencing consumer behavior, highlighting the significance of content diversity in engaging audiences Lie Ao, Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Similarly, Tafesse and Wien (2018) conducted an empirical assessment of social media marketing strategies, emphasizing the importance of strategic content planning in driving consumer engagement (Tafesse & Wien, 2018).

Bilro, R.G., Loureiro, S.M.C., & Guerreiro, J. (2021) explored the effectiveness of various influencer content types in enhancing consumer trust and engagement, providing insights into how specific content forms, such as tutorials and testimonials, can impact consumer decisions Bilro, R.G., Loureiro, S.M.C., & Guerreiro, J. (2021), Audrezet, de Kerviler, and Moulard (2020) discussed the authenticity challenges faced by social media influencers and how different content

types can either enhance or undermine perceived authenticity, thereby affecting consumer trust and engagement Audrezet, de Kerviler, and Moulard (2020).

Research has also delved into the impact of influencers' follower counts and content divergence on brand attitudes, as investigated by De Veirman, Cauberghe, and Hudders (2017). Their findings indicate that both the quantity of followers and the nature of the content significantly affect consumer engagement and purchase decisions De Veirman, Cauberghe, and Hudders (2017). Additionally, Woodcock and Johnson (2018) analyzed the role of live streamers as social media influencers, providing insights into the unique challenges and opportunities presented by this form of content (Woodcock & Johnson, 2018).

It is important to note that while these studies provide valuable insights into the effects of different influencer content types, they often categorize content differently and approach the topic from various angles. To date, very little research has comprehensively analyzed the exact relationship between specific influencer marketing content types and their impact on consumer engagement and purchase intention across multiple social media platforms. However, similar studies have been conducted, and both purchase intention and consumer engagement are well-researched areas in the context of influencer marketing.

Novelty of the research: This research theme focuses on the specific types of influencer marketing content entertainment, inspiration, education, conversation, connection, and promotion and their effects on consumer engagement and purchase intention on social media. There is limited comprehensive research that examines these exact content types together within the relatively recent landscape of social media. The rise of influencers and the rapid evolution of social media platforms have not been fully explored in terms of these specific content dynamics and their impact on consumer behavior. This study is timely and innovative, offering new insights into how different types of influencer content affect consumer engagement and purchase decisions.

This thesis investigates the fundamental question: How do different influencer marketing content types on social media platforms influence consumer engagement and purchase intention? This inquiry aims to elucidate the relationship between varied content types and consumer behavior, a relatively unexplored area in the existing literature.

The aim of this study is to examine the impact of influencer marketing content types in social media on consumer engagement and purchase intention.

The objectives of the study are as follows:

1. Theoretically identify and categorize the different types of content used by influencers on social media.
2. Theoretically analyze the impact of each content type on consumer engagement and purchase intention.
3. Empirically analyze the relationship between consumer engagement and purchase intention using regression analysis.
4. Empirically explore the mediating role of consumer engagement between influencer content types and purchase intention through mediation analysis.

This research combines theoretical and empirical methods. Theoretical work includes a literature review for foundational knowledge. The empirical study comprises a consumers questionnaire survey to collect data on responses to different influencer content types. This data will be analyzed using regression and mediation analysis, offering insights into the link between influencer content, consumer engagement, and purchase intention.

The thesis is structured to methodically address each objective. It starts with a literature review, followed by a methodology section detailing the survey and analysis techniques. Later chapters analyze survey findings, each focusing on the impact of a specific influencer content type on consumer engagement and purchase intention. The final chapter synthesizes these insights, presenting conclusions and implications for academia and marketing.

The study faced challenges like accessing varied influencer content and quantifying consumer engagement. The changing nature of social media limits the study's long-term relevance. These issues were mitigated by methodological rigor and clear research scope, including the use of advanced statistical analyses.

1. Theoretical framework for understanding influencer marketing, consumer engagement, and purchase intention

1.1. Influencer marketing and content types

1.1.1. Overview of the influencer landscape

The content makers, or influencers, are a new class of entrepreneurs brought about by the digital age. Their significant power to alter consuming habits and corporate paradigms justifies their climb in the business vocabulary (Marwick, 2015). Discovering the relationships between the influencer's power and the corresponding performance indicators is essential in the quest to understand the complexities of this trajectory.

With their investigation on the veracity of online celebrities, particularly on Instagram, Djafarova & Rushworth (2017) offer a crucial entry point into this topic. Their research highlights the importance of credibility as a pillar of the influencer economy and contends that it serves as an indicator of one's potential impact. Their findings, which highlight how credibility affects young women's purchase choices, imply that a content creator's perceived knowledge and authenticity have a direct impact on consumer behavior. This supports the claim that quantifiable performance outcomes, including brand partnerships and financial advantages, are inextricably related to trustworthiness.

The monetization paradigms used by these influencers are a related aspect that is important to consider. Agrawal, Catalini, and Goldfarb (2014) explored the world of crowdsourcing and outlined its financial foundations. Even while their study doesn't specifically address influencers, there are clear similarities. Like crowd funders, influencers rely significantly on the loyalty and involvement of their audience. The act of a follower supporting an influencer, whether through likes, purchases made through affiliate links, or direct financial support on sites like Patreon, can be considered as a crowdfunding equivalent. In crowdfunding, perceptions of worth and trust determine how much money is raised.

Nevertheless, the influencer economy is not without its share of difficulties. Despite being beneficial, the democratization of content generation has created an oversaturated market (Marwick, 2015). Therefore, content producers struggle not just with platform algorithms but also with keeping their material relevant during the flood. This emphasizes the importance of

credibility and authenticity even more because only those who establish real connections can hope to cut through the noise and provide observable performance results.

1.1.2. Historical context of influencer marketing

It is impossible to overstate how important influencers have become in the business and digital landscapes. The efforts they make to build their personal brands and brand identities is one aspect of their entrepreneurial journey that is being scrutinized more and more. According to Labrecque, Markos, and Milne (2011), the multidimensionality of brand identity, particularly in online contexts, has a significant impact on consumer perceptions and interactions. Since influencers frequently promote an idealized lifestyle or set of values in addition to goods or services, their brand identity becomes crucial in this situation. The deep forces at work in the digital economy are shown by the interconnected nature of influencer personal branding and audience engagement.

Relationships with audiences play a significant role in an influencer's success and performance outcomes. Marwick (2015) examined the dynamics of this interaction and pointed out the importance of perceived 'authenticity' as a key factor. Influencers must maintain a facade of authenticity while sharing edited versions of their life with their audience to build rapport and trust. The complexity of the influencer-audience connection is highlighted by this harmony between authenticity and curation. Engagement metrics, brand collaborations, and other performance outcomes all show how this relationship has produced measurable effects.

The sheer size of social media platforms and the related algorithms make it more difficult for influencers to succeed as business owners. Algorithmic adjustments have a substantial impact on influencers' income by affecting their reach and engagement Bucher (2018). Because these algorithms are so opaque, influencers frequently should constantly innovate and adapt to be relevant and retain their influence.

This topic's ramifications include influencer marketing ethics. Abidin (2016) explores the influencer economy's murkier waters, focusing on hidden advertising, the portrayal of unattainable ideals, and potential manipulations. Such actions have consequences for influencers' credibility as well as broader societal consequences for consumerism, body image, and mental health.

The literature on influencers emphasizes the complexity of their business path in its conclusion. To affect their impact and performance outcomes, factors like brand identity, authenticity,

algorithmic dynamics, and ethical issues interact. The complexities of influencer entrepreneurship will change as the digital environment does.

1.1.3. Content types

Influencers on social media platforms produce a diverse range of content. Each type of content has unique characteristics and appeals to different audience segments. In article published Customers.ai (2021) discusses how different content types like entertaining, inspirational, educational, conversational, connectional, and promotional are used by influencers to engage with their followers and drive traffic and engagement on social media.

The content type also analyzed in work is **entertaining content**, which plays a pivotal role in capturing and retaining consumer attention. Lie Ao, Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023) have pointed out the significant correlation between entertainment-driven content and enhanced engagement rates. This form of content, often characterized by humor, storytelling, and creative expression, appeals to the emotional side of consumers, leading to higher interaction rates in terms of likes, comments, and shares. The power of entertainment content lies in its ability to create a memorable and enjoyable experience for the audience, which can lead to a stronger association with the brand and a higher likelihood of content being shared within social networks. Also, in the study by Tafesse and Wien (2018), the authors explore the strategic implementation of social media marketing, providing a framework that is useful for understanding the role of entertainment as a content type in influencer marketing. Entertainment content, characterized by its ability to engage and amuse, plays a pivotal role in capturing consumer attention and enhancing interaction on social media platforms. This type of content aligns well with the strategic insights discussed by Tafesse and Wien (2018), where they highlight the importance of aligning content types with the capabilities of social media platforms to maximize consumer engagement. The engaging nature of entertainment, such as humor, storytelling, or visually appealing posts, can lead to higher levels of user interaction, which is crucial for boosting consumer engagement and influencing purchase intentions. Therefore, influencers leveraging entertainment content can significantly impact consumer behavior, aligning with Tafesse and Wien (2018) emphasis on the strategic benefits of tailored social media content to enhance marketing effectiveness. This framework can guide further research into how different entertainment formats influence consumer engagement metrics and purchasing behavior in influencer marketing.

Inspirational content occupies a unique niche in influencer marketing, tapping into the aspirational desires of consumers. Bilro, R.G., Loureiro, S.M.C., & Guerreiro, J. (2021) have found a significant influence of inspirational content on consumer motivation and brand perception. This type of content often resonates on a personal level, driving engagement through aspirational messages, personal stories, and motivational narratives. Inspirational content can play a crucial role in shaping consumer attitudes towards a brand, fostering a sense of connection and aspiration that transcends the mere functional attributes of a product or service. Audrezet, de Kerviler, and Moulard (2020) delve into the complexities surrounding authenticity in social media influencers, emphasizing the critical need for influencers to transcend mere self-presentation to maintain their perceived authenticity. This study underscores the importance of authenticity in the context of inspirational content, which relies heavily on the genuine and trustworthy relationship between influencers and their audience. The authors argue that for inspirational content to be effective, influencers must authentically connect their personal narratives and values with their public personas, thereby fostering a deeper sense of trust and inspiration among followers. This approach not only enhances engagement but also boosts the influencer's ability to impact their audience's attitudes and behaviors positively. The insights provided by this research are particularly relevant for analyzing how authenticity in inspirational content can drive stronger consumer engagement and influence, serving as a strategic asset in influencer marketing. This analysis enriches the understanding of how sincerity and relatability in content creation can be pivotal in enhancing the effectiveness of marketing communications through social media channels.

Talking about **educational content**, the influencer marketing content spectrum spans across a lot of varieties, each serving a unique purpose in consumer engagement. Educational content, as detailed by Yadav, M., & Rahman, Z. (2022), is instrumental in establishing credibility and trust among consumers. This content type, often rich in informative and insightful material, empowers consumers with knowledge, thereby aiding them in making informed purchase decisions. The value of educational content lies in its ability to simplify complex product features and present them in an easily digestible format, which has been shown to positively impact consumer trust and, consequently, engagement levels. Lou and Yuan (2019) explore the pivotal roles of message value and credibility in influencer marketing, particularly emphasizing their impact on consumer trust towards branded content shared on social media. This research is especially relevant for the deployment of educational content, where the integrity and substantiveness of information are crucial. Their findings suggest that the perceived expertise of the influencer and the informational quality of the posts are central to fostering trust. In educational contexts, where the aim is often to

inform or change behavior, the credibility of the influencer combined with the concrete utility of the content can significantly affect the audience's receptivity and trust. Therefore, influencers who specialize in educational content must prioritize depth, accuracy, and relevance in their communications to effectively engage and influence their audience. This strategic approach not only bolsters the authenticity of the influencer but also enhances the persuasive power of their educational content, ultimately leading to more meaningful consumer interactions and outcomes.

Conversational content is the other type of content that we are examining. While analyzing the impact of influencer marketing content types on social media, especially conversational content, it is important to consider the communication dynamics covered by Carr and Hayes (2015). Their study offers fundamental understandings of the intricate relationships that digital communication on social media platforms entails, which may involve non-human components like algorithms and automated responses. These insights are becoming more and more important in determining consumer engagement and purchase intentions. This viewpoint is essential for examining the ways in which influencers might adjust these components to improve customer interaction through conversational content. According to Carr and Hayes (2015), influencer marketing tactics that are successful must incorporate a deep awareness of both technical capabilities and human interaction patterns. They argue for a larger understanding of communication on social media that goes beyond traditional human-centric models. This method aids in both determining the direct effects of conversational content on engagement and purchasing behavior as well as in comprehending the underlying communication processes that support these results.

Talking about **connectional content** in "Influencer: Building Your Personal Brand in the Age of Social Media" by Brittany Hennessy (2018), the emphasis on connecting through content is intricately explored, highlighting its importance in the literature on influencer marketing. Hennessy emphasizes that for influencers, creating content that resonates with and connects to their audience is not merely about amassing followers but about building meaningful relationships. This connection is vital because it translates into engagement and trust, which are the cornerstones of influence. Hennessy provides insights into how influencers can craft their content to reflect authenticity and relatability, which in turn attracts and retains a loyal audience. The literature suggests that such connections are crucial for influencers looking to establish their brand in the digital marketplace, where trust and personal connection are increasingly valued over simple product endorsements. This connection not only benefits the influencers by solidifying their brand

presence and enhancing their credibility but also helps brands themselves by associating them with trusted voices, thereby influencing consumer behavior more effectively.

Promotional content, such as product placements and endorsements, primarily aims to drive behavioral engagement, leading to actions like purchases or inquiries. De Veirman, Cauberghe, and Hudders (2017) provide a comprehensive analysis of how influencer attributes, such as follower count, and product relevance (product divergence) influence the effectiveness of promotional content on Instagram. Their study reveals that influencers with a larger follower base tend to engender stronger brand attitudes, particularly when promoting products that closely align with their usual content and audience expectations. This alignment maximizes the perceived authenticity of the promotional message, enhancing its persuasive impact. The research also highlights the nuanced effect of product divergence, indicating that products less typical of an influencer's usual content can diminish the effectiveness of promotional campaigns unless handled with strategic creativity to maintain relevance. These insights are crucial for marketers aiming to leverage Instagram for promotional content, suggesting that the selection of influencers should consider both the scale of their reach and the congruence between the influencer's established image and the product being promoted. This strategic alignment is key to optimizing consumer engagement and fostering positive brand associations through influencer marketing.

Recent studies, such as those by Arora, T., & Sanni, S. (2021), suggest that the most effective influencer strategies blend various content types to engage consumers at multiple levels – cognitively, emotionally, and behaviorally. This holistic approach caters to diverse consumer needs and preferences, leading to more robust engagement.

This literature analysis underscores the intricate relationship between different types of influencer content and consumer engagement dynamics. It reveals that understanding the nuances of each content type and their combined impact is crucial for effective influencer marketing strategies. For a detailed exploration, these themes should be accepted by up-to-date academic research, ensuring that the analysis reflects current trends and insights in the rapidly evolving field of digital marketing.

