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NUOMONĖS FORMUOTOJŲ PATIKIMUMO, ARGUMENTŲ KOKYBĖS IR VARTOTOJŲ ASMENINIŲ SAVYBIŲ POVEIKIS KETINIMUI PIRKTI SU SVEIKATA SUSIJUSIUS PRODUKTUS	IMPACT OF INFLUENCERS’ CREDIBILITY, ARGUMENT QUALITY AND CUSTOMERS’ CHARACTERISTICS ON THE HEALTH-RELATED PRODUCTS PURCHASE INTENTION

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INTRODUCTION

In modern conditions, conveying information to the audience is performed not so much by traditional mass media, but by social media and influencers that provide a simple and clear assessment of a product or service, attracting the attention of potential buyers to the advertised products (Campbell & Farrell, 2020; Lou & Yuan, 2019). The likelihood of a successful purchase may depend on the influencer's opinion ownership, the quality of the content, and the way the information is presented to an individual (Crespo et al., 2022). Especially after the COVID-19 pandemic, people got used to the online format of communication in particular, they became massively interested in various platforms related to leading a healthy personal life, increased care for their bodies, and healthy habits, which once again proves the change in the psychology of the consumer culture of the population (Kumari & Bhateja, 2022; Punitha et al., 2023). Unlike other forms of advertising, influencer marketing is becoming popular and in demand among world-renowned firms. The main reason for such popularity is that influencers in their blogs, channels, websites, or videos, give a simple and clear assessment of a product or service, attracting the attention of potential buyers to the advertised products (Campbell & Farrell, 2020). Consequently, new methods are emerging for firms to increase the competitiveness of their products and increase interest in them. In other words, influencer marketing can be presented as digital word-of-mouth as it is a simple way to convey information to a wider audience (Byrne et al., 2017). Bloggers through social networks and the internet completely change our perception of the world, as they conduct continuous work in the information space, transform the nature and psychology of people's consumer behavior, and change approaches to its regulation and forms of influence (Kanwar & Huang, 2022).

According to a recent study of influencer marketing, 32% of participants stated that bloggers motivated them to focus on healthier food options and 42% reported that they were motivated sometimes (Byrne et al., 2017). On the other hand, it is essential to understand that advertising may not be an efficient tool for everyone, since depending on the age of the consumer he or she may either accept or reject the promotions made by the influencer (Kavaliauskiene & Haroldas, 2019). Other research has shown that influencers become real mediators between the company and the audience, as they not only present the new image of the company but also emphasize its advantages and values, which increase interest and create a positive perception of changes among subscribers (Vanninen et al., 2022). An interesting phenomenon called the snowball effect is the ideal illustration of how small efforts can lead to prominent growth and success of the company. As stated by (Zhang et al., 2019) and (Kavaliauskiene & Haroldas, 2019) snowball effect is a powerful tool utilized by media

influencers to reach out to a wider audience by sharing engaging content and consequently attracting new leads even from other niches.

Previous research on factors that affect the intention to purchase goods from media influencers mainly focused on the following areas: 1) useful practices health communicators may learn from digital content creators (Lutkenhaus et al., 2019); 2) promotion of healthy lifestyle, and food choices and influencer's wholesome routine endorsement (Chetioui et al., 2022; Folkvord et al., 2020; Pilgrim & Bohnet-Joschko, 2019); 3) media influencers as a promotion tool in consumers' decision-making processes (Kanwar & Huang, 2022; Jiménez-Castillo & Sánchez-Fernández, 2019; Ooi et al., 2023; Roman, 2020; Sokolova & Kefi, 2020); 4) influencer marketing effect on purchase intentions of consumers and their behavior (Dinh et al., 2023; Kádeková & Holienčinová, 2018; Krizanová et al., 2019; Sokolova & Kefi, 2020; Teck Weng & Cyril de Run, 2013).