In summary of this chapter based on the comprehensive exploration outlined in the table of contents and influencer marketing this literature analysis aims to provide a nuanced understanding of how different content types within influencer marketing impact consumer engagement and purchase intention. By delving into influencer entrepreneurship, tracing its historical evolution,

and evaluating content effectiveness, this study will illuminate the multifaceted landscape of influencer marketing strategies.

1.2. Consumer engagement

1.2.1. Influencer reach and engagement

The often conflicting algorithms of social media platforms have a significant impact on the digital landscape of content creation, even though it may appear that influencers' artistic ability and the caliber of their work govern it. These underlying mechanisms, which are primarily designed to increase user engagement, have the capacity to give some content priority over others, so influencing user behavior and directing content providers' plans.

Most social media networks first provided content in a chronological order. Nevertheless, a shift towards artificial curation was made to optimize the user experience, emphasizing higher engagement, as both the number of users and the volume of material grew rapidly. This algorithmic shift has significantly changed how users engage with platforms, as Bucher (2012) demonstrates.

However, these algorithms' specifics vary widely. Despite differences, many of them prioritize material based on its recentness, relevance, and engagement metrics like likes and comments. As a result, social media platforms like Facebook and Instagram now consider these interactions to be important factors when determining whether to display certain content in users' news feeds (Tufekci, 2015).

The difficulties that these algorithms pose to influencers are numerous. Because algorithmic logic is inherently opaque, content producers must be adaptable, frequently modifying their content and engagement techniques to increase visibility. This adaptation may include strategies like encouraging audience involvement or juggling the internal struggle between producing content that appeals to search engines' algorithms, such as clickbait, and content that stays true to their brand's mission (Bodle, 2011).

It's also important to note how algorithms and monetization interact. There has been a noticeable trend where organic content reach is declining as platforms prioritize their revenue streams, allowing space for paid promotions to take the lead. Influencers may thus experience decreased

organic visibility, regardless of the number of followers they have, implicitly encouraging them to choose paid promotions or form brand collaborations (Gillespie, 2014).

But there are ethical issues in the world of algorithms as well. They could convey prejudices unwittingly or on purpose. As a result of accidental biases ingrained in the algorithm, content from specific groups or communities could be unfairly penalized or not given as much prominence. Platforms and influencers must be aware of these possible hazards and try to create more equal online environments (Noble, 2018).

1.2.2. Visibility and engagement

Looking ahead, it appears that algorithms will play a bigger part in determining what material is visible. Algorithms are becoming more individualized while also simultaneously becoming more unpredictable because to developments like artificial intelligence and machine learning. This translates for the modern influencer into a never-ending cycle of learning and adaptation, with an increasing focus on working directly with platforms to preserve the exposure and resonance of their material with audiences (Milano, Taddeo & Floridi, 2020).

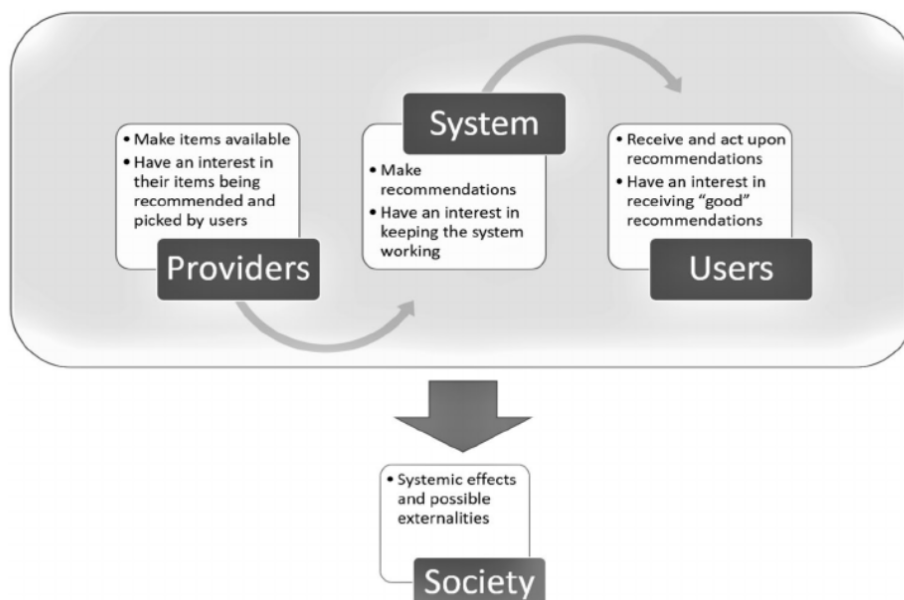


Figure 1. Source: Milano, Taddeo & Floridi, 2020.

The algorithms are the hidden choreographers in this intricate digital dance. Their widespread influence emphasizes the need for influencers to remain nimble, morally conscientious, and

constantly educated. Producing content is difficult enough; the real challenge is making sure that material keeps its authenticity while navigating the complex web of algorithmic determinants.

1.2.3. Consumer engagement: definitions and dimensions

Consumer engagement refers to the emotional, cognitive, and behavioral activities that a person exhibits in response to a company's marketing efforts, particularly in the digital environment. It is a multifaceted concept that encompasses various forms of interaction between consumers and brands.

Recent studies have expanded the definition of consumer engagement beyond immediate and transactional interactions. For instance, Mollick, J., Cutshall, R., Changchit, C., & Pham, L. (2023) argue that in the digital space, engagement encompasses a broader spectrum, including emotional, cognitive, and behavioral aspects. This reflects a shift from seeing engagement as a one-dimensional construct to a more holistic one that captures the depth of consumer interaction with digital content.

The role of cognitive engagement in social media is highlighted by recent research. This involves not just viewing or reading content but engaging in deeper mental processing. Arora, T., & Sanni, S. (2021) emphasize that cognitive engagement is driven by content relevance, quality, and the intellectual challenge it poses to the audience. This aspect is particularly pertinent in areas where consumer knowledge and awareness are crucial.

Emotional engagement is significantly influenced by the authenticity and narrative quality of content. Lee and Kim's (2020) research suggests that content that is genuine and emotionally resonant tends to foster stronger bonds between the influencer and their audience. The emotional dimension of engagement is crucial as it often leads to a deeper level of consumer loyalty and connection with the brand.

Behavioral engagement, which includes actions like likes, shares, and comments, is a key focus of recent studies. Researchers like Wilkie, D. C. H., Dolan, R., Harrigan, P., & Gray, H. (2022) highlight that behavioral engagement is an indicator of the effectiveness of cognitive and emotional engagement strategies. They argue that meaningful behavioral engagement, such as insightful comments or content sharing, is more indicative of genuine engagement than mere likes or passive interactions.

Modern literature suggests that these dimensions of engagement are not isolated but are interconnected. For instance, a study by Wilkie, D. C. H., Dolan, R., Harrigan, P., & Gray, H. (2022) shows how cognitive and emotional engagement can lead to more active and meaningful behavioral engagement. This interconnectedness underscores the complexity of consumer engagement in the digital era, where each aspect impact and amplifies the others.

The literature collectively indicates that consumer engagement in the realm of influencer marketing is a multi-dimensional and dynamic construct. It involves an ongoing process of interaction that evolves over time, reflecting changes in consumer preferences and digital communication trends. Understanding this concept in its entirety is crucial for developing effective digital marketing strategies that resonate with contemporary audiences.

1.2.4. Consumer engagement extension

In the dynamic landscape of social media marketing, influencer marketing has emerged as a powerful tool for shaping consumer behavior, particularly in terms of engagement and purchase intentions. The effectiveness of this marketing strategy hinges significantly on the type of content disseminated by influencers. In social media there are consumer engagement dynamics extending contents that influencers using, let's investigate deeper analysis of them:

The concept of personal branding and self-promotion among influencers is a recurring theme in influencer marketing literature. Khamis, Ang, & Welling (2017) highlight the importance of self-branding in the realm of influencer marketing. Influencers cultivate a unique personal brand to differentiate themselves in a crowded digital space. This personal brand becomes a tool for establishing authenticity and credibility with their audience. The deliberate management of personal image and alignment with brand values is critical in building trust and influencing purchase decisions.

Duffy (2017) explores how influencers leverage various monetization strategies, with a particular focus on affiliate marketing. This approach allows influencers to earn revenue based on the sales generated from the products they endorse. Influencers use platforms like LIKEtoKNOW.it to facilitate these transactions. This method of monetization requires influencers to skillfully integrate product endorsements into their content without disrupting the authenticity of their personal brand.

Woodcock & Johnson (2018) discuss the significance of social media metrics (such as followers, likes, and comments) in influencer marketing. These metrics are not just vanity numbers; they represent the influencer's ability to engage with their audience and are often used as leverage in brand negotiations. Influencers focus on creating content that maximizes these engagement metrics, as they are critical indicators of their influence and reach.

Brian Solis (2018) notes that to reach its true potential, influencer marketing needs an upgrade in its definition, justification, methodologies, and metrics to focus more on doing new things that unlock new value. The author likely discusses the evolving landscape of engagement through social media within the context of influencer marketing. Solis may emphasize that engagement on social media goes beyond likes and comments, focusing instead on deeper interactions and meaningful connections between influencers and their audiences. Also suggests future goals for influencer programs:

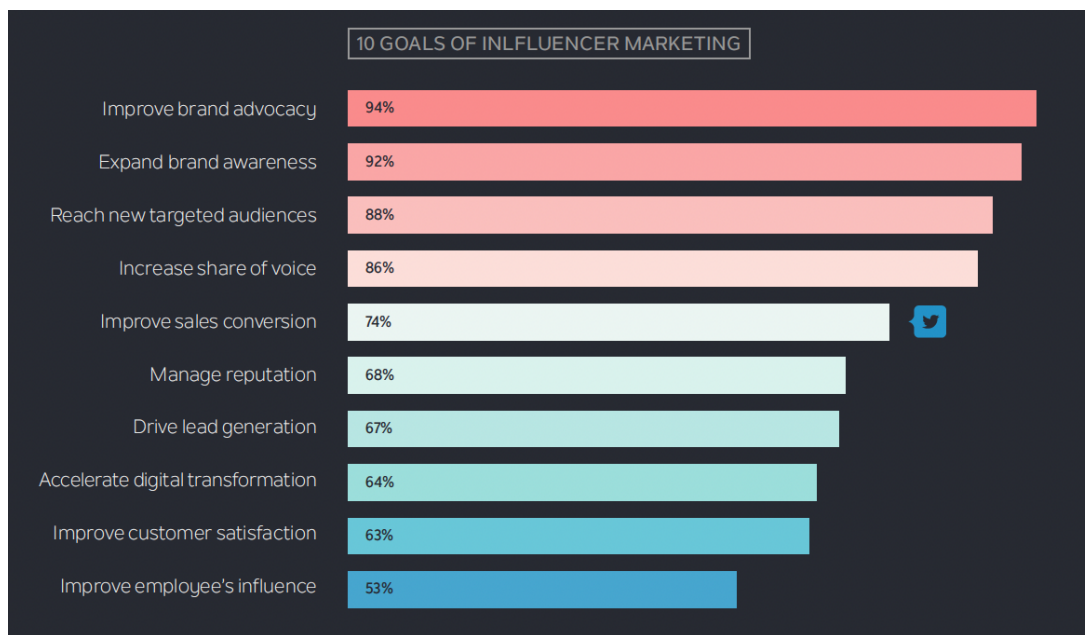


Figure 2. Source: Solis, B. (2018). *Influence 2.0: The Future of Influencer Marketing*.

Solis might argue that true engagement involves active participation, conversation, and community building facilitated by influencers. He may highlight the shift towards more interactive and immersive content experiences, where influencers play a key role in fostering dialogue and shaping brand perceptions among their followers.

Furthermore, Solis may explore how influencer marketing is evolving to prioritize engagement metrics that reflect genuine audience interactions, such as shares, saves, and direct messages. By leveraging social media platforms as dynamic communication channels, influencers can drive authentic engagement and cultivate loyal communities around brands.

The influencer landscape is diverse, encompassing a range of categories from micro-influencers to mega-influencers. Woodcock & Johnson (2018) note that each category has its unique approach to content creation and audience engagement. Micro-influencers, for example, tend to have a more niche, engaged audience, whereas mega-influencers have a broad reach.

Fiorella, S., & Brown, D. (2013) to develop the correct influence marketing strategy and corresponding communication and promotional tactics, they went one step further. As highlighted by the situation formulas denoted in each quadrant of Figure 3, the marketing team matched the situation(s) with the situational factor(s) that might impact the purchase decision.

Situation A: Economic Situational Analysis: Cost of tuition was unaffordable by those in the community identified.

+ Factor 3: Personal: Household income of parents' below national average.

+ Factor 4: Environmental: The availability of funding for students, geography of students and available colleges.

+ Factor 7: Timeline: More than 12 months from college application due date.

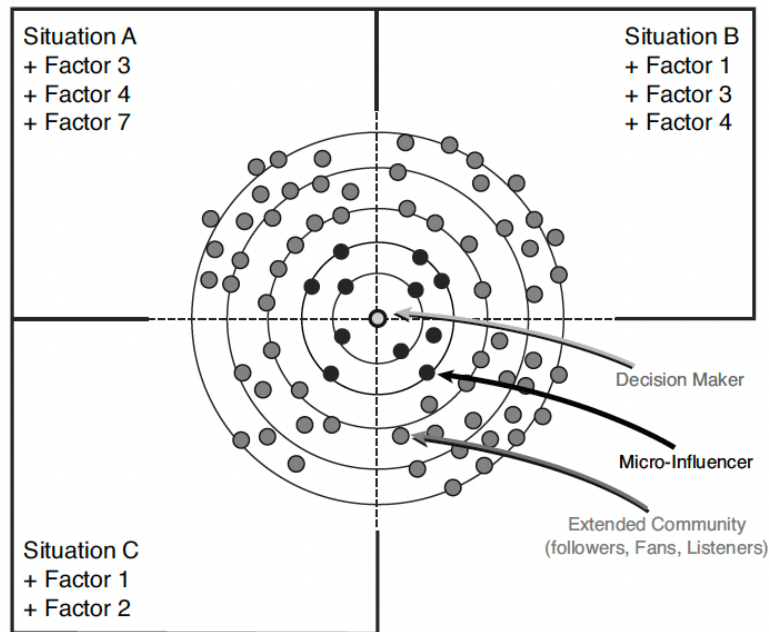


Figure 5.5 *Geofenced communities*

Figure 3. Source: Fiorella, S., & Brown, D. (2013)

As an example, in Figure 3 the formula for the top-left quadrant breaks down like this:

Situation A: Economic Situational Analysis: Cost of tuition was unaffordable by those in the community identified.

The analysis underscores the strategic importance of understanding diverse influencer categories and situational factors in crafting effective influencer marketing campaigns. By identifying decision makers within online communities and aligning with micro-influencers who resonate with specific audience segments, marketers can leverage situational forces to drive urgency and influence purchase intention. The success of such campaigns, as evidenced by increased warm leads and overall product sales, highlights the direct impact of influencer engagement on consumer behavior. Moving forward, integrating diverse influencer categories and situational insights into influencer marketing strategies will continue to be essential for maximizing campaign effectiveness and achieving desired outcomes in targeted audience segments.

One more author Schaffer (2020) delves into how micro influencers, characterized by their smaller but highly engaged follower base, can offer unique advantages for brands seeking to target specific audience segments. Micro influencers often have more authentic and personalized connections with their followers, leading to higher levels of trust and engagement compared to macro influencers or celebrities.

In terms of impact on purchase intention, Schaffer (2020) discusses how micro influencers can effectively sway consumer behavior by providing genuine recommendations and endorsements. Their recommendations are perceived as more relatable and trustworthy, resulting in increased likelihood of conversion among their followers. Brands can leverage micro influencers to reach niche markets and drive targeted purchase decisions based on the influencer's authentic engagement with their audience.

The work behind content creation is substantial, involving significant labor and investment. Duffy (2017) sheds light on the often-unseen efforts that go into creating, editing, and promoting content. This behind-the-scenes labor is a critical aspect of an influencer's success, though it's frequently underappreciated.

Schaefer's (2020) insights likely highlight that investing in high-quality content creation not only attracts attention but also fosters long-term relationships with consumers. By focusing on creating meaningful and authentic experiences through content, brands can drive deeper engagement and build trust with their audience, ultimately influencing consumer behavior and brand loyalty. This analysis underscores the shift towards human-centric marketing strategies that prioritize genuine connections over traditional advertising tactics, ultimately driving stronger consumer engagement and brand affinity.

Finally, the influencer marketing industry faces several challenges, particularly concerning ethical considerations. Issues around the authenticity of influencers and the transparency of sponsored content are critical concerns. Duffy (2017) and Khamis, Ang, & Welling (2017) highlight the importance of ethical practices, including clear disclosure of sponsored content to maintain trust and authenticity.

In *Influence Marketing: How to Create, Manage, and Measure Brand Influencers in Social Media Marketing* (2013) by Fiorella and Brown, the analysis likely explores challenges and ethical considerations within influencer marketing that can positively impact purchase intention. This analysis may focus on issues such as transparency, authenticity, and regulatory compliance in influencer campaigns. By addressing challenges related to disclosing sponsored content and maintaining authenticity, brands can build trust with consumers, leading to more positive perceptions and increased purchase intention. Ethical influencer marketing practices, as discussed in the book, emphasize the importance of genuine relationships with audiences, which in turn can influence consumer behavior positively. Fiorella and Brown's insights highlight the role of ethical

considerations in enhancing the effectiveness of influencer marketing strategies and driving purchase intent among engaged audiences.

Navigating the intricacies of platform algorithms and their influence on influencer reach and engagement will shed light on the dynamic adaptations required by influencers to maintain visibility and relevance. The study's examination of consumer engagement dimensions, shaped by various content types, will bridge insights into consumer psychology and the pivotal role of shaping purchase intention.

1.3. Purchase intension

1.3.1. Consumer psychology

Consumer psychology is commonly utilized in business environments, especially in the field of marketing. This area of study helps marketers understand how consumers form opinions and decide on products, services, and advertising messages. The goal for marketers is to enhance their offerings to align with consumer preferences, price products effectively, and employ optimal promotional strategies. Additionally, consumer psychology aids in determining the most effective distribution channels, such as retail or online platforms, to maximize sales. The insights gained from consumer psychology have significantly contributed to enhancing organizational performance. There are numerous instances where the application of consumer psychology has enabled marketers to improve their effectiveness.

Recent research has increasingly focused on the emotional aspects of consumer engagement. For instance, a study by Pham (2013) elaborates on how emotions drive consumer decision-making processes, especially in online environments. This research underscores the shift from purely rational models of consumer behavior to those that incorporate the nuanced role of emotions.

The impact of social influence on consumer decisions has been a key focus in recent studies. For example, Cialdini and Goldstein (2004) have explored how social proof and authority influence consumer behavior, especially relevant in the age of social media influencers. Their work demonstrates the importance of understanding the social context in which consumers interact with brands.

Cognitive engagement has been explored in depth in the context of online consumer behavior. Huang and Benyoucef (2013) discuss how the interactivity and informational content of online platforms enhance cognitive engagement, influencing consumer attitudes and purchase intentions.

The field of behavioral economics has provided valuable insights into consumer psychology. Studies like those by Kahneman and Tversky have been expanded upon by researchers like Hershfield et al. (2011), who explore how present bias and other cognitive distortions impact consumer financial decisions.

The influence of digital technologies, such as mobile devices and social media platforms, on consumer psychology has been a growing area of research. For instance, research by Du, S., & Li, H. (2019) examines how mobile commerce has transformed consumer shopping behaviors, highlighting the need for marketers to adapt to these changing paradigms.

The concept of authenticity in marketing communications and its impact on consumer trust has been critically examined in recent literature. For example, a study by Ahmad, S., & Hashim, H. (2019) demonstrates that perceived authenticity in brand communications significantly impact consumer trust and loyalty, particularly in online settings.

In summary, the current literature on consumer psychology emphasizes the complexity of consumer behavior in the digital era. It highlights the need to understand not only the emotional and cognitive aspects of consumer engagement but also the broader social and technological impact that shape consumer behavior. These insights are pivotal for marketers aiming to devise strategies that resonate with today's consumers.

1.3.2. Purchase intention

In marketing research, purchase intention is a key indicator of a consumer's likelihood to buy a product or service in the foreseeable future. It serves as a predictive measure of actual purchasing behavior. Within the sphere of influencer marketing on social media, several factors, including the credibility of the influencer, the type of content they produce, and the level of consumer engagement, play significant roles in shaping purchase intentions.

Influencer credibility is a pivotal factor affecting purchase intentions. According to McKnight and Chervany (2002), trust in an online environment is composed of three key components:

competence, benevolence, and integrity. Influencers who are perceived as competent, benevolent, and having integrity are more likely to instill trust in their followers. This trust, in turn, enhances consumers' purchase intentions as they feel more confident in the recommendations made by the influencer.

Different types of content produced by influencers can significantly influence consumer engagement and purchase intention. Wang and Chang (2013) emphasize the importance of engaging content in building a positive consumer experience. Their research shows that content which provides valuable information and entertainment can lead to higher levels of consumer engagement, which positively impacts purchase intention. For example, educational content such as tutorials and reviews help consumers make informed decisions, thereby reducing perceived risk and increasing purchase intentions.

Yoo and Donthu (2001) discuss the impact of perceived value and customer satisfaction on purchase intention. They highlight that consumers are more likely to intend to purchase when they perceive high value in the product or service and when they are satisfied with their previous experiences. In the context of influencer marketing, this means that influencers who consistently provide valuable content and maintain a high level of interaction with their audience can enhance perceived value and satisfaction, thus boosting purchase intentions.

The use of storytelling in influencer content can create an emotional connection with the audience, significantly impacting purchase intention. Storytelling enables influencers to share personal experiences and relate to their followers on a deeper level. This emotional engagement fosters trust and loyalty, making consumers more likely to act on the influencer's recommendations. The narrative approach helps in humanizing the brand and making the marketing message more relatable and persuasive.

Social proof, or the influence of seeing others endorse a product, is another significant factor in purchase intention. When influencers share testimonials or showcase user-generated content, they provide social proof that can persuade their audience to make a purchase. This peer influence is particularly powerful in social media contexts where consumers are constantly exposed to others' opinions and experiences. The concept of social proof aligns with the findings of McKnight and Chervany (2002) regarding trust and reliability in online interactions.

The visual appeal and aesthetic quality of influencer content play a crucial role in attracting consumer attention and fostering engagement. High-quality, visually appealing content can

captivate viewers and enhance their desire to purchase the showcased products. Wang and Chang (2013) note that visually stimulating content can enhance the overall user experience, making consumers more inclined to follow through with a purchase.

Virvilaitė, Saladienė, and Žvinklytė (2011) explored how various marketing strategies impact consumer purchase intentions. Their research highlighted that well-executed marketing strategies, including influencer marketing, can effectively boost consumers' purchase intentions by creating positive brand associations and enhancing perceived value. They emphasize the importance of understanding consumer behavior and preferences in designing effective marketing campaigns.

The literature on purchase intention within the realm of influencer marketing on social media underscores the multifaceted nature of this phenomenon. Influencer credibility, engaging content, perceived value, emotional connection, social proof, and visual appeal all contribute to shaping consumers' purchase intentions. Understanding these dynamics allows marketers to effectively leverage influencer marketing to drive consumer engagement and increase sales.

1.3.3. Immediate challenges and limitations

The field of digital marketing has fundamentally changed because of social media's expanding power and the emergence of influencers as important figures in determining customer behavior. Understanding the current obstacles and constraints related to the influence of influencer marketing content types on consumer engagement and purchase intention is essential as brands use influencer marketing tactics more and more to interact with their target audience.

The abundance of influencer marketing content on social media platforms is a major problem for both marketers and influencers. There is a chance of declining returns on investment and content fatigue due to the multitude of influencers competing for the attention of consumers.

Influencer marketing is a constant challenge in terms of preserving authenticity and fostering consumer trust. Influencers must achieve a careful balance between promotional messaging and sincere engagement as audiences grow more perceptive and wary of sponsored material to keep their followers happy.

Influencers and companies are faced with a challenge in navigating the ever-changing legal landscape of influencer marketing, particularly regarding disclosure, transparency, and sponsored collaborations. It's still a fine balance to ensure that advertising rules are followed while preserving originality and authenticity.

The frequency with which social media sites alter their algorithms affects how visible and accessible influencer content is. Influencers looking to sustain engagement and successfully reach their target audience face a difficulty in keeping up with these changes and adjusting content tactics to match algorithmic upgrades.

Because tracking customer engagement and purchasing behavior across many platforms can be complicated, determining the efficacy and return on investment (ROI) of influencer marketing initiatives can be difficult. It is difficult for influencers and companies to do in depth performance analysis due to limited access to trustworthy data and analytics tools.

Limitations impacting consumer engagement and purchase intention are concerns over the validity of an influencer's reach and ability to influence consumer behavior due to the problem of fake followers and engagement bots, which damages the credibility of influencer marketing initiatives.

Influencers may find it difficult to divide up their following and modify their material to cater to different customer categories with different tastes, which could make it more difficult for them to engage target audiences.

It can be difficult for influencers to consistently provide high-quality, relevant material across a variety of platforms and content kinds, which can negatively affect their capacity to effectively influence consumers' buy intentions and maintain long-term engagement.

Consumer behavior is constantly evolving, with shifting trends and preferences influencing the type of content that resonates with audiences. Keeping up with these changes and adapting content strategies to align with emerging trends poses a limitation for influencers in maintaining consumer engagement and driving purchase intention.

Relying on a single social media platform or channel for influencer marketing campaigns can create a limitation in reaching a diverse audience and maximizing the impact of content on

consumer engagement and purchase intention. Diversifying the content strategy across multiple platforms can help mitigate this limitation.

In conclusion, the immediate challenges and limitations faced in influencer marketing content types have a direct impact on consumer engagement and purchase intention. By addressing these challenges and leveraging strategies to overcome limitations, brands and influencers can optimize their content strategies to effectively engage consumers and drive purchase behavior in the dynamic landscape of social media influence.

1.3.4. Predicting shifts and opportunities

In the realm of influencer marketing, Gordon Glenister (2019) emphasizes the critical role of social media in fostering consumer engagement and influencing purchase intention. Gordon Glenister (2019) suggests that as social media platforms evolve, influencers must adapt their content strategies to align with shifting consumer preferences and technological advancements. He predicts that the future of influencer marketing will involve a more nuanced understanding of audience behavior and the integration of immersive experiences to drive meaningful interactions and purchase decisions.

Jason Falls, co-author of *The Rebel's Guide to Email Marketing* (2012), extends this discussion by exploring how predicting shifts in consumer behavior can unlock new opportunities for influencer collaborations. Falls contends that anticipating changes in social media algorithms and user trends is essential for optimizing influencer campaigns and maximizing consumer engagement. He underscores the importance of leveraging data analytics to forecast shifts in audience preferences and adapt influencer content accordingly. Falls anticipates that influencers who embrace emerging platforms and innovative content formats will be well-positioned to capitalize on evolving consumer behaviors and drive tangible outcomes in purchase intention.

Together, Gordon and Falls highlight the dynamic intersection of social media, consumer engagement, and purchase intention within influencer marketing, underscoring the significance of proactive adaptation to predicted shifts for unlocking future opportunities and sustained success in this evolving landscape.

Addressing immediate challenges, identifying limitations, and predicting future shifts and opportunities will contribute to actionable insights for marketers and influencers seeking to optimize content strategies. Through a meticulously structured research methodology, this study aims to provide a comprehensive and definitive view of how content types positively impact consumer engagement and purchase intention in today's evolving digital landscape.

2. Methodology for researching the impact of an influencer content types on consumer engagement and purchase intension

This section delineates the methodology employed in this study. Included in this part are the aim, model, and hypotheses of the research, which set the foundation for the investigation. It also covers the organization and instruments utilized in conducting the research, providing insights into the systematic approach adopted. Further, the section details the process of selecting respondents and the characteristics of the sample, ensuring a comprehensive understanding of the demographic makeup of the study's participants. Lastly, it acknowledges and discusses the limitations encountered in the research, offering transparency and context to the study's scope and potential constraints.

2.1. Research methodology and design

This study, with the primary objective of understanding consumer behavior, will deploy a quantitative research method in the form of a survey to delve into the intricacies of audience interactions with influencer content types. This empirical phase seeks to measure and analyze the effectiveness of influencer endorsements and their subsequent influence on purchasing habits. Crucial data points to be collected include demographics, influencer content types of impact, consumer engagement and purchase intention. The collected data will undergo rigorous analysis using statistical tools like SPSS, leveraging methods such as correlation analysis, regression analysis, and descriptive statistics. The results derived from this quantitative approach are paramount in supporting or challenging the theories postulated in the preceding theoretical chapters. Moreover, this empirical examination will bring to light consumer sentiments, perceptions, and potentially unforeseen effects of influencers in the marketplace. Below is a Figure 4 presenting the core concepts central to this research, each encapsulating a distinct facet of the influencer ecosystem and their entrepreneurial journey.

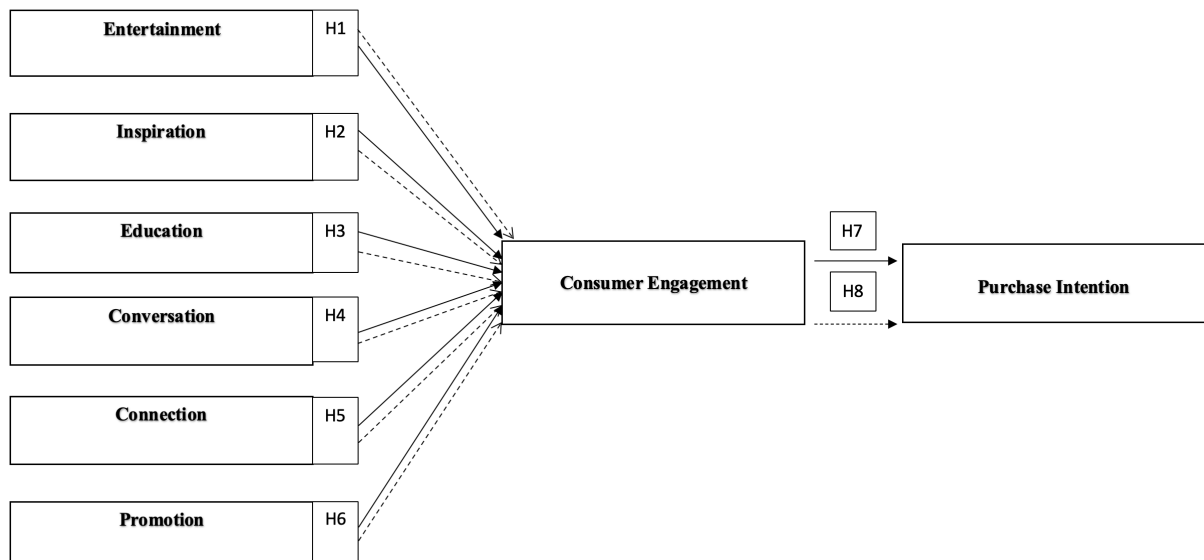


Figure 4. Framework of the study. *Source: Author's own creation., 2024.*

2.2. Aim, model, and hypotheses of the research

The primary aim of this research is to systematically examine and understand the influence of various types of influencer marketing content on consumer engagement and purchase intention in social media contexts. This involves investigating how different content strategies adopted by influencers on platforms like Instagram, LinkedIn, and Facebook affect the behavior and decision-making processes of their audiences.

The research model is built upon a conceptual framework that integrates theories from digital marketing, consumer behavior, and social media analytics. This model hypothesizes that different influencer marketing content types (e.g., entertainment, inspiration, education, conversation, connection, promotion content) have varying impacts on consumer engagement (likes, comments, shares) and subsequently influence their purchase intentions. The model will consider variables such as content type, engagement metrics, and consumer demographics to analyze their interrelationships.

In addition, the model includes an exploration of the potential mediating effects of consumer engagement between the type of influencer content and the purchase intention. This aspect of the model is crucial to understanding not just the direct impact of content types, but also how engagement levels can further influence consumer decisions to purchase.

By establishing this aim and model, the research sets out to provide empirical insights and theoretical contributions to the field of influencer marketing, especially regarding the efficacy of different content types in shaping consumer attitudes and behaviors in the digital space. Here are hypotheses of the research:

H1: Entertainment content positively impact consumer engagement.

H2: Inspiration content positively impact consumer engagement.

H3: Education content positively impact consumer engagement.

H4: Conversation content positively impact consumer engagement.

H5: Connection content positively impact consumer engagement.

H6: Promotion content positively impact consumer engagement.

H7: Consumer engagement positively affects purchase intention.

H8: Consumer engagement positively mediates the relationship between exposure to influencer marketing content and purchase intention.

These hypotheses aim to explore the relationships between different types of influencer marketing content and consumer engagement as well as purchase intention, considering various factors such as content focus, strategy, and ethical considerations.

Hypothesized Relationships:

Influencer Marketing Content Types → Consumer Engagement: Different types of content will impact engagement differently.

Consumer Engagement → Purchase Intention: Higher engagement is expected to lead to increased purchase intent.

Influencer Marketing Content Types → Purchase Intention: Certain content types may directly influence purchase intent independent of engagement.

2.3. Organization and instrument of the research

According to Cooper and Schindler (2014), research design encompasses the researcher's strategies from hypothesis formulation to operational implications and ultimate data analysis. Employing a questionnaire was deemed appropriate for this study due to its facilitation of research execution, the ability to accommodate multiple respondents, and its capacity to gather substantial

information, as noted by Leedy and Ormrod (2005). Moreover, the research ensured participant anonymity and upheld privacy measures to safeguard the confidentiality of individuals involved.

Since the questionnaire served as a crucial tool for gathering primary data, structured close-ended questionnaires were distributed to the participants. This research investigates the impact of purchase intention on customer engagement at social media, utilizing a structured questionnaire. The structured questionnaire underwent feedback from the advisor for refinement. Subsequently, the researcher distributed the finalized questionnaire to the sampled participants. Finally, the collected data from the questionnaire underwent coding and processing using the Statistical Package for Social Sciences (SPSS) application.

The study primarily employs quantitative analysis, utilizing the Statistical Package for Social Sciences (SPSS). As part of the inferential analysis, the study intends to utilize statistical measures such as mean, standard deviations, correlation (specifically Spearman correlation), and multiple regression analysis. These analyses aim to discern the influence of predictor variables including type of influencer marketing, frequency of influencer marketing content posting, engagement metrics, influencer reach, brand alignment with influencer content on the outcome variable of consumer engagement and purchase intention. Regression analysis facilitates the establishment of relationships between independent and dependent variables, offering objective insights rather than relying solely on subjective judgments. This approach ensures the provision of accurate and reliable information for decision-making, minimizing the reliance on personal opinions.

2.4. Selection of respondents and sample characteristics

A sample represents a small portion of the larger population, selected to provide insight into the characteristics of the whole group (Cooper & Schindler, 2014). Additionally, the authors might address sample size considerations, ensuring that it's adequate to detect meaningful effects and relationships within the data. They may also discuss any efforts made to mitigate biases or enhance the sample's representativeness, such as weighting techniques or subgroup analyses. This research utilized one of two main types of sampling methods, specifically non-probability sampling, focusing on convenience sampling. The survey was distributed among a social network including friends, family, and colleagues via email and social media.

This study employed a survey as its primary data collection tool, as detailed in Appendix 1. The survey was organized into two main sections: demographics and social media content types of impact on consumer engagement and purchase intention. The design of the questionnaire was informed by previous research, and responses were captured using a five-point Likert scale. On this scale, participants rated their agreement with statements from 1 (strongly agree) to 5 (strongly disagree).

This comprehensive set forms the basis from which a research sample is drawn. The selection of this group helps to narrow the focus of the project (Saunders & Lewis, 2012). Volunteers were solicited from existing and potential consumers possessing social media accounts in Lithuania. The country's population is roughly 2.8 million, with 2.4 millions of these individuals having internet access. Of this internet-using demographic, 77% engage with social media (Eleonora Budzinauskiene, 2019), resulting in a potential population size of around 1.8 million.

As the total population in this study is considered infinite, accurately estimating the exact size of the entire population poses a challenge. The sample-to-item ratio is utilized to determine the appropriate sample size, considering the number of items included in the study. According to various researchers (Gorsuch, 1983; Hatcher, 1994; Suhr, 2006), it is recommended that this ratio does not fall below 5-to-1. For instance, in a study comprising 30 items or questions, a minimum of 150 respondents would be necessary to maintain this ratio.

As a result, according to the formula, this study necessitates a sample of 200 social media users. Consequently, the researcher distributed questionnaires to two hundred (200) sampled respondents who are regular social media users. The researcher opted for convenience sample-to-item ratio, a non-probability technique, to select the sample. This approach was chosen because it allows for the collection of representative data from readily available participants who volunteer to take part in the study, facilitating quick data gathering. Despite the inherent risks associated with sample-to-item ratio, such as concerns regarding representativeness that may challenge the credibility of the findings, the researcher took measures to address this issue. To ensure a representative sample, the researcher disseminated the questionnaire (Annex 1) to respondents with diverse backgrounds in terms of location, age, gender, educational attainment, and income level.

3. Results of the empirical research: Impact of influencer marketing content types in social media on consumer engagement and purchase intention

In this chapter, the primary objective is to assess the hypotheses proposed, examine the empirical research findings, and address the central research question. The chapter commences by detailing the process of data collection and preparation, including an overview of the sample's characteristics and demographic distribution. Hypothesis testing is performed utilizing a General Linear model, and the Hayes PROCESS v3.4.1 macro, as outlined in the PROCESS macro for SPSS, to derive conclusive insights.

3.1. Data collection and preparation

Data collection occurred over a period of 10 days, starting from April 25th, 2024, and concluding on May 4th, 2024. The survey was distributed through personal social media accounts (Facebook, LinkedIn, and Instagram platforms), shared within friends, family, and work colleagues. The link of survey questionnaire was created in site <https://www.manoapklausu.lt/apklausa/1647747695/>. Analysis of the collected data was conducted using IBM SPSS Statistics software. In total, 226 people participated in the survey about impact of impact of influencer marketing content types in social media on consumer engagement and purchase intention. However, 26 out of 226 participants did not fully complete the survey, as a result, participants who did not respond to the control question were excluded from further analysis. This led to a final count of 200 respondents included in the analysis.

3.1.1. Sample profile and demographics

Among the 200 respondents (Table 1), the majority, comprising 52.0%, were in cities, while 27.5% resided in towns. Additionally, 14.5% were situated in suburbs, and 6.0% lived in rural areas.

Regarding age groups (Table 2), the survey participants were divided into seven categories. The largest group consisted of individuals aged 25-34 years old, making up 42.5% of the respondents (85 individuals). The second-largest group was individuals aged 35-44, accounting for 23.5% of respondents (47 individuals). Other age groups included 18-24 years old (13.5%, 27 individuals), 45-54 years old (9.0%, 18 individuals), 55-64 years old (7.0%, 14 individuals), and 65 and above

(1.5%, 3 individuals). There were also 6 respondents under the age of 18, representing 3.0% of the total respondents.

Among the 200 respondents (Table 3), the gender distribution was skewed towards females, with 60.5% of participants identifying as female, while 38.0% identified as male. Additionally, 1.5% preferred not to disclose their gender.

Table 1

Demographics – Location

1. What is your current location?	Frequency	Percent
City	104	52,0%
Suburb	29	14,5%
Town	55	27,5%
Rural area	12	6,0%
	200	100,0%

Note. Prepared by the author of the thesis.

Table 2

Demographics – Age

2. What is your age group?	Frequency	Percent
Under 18	6	3,0%
18-24	27	13,5%
25-34	85	42,5%
35-44	47	23,5%
45-54	18	9,0%
55-64	14	7,0%
65 and above	3	1,5%
	200	100,0%

Note. Prepared by the author of the thesis.

Table 3

Demographics – Gender

3. What is your gender?	Frequency	Percent
Male	76	38,0%
Female	121	60,5%
Prefer not to say	3	1,5%
	200	100,0%

Note. Prepared by the author of the thesis.

For the question regarding the highest level of education completed (Table 4), responses were as follows: 17.0% of respondents had a high school diploma or equivalent, 27.0% had completed some college, 42.5% held a bachelor's degree, 12.0% had obtained a master's degree, and 1.5% had a doctoral degree or higher.

In terms of approximate monthly household income (Table 5), the distribution was as follows: 50.5% of respondents reported an income of less than €2000, 43.5% reported incomes ranging between €2000 and €5000, while 6.0% reported incomes between €5000 and €10000. There were no respondents reporting a monthly household income of €10000 or more.

Regarding the average time spent on social network sites (Table 6), 25.0% of respondents reported spending less than 1 hour, 48.0% spent between 1-3 hours, and 27.0% spent more than 3 hours on social network sites.

Table 4

Demographics – Education

4. What is your highest level of education completed?	Frequency	Percent
High school diploma or equivalent	34	17,0%
Some college	54	27,0%
Bachelor's degree	85	42,5%
Master's degree	24	12,0%
Doctoral degree or higher	3	1,5%
	200	100,0%

Note. Prepared by the author of the thesis.

Table 5

Demographics – Income

5. What is your approximate monthly household income?	Frequency	Percent
Less than 2000 €	101	50,5%
2000€- 5000€	87	43,5%
5000€-10000€	12	6,0%
10000€ and more	0	0,0%
	200	100,0%

Note. Prepared by the author of the thesis.

Table 6

Demographics – Time spent

6. Average time spent on social network sites?	Frequency	Percent
Less than 1 hour	50	25,0%
1-3 hours	96	48,0%
More than 3 hours	54	27,0%
	200	100,0%

Note. Prepared by the author of the thesis.

3.1.2. Assessment of scales reliability

Cronbach's Alpha was applied to evaluate the internal consistency and reliability of the scales utilized in the survey, sourced from various academic references. The computed reliability coefficients for each scale exceeded the minimum threshold of 0.70, indicating satisfactory internal consistency.

In (Table 7) we can see that, the entertainment scale achieved a reliability coefficient of $\alpha = 0.752$, while the inspiration scale demonstrated $\alpha = 0.818$, both indicating moderate to strong levels of internal consistency among their respective items. Similarly, the education scale exhibited a reliability coefficient of $\alpha = 0.771$, suggesting moderate internal consistency.

Moreover, the conversation scale yielded $\alpha = 0.810$, the connection scale showed $\alpha = 0.795$, and the promotion scale attained $\alpha = 0.796$, all indicating strong internal consistency among their

items. Additionally, the consumer engagement scale displayed a reliability coefficient of $\alpha = 0.827$, while the purchase intention scale showed $\alpha = 0.844$, both suggesting strong internal consistency and reliability.

In further analysis, all scales were aggregated into one variable using mean scores. It is pertinent to note from the case processing summary that all 200 cases were deemed valid for analysis, with no exclusions. This comprehensive approach ensures the robustness and reliability of the analysis conducted on the complete dataset.

Table 7
Scale reliability assessment

Variable	Cronbach's Alpha	N of Items
Entertainment	.752	5
Inspiration	.818	5
Education	.771	5
Conversation	.81	5
Connection	.795	5
Promotion	.796	5
Consumer Engagement	.827	5
Purchase intention	.844	5

Note. Prepared by the author of the thesis.

3.1.3. Descriptive statistics

A 5-point Likert scale was utilized to assess various dimensions, including entertainment, inspiration, education, conversation, connection, promotion, consumer engagement, and purchase intention. Descriptive statistics were conducted in SPSS to calculate mean scores and standard deviations for each dimension (Table 8).

The analysis revealed that respondents provided high mean scores across all dimensions, indicating generally positive perceptions. Specifically, the mean scores ranged from 4.092 to 4.215, suggesting that respondents tended to agree with statements related to entertainment, inspiration, education, conversation, connection, promotion, consumer engagement, and purchase intention.

In terms of variability, standard deviation values ranged from 0.750 to 0.867, with most dimensions showing relatively low variability around the mean. This suggests a moderate level of agreement among respondents regarding their perceptions across the measured dimensions.

Overall, the findings indicate that respondents had positive perceptions across various dimensions related to influencer marketing content on social media, with relatively consistent agreement among respondents within each dimension.

Table 8

Scale descriptive statistics

Variable	Mean	Std. Deviation
Entertainment	4,092	0,782
Inspiration	4,215	0,804
Education	4,167	0,750
Conversation	4,147	0,829
Connection	4,190	0,857
Promotion	4,166	0,826
Consumer Engagement	4,168	0,867
Purchase intention	4,143	0,854

Note. Prepared by the author of the thesis.

3.1.4. Normality analysis

All variables used in this study were tested for normal distribution using the Kolmogorov-Smirnov and Shapiro-Wilk tests. The Shapiro-Wilk test is more accurate for testing normality. Therefore, the null hypothesis must be rejected for the data to be considered normally distributed.

According to the table above, all variables did not follow a normal distribution because the p-values were less than 0.05 for both tests. Specifically, the results of the Shapiro-Wilk test are as we see in (Table 9).

Thus, for this study, non-parametric tests should be used in subsequent analyses, such as non-parametric ANOVA equivalents (e.g., Kruskal-Wallis test) or regression analysis.

Table 9

Scale normality analysis

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Entertainment	.209	200	<.001	.768	200	<.001
Inspiration	.203	200	<.001	.760	200	<.001
Education	.241	200	<.001	.806	200	<.001
Conversation	.222	200	<.001	.787	200	<.001
Connection	.259	200	<.001	.763	200	<.001
Promotion	.224	200	<.001	.768	200	<.001
Consumer Engagement	.229	200	<.001	.776	200	<.001
Purchase Intention	.249	200	<.001	.717	200	<.001

Note. Prepared by the author of the thesis.

3.1.5. Correlation testing

To evaluate the correlations between various scale variables, Spearman's correlation test was applied. Spearman's test was chosen instead of Pearson's due to the non-normal distribution of the data. The test aimed to compare the relationships between the six influencer marketing content types (entertainment, inspiration, education, conversation, connection, and promotion), consumer engagement (mediator), and purchase intention (DV).

Findings:

1. Independent Variables and Consumer Engagement:

- All six content types had significant positive correlations with Consumer Engagement ($p < 0.001$):
 - Promotion ($\rho = 0.579$)
 - Conversation ($\rho = 0.509$)
 - Education ($\rho = 0.440$)
 - Inspiration ($\rho = 0.426$)
 - Connection ($\rho = 0.487$)

- Entertainment ($\rho = 0.393$)
2. Consumer Engagement and Purchase Intention:
- Consumer Engagement showed a strong positive correlation with Purchase Intention ($\rho = 0.584$, $p < 0.001$).
3. Independent Variables and Purchase Intention:
- Significant positive correlations were also found between Purchase Intention and the following content types ($p < 0.001$):
 - Promotion ($\rho = 0.502$)
 - Conversation ($\rho = 0.498$)
 - Inspiration ($\rho = 0.473$)
 - Education ($\rho = 0.375$)
 - Entertainment ($\rho = 0.304$)
 - Connection ($\rho = 0.347$)

Although none of the correlations approached a perfect 1, all were statistically significant. For detailed correlation coefficients, see Appendix 3. (ρ (rho) (Spearman's coefficient) for Spearman's rank correlation, measures the strength and direction of the relationship between two variables)

3.2. Hypotheses testing

3.2.1. Direct effects testing using regression analysis

To investigate the relationship between different types of influencer marketing content and their impact on consumer engagement and purchase intention, linear regression analysis was employed. This statistical technique was chosen due to its effectiveness in assessing the predictive power of multiple independent variables on a single dependent variable. By utilizing multiple linear regression, we could simultaneously evaluate how the different content types (entertainment, inspiration, education, conversation, connection, and promotion) impact consumer engagement, while also controlling for the influence of other variables. Furthermore, this approach enabled us to examine the mediating role of consumer engagement in predicting purchase intention, providing a comprehensive understanding of how influencer marketing strategies influence consumer behavior. Linear regression analysis was considered appropriate for this study as it allows for quantifying the relationships between continuous variables and offers insights into the relative importance of each content type in driving engagement and purchase intention. This approach ensured that the results would be both statistically rigorous and practically meaningful for developing effective influencer marketing strategies.

The results of the multiple linear regression analysis indicate that the model significantly predicts consumer engagement ($R^2 = 0.711$, $p < 0.001$). The accepted hypotheses include H2 (Inspiration), H4 (Conversation), H5 (Connection), and H6 (Promotion). However, the rejected hypotheses include H1 (Entertainment) and H3 (Education), indicating that these content types do not significantly impact consumer engagement. For further analysis see Appendix 4.

Table 10

Linear regression

R	R Square	Adjusted R Square	Std. Error of the Estimate
.843a	0,711	0,702	1,82037

Note. Prepared by the author of the thesis.

Table 11

Linear regression

	Sum of Squares	df	Mean Square	F	Sig.
Regression	1573,327	6	262,221	79,131	<.001b
Residual	639,553	193	3,314		
Total	2212,880	199			

Note. Prepared by the author of the thesis.

Table 12

Linear regression

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0,753	1,067		0,706	0,481
Entertainment	-0,068	0,072	-0,057	-0,951	0,343
Inspiration	0,218	0,084	0,200	2,588	0,010
Education	-0,002	0,095	-0,002	-0,021	0,983
Conversation	0,197	0,081	0,185	2,423	0,016

Connection	0,304	0,086	0,290	3,543	0,000
Promotion	0,310	0,087	0,285	3,566	0,000

Note. Prepared by the author of the thesis.

To test the first hypothesis, multiple linear regression analysis was employed. The results indicate that entertainment content does not significantly predict consumer engagement ($B = -0.068$, $SE = 0.072$, $Beta = -0.057$, $t = -0.951$, $p = 0.343$). This suggests that entertainment content has no substantial effect on consumer engagement. Therefore, the first hypothesis of this research paper is not accepted.

Hypotheses	Results
H1: Entertainment content positively impacts consumer engagement	Rejected

Note. Prepared by the author of the thesis.

The second hypothesis was tested using multiple linear regression. The analysis revealed that inspiration content significantly predicted consumer engagement ($B = 0.218$, $SE = 0.084$, $Beta = 0.200$, $t = 2.588$, $p = 0.010$). These results indicate that inspiration content positively influences consumer engagement. Consequently, the second hypothesis is accepted.

Hypotheses	Results
H2: Inspiration content positively impacts consumer engagement	Accepted

Note. Prepared by the author of the thesis.

To assess the third hypothesis, multiple linear regression was conducted. The findings show that education content does not significantly predict consumer engagement ($B = -0.002$, $SE = 0.095$, $Beta = -0.002$, $t = -0.021$, $p = 0.983$). Therefore, the results suggest that education content has no significant impact on consumer engagement, and thus, the third hypothesis is not accepted.

Hypotheses	Results
H3: Education content positively impacts consumer engagement	Rejected

Note. Prepared by the author of the thesis.

The fourth hypothesis was tested using multiple linear regression. The analysis shows that conversation content significantly predicted consumer engagement ($B = 0.197$, $SE = 0.081$, $Beta = 0.185$, $t = 2.423$, $p = 0.016$). These results indicate that conversation content has a significant positive effect on consumer engagement. Thus, the fourth hypothesis is accepted.

Hypotheses	Results
H4: Conversation content positively impacts consumer engagement	Accepted

Note. Prepared by the author of the thesis.

To evaluate the fifth hypothesis, multiple linear regression was conducted. The results reveal that connection content significantly predicted consumer engagement ($B = 0.304$, $SE = 0.086$, $Beta = 0.290$, $t = 3.543$, $p < 0.001$). This suggests that connection content positively influences consumer engagement. Consequently, the fifth hypothesis is accepted.

Hypotheses	Results
H5: Connection content positively impacts consumer engagement	Accepted

Note. Prepared by the author of the thesis.

The sixth hypothesis was tested using multiple linear regression. The findings demonstrate that promotion content significantly predicted consumer engagement ($B = 0.310$, $SE = 0.087$, $Beta = 0.285$, $t = 3.566$, $p < 0.001$). Therefore, these results suggest that promotion content positively influences consumer engagement. Thus, the sixth hypothesis is accepted.

Hypotheses	Results
H6: Promotion content positively impacts consumer engagement	Accepted

Note. Prepared by the author of the thesis.

To evaluate the seventh hypothesis, multiple linear regression analysis was used. The results indicate that consumer engagement significantly predicts purchase intention ($R^2 = 0.640$, Adjusted $R^2 = 0.638$, $F = 351.409$, $p < 0.001$). The regression coefficient ($B = 0.805$, $SE = 0.043$, $Beta = 0.800$, $t = 18.746$, $p < 0.001$) suggests that consumer engagement has a substantial positive impact on purchase intention. This indicates that for each unit increase in consumer engagement, purchase intention increases by 0.805 units. Consequently, the seventh hypothesis of this research paper is accepted, confirming that consumer engagement positively influences purchase intention.

Table 13

Linear regression

R	R Square	Adjusted R Square	Std. Error of the Estimate
.800a	0,640	0,638	2,01953

Note. Prepared by the author of the thesis.

Table 14

Linear regression

	Sum of Squares	df	Mean Square	F	Sig.
Regression	1433,215	1	1433,215	351,409	<.001b
Residual	807,540	198	4,078		
Total	2240,755	199			

Note. Prepared by the author of the thesis.

Table 15

Linear regression

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,943	0,906		4,353	0,000
Engagement	0,805	0,043	0,800	18,746	0,000

Note. Prepared by the author of the thesis.

Hypotheses	Results
H7: Consumer engagement positively impacts purchase intention	Accepted

Note. Prepared by the author of the thesis.

The results of the regression analyses indicate that inspiration, conversation, connection, and promotion content types have a significant positive impact on consumer engagement, accepting hypotheses H2, H4, H5, and H6. In contrast, entertainment and education content types do not significantly influence consumer engagement, leading to the rejection of hypotheses H1 and H3. Additionally, consumer engagement itself significantly predicts purchase intention, providing strong acceptance for hypothesis H7. Overall, these findings suggest that focusing on inspiration, conversation, connection, and promotion content types can enhance consumer engagement, which, in turn, positively affects purchase intention.

3.2.2. Mediated effects testing using process macro

To explore the mediating effect of consumer engagement on the relationship between influencer marketing content types and purchase intention, the Process Macro by Andrew F. Hayes was selected as the analytical tool for mediation analysis. The Process Macro is a robust statistical tool that facilitates the examination of direct, indirect, and total effects in mediation models. It was chosen for this study due to its user-friendly implementation within SPSS and its ability to generate comprehensive bootstrap confidence intervals, providing a rigorous assessment of mediation effects.

By incorporating Process Macro analysis into this study, we aim to provide deeper insights into how consumer engagement mediates the relationship between influencer marketing content types and purchase intention. This enables us to understand the underlying mechanisms of how different content strategies affect consumers' engagement levels and their subsequent purchase decisions, thus helping marketers devise more effective influencer marketing strategies.

Table 16

Process Macro analysis

Analysis Step	Effect	Coefficient (B)	SE	t	p	95% CI [LLCI, ULCI]	Standardized Coeff. (Beta)
Model 1: Predicting Engagement (M) from Entertainment (X)							
Model Summary	R = 0.5817	R ² = 0.3384	MSE = 7.3938	F(1, 198) = 101.2885	p < 0.0001		
Constant		6.5428	1.4336	4.5640	p < 0.0001	[3.7158, 9.3698]	
Entertainment (Enter)	Direct	0.6988	0.0694	10.0642	p < 0.0001	[0.5619, 0.8357]	Beta = 0.5817
Model 2: Predicting Intention (Y) from Entertainment (X) and Engagement (M)							
Model Summary	R = 0.8011	R ² = 0.6418	MSE = 4.0749	F(2, 197) = 176.4483	p < 0.0001		
Constant		3.2310	1.1188	2.8879	p = 0.0043	[1.0246, 5.4374]	
Entertainment (Enter)	Direct	0.0687	0.0634	1.0843	p = 0.2795	[-0.0563, 0.1937]	Beta = 0.0568

Engagement (Eng)	Mediation	0.7715	0.0528	14.6233	p < 0.0001	[0.6675, 0.8755]	Beta = 0.7667
Total Effect Model: Predicting Intention (Y) from Entertainment (X)							
Model Summary	R = 0.5029	R ² = 0.2529	MSE = 8.4552	F(1, 198) = 67.0163	p < 0.0001		
Constant		8.2788	1.5330	5.4004	p < 0.0001	[5.2557, 11.3019]	
Entertainment (Enter)	Total	0.6078	0.0742	8.1863	p < 0.0001	[0.4614, 0.7543]	Beta = 0.5029
Indirect Effect of Entertainment (X) on Intention (Y) through Engagement (M)							
Engagement (Eng)	Indirect	0.5391	0.0954			[0.3538, 0.7277]	Beta = 0.4460
Model 1: Predicting Engagement (M) from Inspiration (X)							
Model Summary	R = 0.7545	R ² = 0.5692	MSE = 4.8146	F(1, 198) = 261.6156	p < 0.0001		
Constant		3.5057	1.0829	3.2374	p = 0.0014	[1.3703, 5.6412]	
Inspiration (Insp)	Direct	0.8225	0.0509	16.1745	p < 0.0001	[0.7222, 0.9228]	Beta = 0.7545
Model 2: Predicting Intention (Y) from Inspiration (X) and Engagement (M)							
Model Summary	R = 0.8240	R ² = 0.6789	MSE = 3.6519	F(2, 197) = 208.2892	p < 0.0001		
Constant		1.7384	0.9677	1.7964	p = 0.0740	[-0.1700, 3.6469]	
Inspiration (Insp)	Direct	0.3314	0.0675	4.9118	p < 0.0001	[0.1984, 0.4645]	Beta = 0.3021
Engagement (Eng)	Mediation	0.5754	0.0619	9.2968	p < 0.0001	[0.4534, 0.6975]	Beta = 0.5718
Total Effect Model: Predicting Intention (Y) from Inspiration (X)							
Model Summary	R = 0.7335	R ² = 0.5381	MSE = 5.2276	F(1, 198) = 230.6357	p < 0.0001		
Constant		3.7557	1.1284	3.3284	p = 0.0010	[1.5305, 5.9808]	
Inspiration (Insp)	Total	0.8047	0.0530	15.1867	p < 0.0001	[0.7002, 0.9092]	Beta = 0.7335
Indirect Effect of Inspiration (X) on Intention (Y) through Engagement (M)							
Engagement (Eng)	Indirect	0.4733	0.0696			[0.3304, 0.6058]	Beta = 0.4314
Model 1: Predicting Engagement (M) from Education (X)							
Model Summary	R = 0.7085	R ² = 0.5019	MSE = 5.5666	F(1, 198) = 199.5307	p < 0.0001		
Constant		2.7143	1.2940	2.0976	p = 0.0372	[0.1625, 5.2661]	
Education (Educ)	Direct	0.8700	0.0616	14.1255	p < 0.0001	[0.7485, 0.9914]	Beta = 0.7085
Model 2: Predicting Intention (Y) from Education (X) and Engagement (M)							
Model Summary	R = 0.8051	R ² = 0.6481	MSE = 4.0023	F(2, 197) = 181.4336	p < 0.0001		
Constant		2.5195	1.1093	2.2712	p = 0.0242	[0.3318, 4.7072]	
Education (Educ)	Direct	0.1616	0.0740	2.1838	p = 0.0302	[0.0157, 0.3075]	Beta = 0.1308
Engagement (Eng)	Mediation	0.7115	0.0603	11.8080	p < 0.0001	[0.5927, 0.8304]	Beta = 0.7071
Total Effect Model: Predicting Intention (Y) from Education (X)							
Model Summary	R = 0.6317	R ² = 0.3991	MSE = 6.8004	F(1, 198) = 131.5016	p < 0.0001		
Constant		4.4509	1.4302	3.1120	p = 0.0021	[1.6305, 7.2713]	
Education (Educ)	Total	0.7806	0.0681	11.4674	p < 0.0001	[0.6464, 0.9149]	Beta = 0.6317
Indirect Effect of Education (X) on Intention (Y) through Engagement (M)							
Engagement (Eng)	Indirect	0.6190	0.0976			[0.4250, 0.8075]	Beta = 0.5010
Model 1: Predicting Engagement (M) from Conversation (X)							
Model Summary	R = 0.7581	R ² = 0.5747	MSE = 4.7534	F(1, 198) = 267.5386	p < 0.0001		

Constant		4.0821	1.0361	3.9400	p = 0.0001	[2.0389, 6.1252]	
Conversation (Conv)	Direct	0.8082	0.0494	16.3566	p < 0.0001	[0.7108, 0.9056]	Beta = 0.7581
Model 2: Predicting Intention (Y) from Conversation (X) and Engagement (M)							
Model Summary	R = 0.8143	R ² = 0.6631	MSE = 3.8325	F(2, 197) = 193.8324	p < 0.0001		
Constant		2.4533	0.9661	2.5394	p = 0.0119	[0.5481, 4.3585]	
Conversation (Conv)	Direct	0.2519	0.0680	3.7021	p = 0.0003	[0.1177, 0.3860]	Beta = 0.2348
Engagement (Eng)	Mediation	0.6257	0.0638	9.8050	p < 0.0001	[0.4998, 0.7515]	Beta = 0.6218
Total Effect Model: Predicting Intention (Y) from Conversation (X)							
Model Summary	R = 0.7061	R ² = 0.4986	MSE = 5.6741	F(1, 198) = 196.9121	p < 0.0001		
Constant		5.0074	1.1320	4.4236	p < 0.0001	[2.7752, 7.2397]	
Conversation (Conv)	Total	0.7575	0.0540	14.0325	p < 0.0001	[0.6511, 0.8640]	Beta = 0.7061
Indirect Effect of Conversation (X) on Intention (Y) through Engagement (M)							
Engagement (Eng)	Indirect	0.5057	0.0875			[0.3335, 0.6811]	Beta = 0.4714
Model 1: Predicting Engagement (M) from Connection (X)							
Model Summary	R = 0.7926	R ² = 0.6282	MSE = 4.1550	F(1, 198) = 334.5796	p < 0.0001		
Constant		3.4149	0.9635	3.5443	p = 0.0005	[1.5149, 5.3149]	
Connection (Conn)	Direct	0.8317	0.0455	18.2915	p < 0.0001	[0.7421, 0.9214]	Beta = 0.7926
Model 2: Predicting Intention (Y) from Connection (X) and Engagement (M)							
Model Summary	R = 0.8061	R ² = 0.6499	MSE = 3.9825	F(2, 197) = 182.8245	p < 0.0001		
Constant		3.0296	0.9727	3.1146	p = 0.0021	[1.1113, 4.9479]	
Connection (Conn)	Direct	0.1754	0.0730	2.4024	p = 0.0172	[0.0314, 0.3194]	Beta = 0.1661
Engagement (Eng)	Mediation	0.6723	0.0696	9.6628	p < 0.0001	[0.5351, 0.8095]	Beta = 0.6681
Total Effect Model: Predicting Intention (Y) from Connection (X)							
Model Summary	R = 0.6956	R ² = 0.4839	MSE = 5.8404	F(1, 198) = 185.6656	p < 0.0001		
Constant		5.3254	1.1423	4.6621	p < 0.0001	[3.0728, 7.5780]	
Connection (Conn)	Total	0.7346	0.0539	13.6259	p < 0.0001	[0.6283, 0.8409]	Beta = 0.6956
Indirect Effect of Connection (X) on Intention (Y) through Engagement (M)							
Engagement (Eng)	Indirect	0.5592	0.0936			[0.3825, 0.7520]	Beta = 0.5295
Model 1: Predicting Engagement (M) from Promotion (X)							
Model Summary	R = 0.7858	R ² = 0.6175	MSE = 4.2754	F(1, 198) = 319.5900	p < 0.0001		
Constant		3.0357	1.0066	3.0158	p = 0.0029	[1.0506, 5.0207]	
Promotion (Prom)	Direct	0.8547	0.0478	17.8771	p < 0.0001	[0.7605, 0.9490]	Beta = 0.7858
Model 2: Predicting Intention (Y) from Promotion (X) and Engagement (M)							
Model Summary	R = 0.8224	R ² = 0.6764	MSE = 3.6808	F(2, 197) = 205.8811	p < 0.0001		
Constant		1.9832	0.9552	2.0762	p = 0.0392	[0.0995, 3.8670]	
Promotion (Prom)	Direct	0.3394	0.0717	4.7318	p < 0.0001	[0.1980, 0.4809]	Beta = 0.3101
Engagement (Eng)	Mediation	0.5596	0.0659	8.4864	p < 0.0001	[0.4296, 0.6896]	Beta = 0.5561
Total Effect Model: Predicting Intention (Y) from Promotion (X)							

Model Summary	R = 0.7471	R ² = 0.5581	MSE = 5.0011	F(1, 198) = 250.0547	p < 0.0001		
Constant		3.6820	1.0887	3.3820	p = 0.0009	[1.5350, 5.8289]	
Promotion (Prom)	Total	0.8177	0.0517	15.8131	p < 0.0001	[0.7157, 0.9197]	Beta = 0.7471
Indirect Effect of Promotion (X) on Intention (Y) through Engagement (M)							
Engagement (Eng)	Indirect	0.4783	0.0802			[0.3195, 0.6310]	Beta = 0.4370

Note. Prepared by the author of the thesis.

In this section, was analyzed the results from the PROCESS macro to test whether consumer engagement (CE) mediates the relationship between various influencer marketing content types and purchase intention (PI). In this research used Model 4 in the PROCESS macro, which is specifically designed for simple mediation analysis.

In entertainment content the direct effect of entertainment content (X) on purchase intention (Y) was not significant ($B = 0.0687$, $p = 0.2795$). This indicates that when consumer engagement (M) is included as a mediator, the influence of entertainment content on purchase intention diminishes. The indirect effect through consumer engagement was significant ($B = 0.5391$, 95% CI [0.3538, 0.7277]), suggesting that consumer engagement fully mediates the relationship between entertainment content and purchase intention.

To sum up these results accept the hypothesis (H8) that consumer engagement mediates the relationship between entertainment content and purchase intention. Specifically, entertainment content indirectly influences purchase intention through its positive impact on consumer engagement.

In inspiration content the direct effect of inspiration content on purchase intention remained significant ($B = 0.3314$, $p < 0.0001$), even after accounting for consumer engagement.

The indirect effect through consumer engagement was also significant ($B = 0.4733$, 95% CI [0.3304, 0.6058]), indicating partial mediation. To sum up consumer engagement partially mediates the relationship between inspiration content and purchase intention. This finding accepts the mediation hypothesis (H8), suggesting that inspiration content has both a direct and indirect impact on purchase intention through consumer engagement.

In education content the direct effect of education content on purchase intention was significant ($B = 0.1616$, $p = 0.0302$) but smaller than the indirect effect. The indirect effect through consumer engagement was significant ($B = 0.6190$, 95% CI [0.4250, 0.8075]), indicating partial mediation. Consumer engagement partially mediates the relationship between education content and purchase

intention. This accepts hypothesis H8, indicating that education content has a strong indirect impact on purchase intention through consumer engagement.

Analyzing conversation content, the direct effect of conversation content on purchase intention was significant ($B = 0.2519, p = 0.0003$), even when controlling for consumer engagement.

The indirect effect through consumer engagement was significant ($B = 0.5057, 95\% \text{ CI } [0.3335, 0.6811]$), indicating partial mediation. Consumer engagement partially mediates the relationship between conversation content and purchase intention. This accepts H8, showing that conversation content has both direct and indirect effects on purchase intention through consumer engagement.

In connection content the direct effect of connection content on purchase intention was significant ($B = 0.1754, p = 0.0172$), even after accounting for consumer engagement.

The indirect effect through consumer engagement was significant ($B = 0.5592, 95\% \text{ CI } [0.3825, 0.7520]$), indicating partial mediation. Consumer engagement partially mediates the relationship between connection content and purchase intention. This accepts hypothesis H8, showing that connection content indirectly influences purchase intention through consumer engagement.

In promotion content the direct effect of promotion content on purchase intention remained significant ($B = 0.3394, p < 0.0001$), even after accounting for consumer engagement.

The indirect effect through consumer engagement was significant ($B = 0.4783, 95\% \text{ CI } [0.3195, 0.6310]$), indicating partial mediation. Consumer engagement partially mediates the relationship between promotion content and purchase intention. This finding accepts hypothesis H8, indicating that promotion content has both direct and indirect effects on purchase intention through consumer engagement.

Hypotheses	Results
H8: Consumer engagement positively mediates the relationship between exposure to influencer marketing content and purchase intention.	Accepted

Note. Prepared by the author of the thesis.

The results from the PROCESS macro analyses indicate that consumer engagement significantly mediates the relationship between all influencer marketing content types (entertainment, inspiration, education, conversation, connection, and promotion) and purchase intention. For entertainment content, the mediation is full, while for all other content types, the mediation is partial. Therefore, H8 is accepted.

3.3. Summary of the empirical research findings

Table 17

Summary of the hypotheses testing

Hypotheses	Results
H1: Entertainment content positively impacts consumer engagement	Rejected
H2: Inspiration content positively impacts consumer engagement	Accepted
H3: Education content positively impacts consumer engagement	Rejected
H4: Conversation content positively impacts consumer engagement	Accepted
H5: Connection content positively impacts consumer engagement	Accepted
H6: Promotion content positively impacts consumer engagement	Accepted
H7: Consumer engagement positively impacts purchase intention	Accepted
H8: Consumer engagement positively mediates the relationship between exposure to influencer marketing content and purchase intention.	Accepted

Note. Prepared by the author of the thesis.

3.3.1. Impact of research and contributions to the literature

This research contributes significantly to the existing literature on influencer marketing by providing empirical evidence on the mediating role of consumer engagement between influencer content types and purchase intention. The findings reveal that consumer engagement acts as a crucial mediator, especially highlighting its full mediation in the relationship between entertainment content and purchase intention, and partial mediation in other content types. This underscores the nuanced role that content type plays in influencing consumer behavior through engagement, an area that has not been exhaustively explored in existing studies. Additionally, the distinction between full and partial mediation across different types of content offers a deeper understanding of how specific content characteristics impact consumer decision-making processes.

The primary goal of this research paper was to test impact of influencer marketing content types in social media on consumer engagement and purchase intention. The study meticulously tested several hypotheses to understand which types of content most effectively influence consumer engagement and subsequent purchase behaviors.

In the first hypothesis (H1), contrary to expectations, the hypothesis that entertainment content positively impacts consumer engagement was not accepted. This challenges existing literature, which often highlights the effectiveness of entertainment-driven content in boosting engagement rates through humor, storytelling, and creative expression Lie Ao, Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Despite its potential to create memorable and enjoyable experiences that encourage sharing and brand association, this study suggests that other factors like audience demographics or content saturation may influence the impact of entertainment content. Tafesse and Wien (2018) emphasize the strategic alignment of content types with social media capabilities to maximize engagement, yet our findings indicate that entertainment content alone does not guarantee higher engagement, underscoring the need for a nuanced approach tailored to specific audiences.

The second hypothesis (H2) proposed that inspirational content was accepted, indicating that inspirational content, such as success stories and motivational quotes, effectively enhances consumer engagement. This type of content is particularly potent when it maintains authenticity, as discussed by Audrezet, de Kerviler, and Moulard (2020), who emphasize the necessity of genuine connections between influencers and their audience to foster trust and inspiration. In the research of Bilro, R.G., Loureiro, S.M.C., & Guerreiro, J. (2021) have also found a significant influence of inspirational content on consumer motivation and brand perception.

Furthermore, hypothesis H3, which suggests that educational content positively impacts consumer engagement, was not accepted. This finding challenges the typical expectation that educational content, such as tutorials and how-to guides, would foster cognitive engagement and trust. Despite the insights from Yadav, M., & Rahman, Z. (2022), who emphasize the role of educational content in establishing credibility and aiding informed purchase decisions, this outcome suggests that mere information provision may not suffice. Lou and Yuan (2019) highlight the importance of message value and credibility, stressing that the perceived expertise of the influencer and the quality of information are crucial for fostering trust. Therefore, for educational content to be effective, it must not only be accurate and relevant but also engaging and directly aligned with consumer needs. This reevaluation underscores the necessity of integrating engaging elements and ensuring relevance to better captivate and retain consumer interest.

Moreover, the fourth hypothesis (H4) proposed that conversational content significantly enhances consumer engagement through interactive dialogue between influencers and their followers. This

type of content leverages the dynamic capabilities of social media platforms to foster a two-way communication that deepens relational ties. According to Carr and Hayes (2015), understanding both the technological and communicative aspects of social media interactions is crucial for the success of influencer marketing strategies. Their research provides essential insights into how conversational content can be strategically used to increase engagement and influence consumer behavior, emphasizing the importance of adapting to both human and algorithmic elements of social media communications.

Furthermore, connection content hypothesis (H5), as discussed in Brittany Hennessy's book "Influencer: Building Your Personal Brand in the Age of Social Media," emphasizes building meaningful relationships over merely increasing follower counts. Hennessy illustrates how authentic engagement through connection content can solidify an influencer's brand by establishing trust with the audience. This type of content proves essential for influencers who aim to transform their social media platforms into spaces of significant influence and credibility. By fostering personal connections, influencers enhance their ability to support brand messages, thereby improving the effectiveness of collaborative marketing efforts and influencing consumer decisions more powerfully.

Additionally, the effectiveness of promotional content hypothesis (H6) in driving consumer behavior, such as purchases or inquiries, was accepted by findings from De Veirman, Cauberghe, and Hudders (2017). Their research underscores the importance of aligning the influencer's follower base and the relevance of the product to the influencer's usual content. This alignment increases the authenticity of the promotional message, thereby enhancing its impact on consumer behavior. The study highlights the strategic necessity of selecting influencers whose established image and audience closely match the brand's target market, optimizing the persuasive power of promotional content on social media platforms.

The validation of hypothesis H7 within this thesis demonstrates that consumer engagement positively impacts purchase intention. This finding highlights the intricate dynamics of cognitive, emotional, and behavioral engagement in influencing consumer behavior. Influencer credibility, comprising competence, benevolence, and integrity (McKnight & Chervany, 2002), is crucial for enhancing purchase intentions. This study aligns with Wang and Chang (2013), who emphasize that engaging content, providing valuable information and entertainment, fosters higher consumer engagement and purchase intention. Educational content aids informed decisions, reducing perceived risk (Wang & Chang, 2013). Moreover, Yoo and Donthu (2001) emphasize that

perceived value and customer satisfaction significantly boost purchase intentions. Storytelling creates emotional connections, enhancing trust and loyalty. Social proof, such as testimonials, leverages peer influence, aligning with McKnight and Chervany's findings on trust. Visually appealing content captivates viewers, enhancing purchase likelihood (Wang & Chang, 2013). This study enriches marketing theories by showing how engagement dimensions synergistically drive purchase intentions, offering actionable insights for leveraging consumer engagement effectively in digital marketing.

Lastly, it was hypothesized (H8) that consumer engagement mediates the relationship between influencer content types and purchase intentions. This hypothesis was accepted, showing that engagement is a crucial intermediary in converting content viewership into purchases. Recent studies, such as Mollick, J., Cutshall, R., Changchit, C., & Pham, L. (2023), expanded engagement to include emotional, cognitive, and behavioral aspects, reflecting a more comprehensive view. Cognitive engagement involves deeper mental processing, driven by content relevance and quality (Arora, T., & Sanni, S. (2021)). Emotional engagement, influenced by authenticity and narrative quality, fosters strong bonds and loyalty (Lee & Kim, 2020). Behavioral engagement, like likes and shares, indicates the effectiveness of cognitive and emotional strategies (Wilkie, D. C. H., Dolan, R., Harrigan, P., & Gray, H. (2022)). These dimensions are interconnected, with cognitive and emotional engagement leading to meaningful behavioral engagement (Wilkie, D. C. H., Dolan, R., Harrigan, P., & Gray, H. (2022)). This highlights the complexity of consumer engagement, emphasizing the need for content that engages on multiple levels to drive purchase intentions.

3.3.2. Managerial implications

The findings of this study offer actionable insights for creative agencies managing influencers, brands working with influencers either directly or through agencies, and influencers themselves who craft content for these brands. This research underscores the importance of selecting the appropriate type of influencer and content to effectively achieve marketing objectives, which can vary from brand to brand. Depending on the specific goals whether it's increasing consumer engagement, driving purchase intentions, or enhancing brand credibility the choice of influencer type and content strategy can significantly influence outcomes.

Our research clarifies the distinct roles and impacts of different influencer content types on social media. It reveals that inspirational and conversation content are highly effective in engaging consumers. These content types, alongside connection and promotional content, have been proven to support consumer engagement significantly. Notably, educational content, which might be

assumed to hold substantial value, and entertainment content surprisingly do not support consumer engagement effectively in our findings.

Moreover, the study confirms the strong positive influence of consumer engagement on purchase intention. This indicates that once consumers are engaged, they are more likely to proceed to purchase. Importantly, consumer engagement also serves as a crucial mediator in the relationship between exposure to influencer marketing content and the consumer's purchase intention.

These insights are indispensable for brands and marketing managers in crafting strategies that not only capture consumer attention but also drive them towards making a purchase, thus enhancing the overall effectiveness of influencer marketing campaigns in the competitive social media environment.

3.3.3. Limitations and recommendations

One of the primary limitations of this study revolves around measurement constraints, particularly concerning the operational definitions and classifications of influencer marketing content types. Extensive review of the literature revealed that this specific approach to analyzing the impact of different content types on consumer engagement and purchase intention, as conducted in this research, has not been previously undertaken. This novelty presents both an opportunity and a challenge. On one hand, it provides fresh insights into an under-explored area of influencer marketing. On the other hand, it introduces complexities in ensuring comparability and consistency with existing studies.

Additionally, the classification of content types varies significantly across different studies, making it difficult to standardize measurements and compare findings directly. In the existing literature, content types are often classified without a consistent framework, leading to potential discrepancies in how content effectiveness is interpreted. For instance, what one study might classify as 'educational' content could be considered 'inspirational' in another, depending on the subjective criteria used by researchers.

This study attempted to mitigate these challenges by clearly defining each content type based on specific characteristics observed in the influencer marketing industry. However, the variability in classification across studies still poses a significant hurdle in developing a universally accepted taxonomy of influencer content. This variation emphasizes the need for further research to refine

content categorization and develop standardized measures that can be universally applied, enhancing the comparability and reproducibility of research findings in the field of influencer marketing.

The temporal dynamics of influencer marketing and consumer behavior are a significant shortcoming of our research. Influencer marketing is a quickly developing sector where tactics, platform algorithms, and consumer tastes are always changing. These developments can have a big long-term impact on how effective various content kinds are over time. Only a snapshot of these dynamics is captured in this study, so longer-term trends and consequences that could offer a more complete picture of customer engagement and purchase intentions may be overlooked.

Furthermore, this study did not take into consideration the impact of time-related variables on consumer behavior and the efficacy of influencer marketing initiatives, such as seasonality, economic cycles, and technology breakthroughs. These components can significantly change both the persuasiveness of influencer content and user engagement levels. For example, when consumer buying habits change during a recession, a campaign that does well during a boom may not have the same effects during a downturn. The reach and interaction of influencer postings are also directly impacted by the regular updates to platform algorithms, which alter the way that material is presented to users. The future research should aim to incorporate longitudinal studies that track the effectiveness of influencer marketing over different time periods and under varying economic conditions.

This study's generalizability is constrained notably by the geographic and demographic composition of its sample, which exclusively comprised individuals from Lithuania. Specifically, among the 200 respondents, a majority of 52.0% were in cities, while 27.5% resided in towns, 14.5% were situated in suburbs, and 6.0% lived in rural areas. This distribution indicates a predominantly urban-centric sample that may not adequately represent the views and behaviors of individuals in less urbanized or different geographic settings.

The urban bias of the sample could influence the results, as urban consumers often have different purchasing behaviors, access to technology, and interactions with social media compared to their rural counterparts. Furthermore, the survey's dissemination through social media channels likely targeted users who are more engaged and familiar with digital platforms, potentially skewing the results towards those who are predisposed to interact with influencer content.

This methodological approach limits the findings' applicability to the general population, particularly in regions outside of similar urban settings in Lithuania or among demographics that are less active on social media. Future research should aim to diversify the sampling strategy to include a more representative cross-section of the population across various living environments. Expanding the geographic scope to include respondents from multiple countries and different types of living areas would enhance the external validity and ensure that the findings are more reflective of diverse consumer experiences with influencer marketing worldwide.

Furthermore, this study did not consider different tiers of influencers (such as micro-influencers, macro-influencers), even though there is existing research on the impact of influencer size. Notably, Schaffer (2020) highlights those micro-influencers, with their smaller yet highly engaged follower bases, provide unique advantages for brands aiming to target specific audience segments. Their authentic and personalized relationships with followers often result in higher trust and engagement levels compared to macro influencers or celebrities. Including influencer tiers in future research could provide deeper insights.

The experiment was conducted online, allowing participants the option to leave at any time. Additionally, potential online distractions and a possibly hasty completion of the survey could have influenced the results and the attention of participants. Future studies might improve validity by conducting experiments in a real-life setting.

Conclusion

1. Based on the analysis of scientific literature, it can be concluded that the impact of influencer marketing content types in social media on consumer engagement and purchase intention varies significantly. Each content type, including entertaining, inspirational, educational, conversational, connectional, and promotional, has distinct characteristics that appeal to different audience segments and drive various levels of engagement and purchase intentions. Also, the analysis provides a nuanced understanding of how different content types within influencer marketing impact consumer engagement and purchase intention. By delving into influencer entrepreneurship, tracing its historical evolution, and evaluating content effectiveness, this study illuminates the multifaceted landscape of influencer marketing strategies.
2. Based on the analysis of the provided literature, it can be concluded that consumer engagement in influencer marketing is a complex, multi-dimensional concept shaped

significantly by social media algorithms. These algorithms determine content visibility based on recentness, relevance, and engagement metrics, necessitating influencers to adapt their strategies continually. Consumer engagement involves emotional, cognitive, and behavioral dimensions, with emotional engagement driven by content authenticity, cognitive engagement by content relevance, and behavioral engagement indicated by likes, shares, and comments. The interaction between algorithms and monetization strategies, like paid promotions, impacts influencers' organic reach, while ethical considerations such as transparency and algorithmic biases are crucial for maintaining trust. The importance of personal branding and strategic monetization is emphasized, along with the need for tailored approaches for different types of influencers. Overall, understanding these dynamics is essential for creating effective influencer marketing strategies that foster authentic and meaningful audience connections.

3. Based on the analysis of scientific literature, it can be concluded that consumer psychology and purchase intention are multifaceted areas essential for understanding consumer behavior in the digital age. Consumer psychology highlights the importance of emotional engagement, social influence, cognitive engagement, behavioral economics, digital technologies, and marketing authenticity. In influencer marketing, key factors such as influencer credibility, engaging content, perceived value, emotional connection, social proof, and visual appeal significantly shape purchase intentions. Influencers who are trustworthy and provide engaging, informative content can boost consumer confidence and drive sales. Therefore, marketers must consider these factors to develop effective strategies that resonate with modern consumers, leveraging influencer marketing to build trust and increase sales in the digital marketplace.
4. Based on the research findings, it can be concluded that consumer engagement is a critical factor influencing purchase intention. The regression analysis highlights that higher levels of consumer engagement significantly increase the likelihood of purchase intention, underscoring its importance over other factors such as content type alone. This suggests that consumers are more likely to make purchasing decisions based on how engaged they feel with the content, rather than just the nature of the content itself. Therefore, influencers and marketers should prioritize strategies that enhance engagement to drive purchase intentions effectively.

5. Based on the research findings, it can also be concluded that consumer engagement serves as a crucial intermediary between influencer content types and purchase intentions. The mediation analysis reveals that while entertainment content fully mediates the relationship with purchase intention, other content types show partial mediation through consumer engagement. This indicates that engagement is essential for converting content viewership into actual purchases. As such, influencers must focus on creating content that not only attracts viewers but also deeply engages them to maximize the impact on purchase intentions. These findings provide valuable insights for marketers, emphasizing the need for a strategic approach that integrates high-engagement content to achieve better marketing outcomes.

6. Based on the analysis of scientific literature and research findings, a comprehensive understanding has been developed on the pivotal role of consumer engagement in influencer marketing. This research highlights that consumer engagement significantly influences purchase intention, as demonstrated through regression analysis. Additionally, the mediation analysis reveals that engagement serves as a crucial intermediary between influencer content types and purchase intentions. These findings provide valuable insights for marketers, emphasizing the need for high-engagement content to enhance marketing outcomes. By focusing on content that deeply engages consumers, influencers can more effectively drive purchase decisions, thereby achieving competitive advantages in the digital marketplace.

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IMPACT OF INFLUENCER MARKETING CONTENT TYPES IN SOCIAL MEDIA ON CONSUMER ENGAGEMENT AND PURCHASE INTENTION

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SUMMARY

79 pages, 17 tables, 5 figures, 52 references.

This first section of theoretical part introduces the concept of influencer entrepreneurship and its relation to various content types. It provides an overview of the influencer landscape, traces the historical evolution of influencer marketing and entrepreneurship, and explores the effectiveness of different content types employed by influencers.

The second chapter delves into the complexities of influencer marketing in the digital age. It covers the role of platform algorithms in influencer reach and engagement, the continuous adaptation required by influencers to maintain visibility, and the definitions and dimensions of consumer engagement. It also explores the dynamics between content types and audience engagement.

The final chapter of the theoretical framework discusses consumer psychology and its implications for purchase intention. It explores the psychological factors that influence consumer behavior, the interaction between consumers and content, and immediate challenges and limitations in the field. Additionally, it anticipates future shifts and opportunities in influencer marketing.

This structured framework provides a solid foundation for examining the impact of influencer marketing content types on consumer engagement and purchase intention. It sets the stage for a comprehensive exploration of these interconnected themes, offering valuable insights into the dynamic world of digital influencers and their influence on consumer behavior.

Appendices

Appendix 1

Questionnaire

The following questionnaire was prepared for the master thesis at Vilnius University of Global Business and Economics. The purpose of this research is to test impact of influencer content types on consumer engagement and purchase intention. The questionnaire is done in English language and shared with respondents on social media platforms.

As part of this study, we are interested in understanding how demographic characteristics influence perceptions and behaviors related to influencer marketing on social media platforms. The following demographic questions will provide important contextual information for our analysis. Demographic questions are:

1. What is your current location?

- City
- Suburb
- Town
- Rural area

2. What is your age group?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and above

3. What is your gender?

- Male
- Female
- Prefer not to say

4. What is your highest level of education completed?

- High school diploma or equivalent
- Some college
- Bachelor's degree
- Master's degree
- Doctoral degree or higher

5. What is your approximate monthly household income?

- Less than 2000 €
- 2000€- 5000€
- 5000€-10000€
- 10000€ and more

6. Average time spent on social network sites?

- Less than 1 hour
- 1-3 hours
- More than 3 hours

Every item used to measure each construct was modified from earlier research. Items to measure independent variables been taken from Tafesse and Wien (2018), Audrezet, de Kerviler, and Moulard (2020), Lou and Yuan (2019), Carr and Hayes (2015), Hennessy, B. (2018), De Veirman, Cauberghe, and Hudders (2017). A scale derived from Weman (2011), Gummerus, Liljander, Weman, and Pihlstrom (2012) was used to measure consumer engagement, and five items from McKnight and Chervany (2002), Wang and Chang (2013), and Yoo and Donthu (2001) were taken out to measure consumer purchase intention. All the items used a five-point Likert scale ranging from 1= Strongly Agree to 5= Strongly Disagree.

The following questions aim to explore the perceptions and behaviors regarding different types of social media content, particularly from influencers, and how these impact level of engagement and likelihood of making a purchase. Questions are:

Independent variables:

7. Entertainment (adapted from Tafesse and Wien (2018))

The humorous content posted by influencers enhances my engagement with their channels.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I spend more time viewing content that entertains me.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Entertainment value is a key factor in my decision to follow a new influencer.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I am more likely to share content that I find entertaining.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Entertaining content positively influences my perception of the products featured.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

8. Inspiration (adapted from Audrezet, de Kerviler, and Moulard (2020))

Influencers who inspire lifestyle improvements influence my product choices.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Motivational content from influencers resonates strongly with me.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Positive and uplifting content enhances my perception of the promoted products.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Inspirational content prompts me to explore products or services I haven't considered before.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I value influencers who aim to inspire their audience beyond product promotion.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

9. Education (adapted from Lou and Yuan (2019))

Educational content from influencers greatly informs my product understanding.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Detailed informative posts by influencers are crucial in my decision-making process.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I trust influencers more when they provide educational content about the products they endorse.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I am more likely to purchase a product after learning about it through informative content.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Educational posts that provide new knowledge or skills capture my attention.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

10. Conversation (adapted from Carr and Hayes (2015))

I engage more with content that invites me to interact through comments or discussions.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Content that encourages follower interaction creates a sense of community.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I appreciate when influencers facilitate discussions that allow followers to share their views.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Engaging with content that fosters discussions among followers makes me revisit the influencer's page.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Active participation in conversations started by influencers enhances my connection with their content.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

11. Connection (Hennessy, B. (2018))

Sharing personal experiences helps influencers build trust with me.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Regular interaction between influencers and followers strengthens my connection with them.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Influencers who are open about their personal life have a stronger influence on my buying decisions.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Personal connections with influencers make their endorsements more compelling.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Responses from influencers to follower comments increase my engagement levels.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

12. Promotion (adapted from De Veirman, Cauberghe, and Hudders (2017))

I am more likely to purchase products featured in well-integrated promotional content.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Promotions need to feel consistent with the influencer's usual content to be effective.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Trust in an influencer increases my responsiveness to their promotional posts.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Promotions that offer exclusive benefits capture my interest.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Transparency in promotional content is essential for it to influence my purchasing behavior.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Mediating variable:

13. Consumer engagement (adapted from Weman (2011), Gummerus, Liljander, Weman, and Pihlstrom (2012))

I often visit pages of influencers I follow on social media.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I often read posts of influencers I follow on social media.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I often use the like option on influencer posts; I follow on social media.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I often comment on influencer pages on social media.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I follow influencer pages of my interest to get information (e.g., new products).

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Dependent variable:

14. Purchase intension (adapted from McKnight and Chervany (2002), Wang and Chang (2013), and Yoo and Donthu (2001))

Using influencers marketing social media help me make decisions better before purchasing goods and services.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Using influencers marketing on social media increase my interest in buying products and services.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I am very likely to buy products or services recommended by influencers on social media.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I will definitely buy products from influencers marketing on social media.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I intend to purchase products influencers marketing on social media.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Appendix 2

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Entertainment	.209	200	<.001	.768	200	<.001
Inspiration	.203	200	<.001	.760	200	<.001
Education	.241	200	<.001	.806	200	<.001
Conversation	.222	200	<.001	.787	200	<.001
Connection	.259	200	<.001	.763	200	<.001
Promotion	.224	200	<.001	.768	200	<.001
Engagement	.229	200	<.001	.776	200	<.001
Intention	.249	200	<.001	.717	200	<.001

a. Lilliefors Significance Correction

Appendix 3

		Correlations								
			Entertainment	Inspiration	Education	Conversation	Connection	Promotion	Engagement	Intention
Spearman's rho	Entertainment	Correlation Coefficient	1.000	.530**	.446**	.521**	.427**	.497**	.393**	.304**
		Sig. (2-tailed)	.	<.001	<.001	<.001	<.001	<.001	<.001	<.001
		N	200	200	200	200	200	200	200	200
	Inspiration	Correlation Coefficient	.530**	1.000	.523**	.607**	.481**	.508**	.426**	.473**
		Sig. (2-tailed)	<.001	.	<.001	<.001	<.001	<.001	<.001	<.001
		N	200	200	200	200	200	200	200	200
	Education	Correlation Coefficient	.446**	.523**	1.000	.564**	.614**	.465**	.440**	.375**
		Sig. (2-tailed)	<.001	<.001	.	<.001	<.001	<.001	<.001	<.001
		N	200	200	200	200	200	200	200	200
	Conversation	Correlation Coefficient	.521**	.607**	.564**	1.000	.562**	.574**	.509**	.498**
		Sig. (2-tailed)	<.001	<.001	<.001	.	<.001	<.001	<.001	<.001
		N	200	200	200	200	200	200	200	200
	Connection	Correlation Coefficient	.427**	.481**	.614**	.562**	1.000	.621**	.487**	.347**
		Sig. (2-tailed)	<.001	<.001	<.001	<.001	.	<.001	<.001	<.001
		N	200	200	200	200	200	200	200	200
	Promotion	Correlation Coefficient	.497**	.508**	.465**	.574**	.621**	1.000	.579**	.502**
		Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	.	<.001	<.001
		N	200	200	200	200	200	200	200	200
	Engagement	Correlation Coefficient	.393**	.426**	.440**	.509**	.487**	.579**	1.000	.584**
		Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	.	<.001
		N	200	200	200	200	200	200	200	200
	Intention	Correlation Coefficient	.304**	.473**	.375**	.498**	.347**	.502**	.584**	1.000
		Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
		N	200	200	200	200	200	200	200	200

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

Appendix 4

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.843 ^a	0,711	0,702	1,82037		
a. Predictors: (Constant), Promotion, Entertainment, Education, Coversation, Inspiration, Connection						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1573,327	6	262,221	79,131	<.001 ^b
	Residual	639,553	193	3,314		
	Total	2212,880	199			
a. Dependent Variable: Engagement						
b. Predictors: (Constant), Promotion, Entertainment, Education, Coversation, Inspiration, Connection						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,753	1,067		0,706	0,481
	Entertainment	-0,068	0,072	-0,057	-0,951	0,343
	Inspiration	0,218	0,084	0,200	2,588	0,010
	Education	-0,002	0,095	-0,002	-0,021	0,983
	Coversation	0,197	0,081	0,185	2,423	0,016
	Connection	0,304	0,086	0,290	3,543	0,000
	Promotion	0,310	0,087	0,285	3,566	0,000
a. Dependent Variable: Engagement						

Appendix 5

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.800 ^a	0,640	0,638	2,01953		
a. Predictors: (Constant), Engagement						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1433,215	1	1433,215	351,409	<.001 ^b
	Residual	807,540	198	4,078		
	Total	2240,755	199			
a. Dependent Variable: Intention						
b. Predictors: (Constant), Engagement						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,943	0,906		4,353	0,000
	Engagement	0,805	0,043	0,800	18,746	0,000
a. Dependent Variable: Intention						

Appendix 6

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : Int
X : Enter
M : Eng

Sample
Size: 200

OUTCOME VARIABLE:
Eng

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.5817	.3384	7.3938	101.2885	1.0000	198.0000	.0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	6.5428	1.4336	4.5640	.0000	3.7158	9.3698
Enter	.6988	.0694	10.0642	.0000	.5619	.8357

Standardized coefficients
coeff
Enter .5817

OUTCOME VARIABLE:
Int

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.8011	.6418	4.0749	176.4483	2.0000	197.0000	.0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	3.2310	1.1188	2.8879	.0043	1.0246	5.4374
Enter	.0687	.0634	1.0843	.2795	-.0563	.1937
Eng	.7715	.0528	14.6233	.0000	.6675	.8755

Standardized coefficients
coeff
Enter .0568
Eng .7667

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
Int

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.5029	.2529	8.4552	67.0163	1.0000	198.0000	.0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	8.2788	1.5330	5.4004	.0000	5.2557	11.3019
Enter	.6078	.0742	8.1863	.0000	.4614	.7543

Standardized coefficients
coeff
Enter .5029

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y						
Effect	se	t	p	LLCI	ULCI	c_cs
.6078	.0742	8.1863	.0000	.4614	.7543	.5029

Direct effect of X on Y						
Effect	se	t	p	LLCI	ULCI	c'_cs

```

        .0687      .0634      1.0843      .2795      -.0563      .1937      .0568

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
Eng      .5391      .0954      .3538      .7277

Completely standardized indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
Eng      .4460      .0645      .3100      .5656

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

```

Appendix 7

Run MATRIX procedure:

```

***** PROCESS Procedure for SPSS Version 4.2 *****

      Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
      Documentation available in Hayes (2022). www.guilford.com/p/hayes3

*****
Model   : 4
      Y   : Int
      X   : Insp
      M   : Eng

Sample
Size: 200

*****
OUTCOME VARIABLE:
      Eng

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .7545      .5692      4.8146      261.6156      1.0000      198.0000      .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      3.5057      1.0829      3.2374      .0014      1.3703      5.6412
Insp           .8225      .0509      16.1745      .0000      .7222      .9228

Standardized coefficients
      coeff
Insp           .7545

*****
OUTCOME VARIABLE:
      Int

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .8240      .6789      3.6519      208.2892      2.0000      197.0000      .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      1.7384      .9677      1.7964      .0740      -.1700      3.6469
Insp           .3314      .0675      4.9118      .0000      .1984      .4645
Eng           .5754      .0619      9.2968      .0000      .4534      .6975

Standardized coefficients
      coeff
Insp           .3021
Eng           .5718

***** TOTAL EFFECT MODEL *****
OUTCOME VARIABLE:

```

```

Int
Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .7335      .5381      5.2276      230.6357      1.0000      198.0000      .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      3.7557      1.1284      3.3284      .0010      1.5305      5.9808
Insp      .8047      .0530      15.1867      .0000      .7002      .9092

Standardized coefficients
      coeff
Insp      .7335

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y
      Effect      se      t      p      LLCI      ULCI      c_cs
      .8047      .0530      15.1867      .0000      .7002      .9092      .7335

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI      c'_cs
      .3314      .0675      4.9118      .0000      .1984      .4645      .3021

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
Eng      .4733      .0696      .3304      .6058

Completely standardized indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
Eng      .4314      .0555      .3124      .5331

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

```

Appendix 8

Run MATRIX procedure:

```

***** PROCESS Procedure for SPSS Version 4.2 *****

      Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
      Documentation available in Hayes (2022). www.guilford.com/p/hayes3

*****

Model : 4
      Y : Int
      X : Educ
      M : Eng

Sample
Size: 200

*****
OUTCOME VARIABLE:
Eng

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .7085      .5019      5.5666      199.5307      1.0000      198.0000      .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      2.7143      1.2940      2.0976      .0372      .1625      5.2661
Educ      .8700      .0616      14.1255      .0000      .7485      .9914

Standardized coefficients

```

```

      coeff
Educ      .7085

*****
OUTCOME VARIABLE:
  Int

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .8051      .6481      4.0023      181.4336      2.0000      197.0000      .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      2.5195      1.1093      2.2712      .0242      .3318      4.7072
Educ      .1616      .0740      2.1838      .0302      .0157      .3075
Eng      .7115      .0603      11.8080      .0000      .5927      .8304

Standardized coefficients
      coeff
Educ      .1308
Eng      .7071

***** TOTAL EFFECT MODEL *****
OUTCOME VARIABLE:
  Int

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .6317      .3991      6.8004      131.5016      1.0000      198.0000      .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      4.4509      1.4302      3.1120      .0021      1.6305      7.2713
Educ      .7806      .0681      11.4674      .0000      .6464      .9149

Standardized coefficients
      coeff
Educ      .6317

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y
      Effect      se      t      p      LLCI      ULCI      c_cs
      .7806      .0681      11.4674      .0000      .6464      .9149      .6317

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI      c'_cs
      .1616      .0740      2.1838      .0302      .0157      .3075      .1308

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
Eng      .6190      .0976      .4250      .8075

Completely standardized indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
Eng      .5010      .0603      .3730      .6098

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

----- END MATRIX -----

```

Appendix 9

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
 Y : Int
 X : Conv
 M : Eng

Sample
 Size: 200

 OUTCOME VARIABLE:
 Eng

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.7581	.5747	4.7534	267.5386	1.0000	198.0000	.0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	4.0821	1.0361	3.9400	.0001	2.0389	6.1252
Conv	.8082	.0494	16.3566	.0000	.7108	.9056

Standardized coefficients
 coeff
 Conv .7581

 OUTCOME VARIABLE:
 Int

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.8143	.6631	3.8325	193.8324	2.0000	197.0000	.0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	2.4533	.9661	2.5394	.0119	.5481	4.3585
Conv	.2519	.0680	3.7021	.0003	.1177	.3860
Eng	.6257	.0638	9.8050	.0000	.4998	.7515

Standardized coefficients
 coeff
 Conv .2348
 Eng .6218

***** TOTAL EFFECT MODEL *****
 OUTCOME VARIABLE:
 Int

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.7061	.4986	5.6741	196.9121	1.0000	198.0000	.0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	5.0074	1.1320	4.4236	.0000	2.7752	7.2397
Conv	.7575	.0540	14.0325	.0000	.6511	.8640

Standardized coefficients
 coeff
 Conv .7061

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y						
Effect	se	t	p	LLCI	ULCI	c'_cs
.7575	.0540	14.0325	.0000	.6511	.8640	.7061

Direct effect of X on Y						
Effect	se	t	p	LLCI	ULCI	c'_cs
.2519	.0680	3.7021	.0003	.1177	.3860	.2348

Indirect effect(s) of X on Y:				
Effect	BootSE	BootLLCI	BootULCI	
Eng	.5057	.0875	.3335	.6811

Completely standardized indirect effect(s) of X on Y:				
Effect	BootSE	BootLLCI	BootULCI	
Eng	.4714	.0687	.3285	.6025

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

Appendix 10

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : Int
X : Conn
M : Eng

Sample
Size: 200

OUTCOME VARIABLE:
Eng

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.7926	.6282	4.1550	334.5796	1.0000	198.0000	.0000

Model							
	coeff	se	t	p	LLCI	ULCI	
constant	3.4149	.9635	3.5443	.0005	1.5149	5.3149	
Conn	.8317	.0455	18.2915	.0000	.7421	.9214	

Standardized coefficients
coeff
Conn .7926

OUTCOME VARIABLE:
Int

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.8061	.6499	3.9825	182.8245	2.0000	197.0000	.0000

Model							
	coeff	se	t	p	LLCI	ULCI	
constant	3.0296	.9727	3.1146	.0021	1.1113	4.9479	
Conn	.1754	.0730	2.4024	.0172	.0314	.3194	
Eng	.6723	.0696	9.6628	.0000	.5351	.8095	

Standardized coefficients
coeff
Conn .1661
Eng .6681

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
Int

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.6956	.4839	5.8404	185.6656	1.0000	198.0000	.0000

Model							
	coeff	se	t	p	LLCI	ULCI	
constant	5.3254	1.1423	4.6621	.0000	3.0728	7.5780	

```

Conn          .7346      .0539    13.6259    .0000    .6283    .8409

Standardized coefficients
  coeff
Conn          .6956

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y
  Effect      se          t          p          LLCI          ULCI          c_cs
  .7346      .0539    13.6259    .0000    .6283    .8409    .6956

Direct effect of X on Y
  Effect      se          t          p          LLCI          ULCI          c'_cs
  .1754      .0730     2.4024    .0172    .0314    .3194    .1661

Indirect effect(s) of X on Y:
  Effect      BootSE    BootLLCI    BootULCI
Eng          .5592     .0936     .3825     .7520

Completely standardized indirect effect(s) of X on Y:
  Effect      BootSE    BootLLCI    BootULCI
Eng          .5295     .0713     .3796     .6617

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

----- END MATRIX -----

```

Appendix 11

Run MATRIX procedure:

```

***** PROCESS Procedure for SPSS Version 4.2 *****

      Written by Andrew F. Hayes, Ph.D.          www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

*****

Model   : 4
Y       : Int
X       : Prom
M       : Eng

Sample
Size:   200

*****
OUTCOME VARIABLE:
  Eng

Model Summary
      R          R-sq          MSE          F          df1          df2          p
      .7858      .6175          4.2754    319.5900    1.0000    198.0000    .0000

Model
      coeff          se          t          p          LLCI          ULCI
constant    3.0357      1.0066     3.0158    .0029    1.0506    5.0207
Prom        .8547       .0478    17.8771    .0000    .7605    .9490

Standardized coefficients
      coeff
Prom        .7858

*****
OUTCOME VARIABLE:
  Int

Model Summary
      R          R-sq          MSE          F          df1          df2          p
      .8224      .6764          3.6808    205.8811    2.0000    197.0000    .0000

```



```

Model
      coeff      se      t      p      LLCI      ULCI
constant  1.9832   .9552   2.0762  .0392   .0995   3.8670
Prom      .3394   .0717   4.7318  .0000   .1980   .4809
Eng       .5596   .0659   8.4864  .0000   .4296   .6896

Standardized coefficients
      coeff
Prom   .3101
Eng    .5561

***** TOTAL EFFECT MODEL *****
OUTCOME VARIABLE:
Int

Model Summary
      R      R-sq      MSE      F      df1      df2      p
.7471   .5581   5.0011  250.0547  1.0000  198.0000  .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  3.6820   1.0887   3.3820  .0009   1.5350   5.8289
Prom      .8177   .0517  15.8131  .0000   .7157   .9197

Standardized coefficients
      coeff
Prom   .7471

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y
      Effect      se      t      p      LLCI      ULCI      c_cs
.8177   .0517  15.8131  .0000   .7157   .9197   .7471

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI      c'_cs
.3394   .0717   4.7318  .0000   .1980   .4809   .3101

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
Eng    .4783      .0802      .3195      .6310

Completely standardized indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
Eng    .4370      .0689      .2964      .5664

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

```