Despite being a widely discussed and researched topic, media influencers' advertising and factors that affect the purchase decision of consumers, it is still not well-researched. Previous research mainly focused on sustainable goods, well-being influencers, or other personas within the wellness and health industry (Chetioui et al., 2022; Kumari & Bhateja, 2022; Pilgrim & Bohnet-Joschko, 2019). Additionally, much research was conducted on the topic of influencer endorsement and relationships between them and consumers, consequently, little attention was paid to the factors that drive customers to purchase promoted goods (Dwidienawati et al., 2020; Hudders & Lou, 2022; Masuda et al., 2022; Leite & Baptista, 2021; Wei et al., 2022).

Even though a number of studies focused on influencer characteristics, there are not many research that explored personal factors like self-consciousness or health-consciousness in relation to health products. In addition to this, previous studies explored consumers' attitudes toward the influencer (McCracken, 1989; Abidin, 2018; Sokolova & Kefi, 2020), while this study aims to investigate the attitude of consumers toward the advertised product. As for shopping enjoyment, the past research mainly focused on the technological aspects, functionality and easiness of use, rather than individuals' activity preference (Camoiras-Rodriguez & Varela, 2020; Seock & Bailey, 2007). Finally, a significant amount of studies focused on the electronic word-of-mouth concept and its relation to purchase intention, rather than the characteristics of influencers and consumers (Filieri & McLeay 2013; Erkan & Evans 2016; Rahaman et al., 2022). Summarizing the above-mentioned sources, it is worth noting that this research would explore more in-depth the factors that influencers possess and use in their daily practice, as well as consumers' characteristics that determine future purchases. Based on

the above research it is worth noting that the problem of the paper is how argument quality, source credibility, and customers' characteristics affect the intention to purchase health-related products.

The aim of the paper is to determine the impact of influencers' credibility, argument quality, and personal characteristics on the intention to purchase health-related products.

To conduct proper research, the following objectives have been set:

- to analyze the concept of influencer marketing as well as the types of social media influencers
- to examine the concept of health-related products
- to examine factors related to social media influencers' argument quality and influencer credibility impacting the intention to purchase health-related products
- to examine personal characteristics such as self-consciousness and health consciousness and their effect on the purchase intention of vitamins
- to analyze the moderating factor of shopping enjoyment and its impact on the purchase intention of vitamins
- establish a conceptual framework and apply the IAM model theory
- develop a methodology for empirical research to analyze the impact of influencer and personal characteristics on intention to buy
- to gather and analyze data on influencer factors and personal characteristics influencing the intention to buy health-related products
- provide insights and recommendations based on the empirical research findings and results

Multiple methods were utilized in this thesis, including literature analysis, survey, as well as reliability and regression statistical analysis to examine quantitative data. The master thesis consists of multiple parts. The first chapter is focused on theoretical aspects of the impact of an influencer's credibility, argument quality, and personal characteristics on health-related product purchase intention. Additionally, factors related to influencers' credibility and argument quality dimensions are explored, followed by the personal characteristics of the consumers and one moderating factor. Lastly, the IAM model is introduced, which later would be used as a base for the research. The second chapter is devoted to the methodology of the research, model, hypotheses development, data

collection methods, selection of the correct respondents, and the scope of the study. The third chapter is focused on the results of the empirical study and hypotheses testing. Finally, the last part is dedicated to the conclusions, recommendations for businesses, and limitations of the research.

1. THEORETICAL ASPECTS OF THE IMPACT OF INFLUENCERS' CREDIBILITY, ARGUMENT QUALITY, AND PERSONAL CHARACTERISTICS ON THE HEALTH-RELATED PRODUCT PURCHASE INTENTION

1.1 The understanding of influencers' marketing

The core idea of influencer marketing is to leverage individuals with substantial followers on dedicated media platforms, known as bloggers or influencers, to advertise and endorse provided products or services (Nadanyiova & Sujanska, 2023). According to Batista da Silva Oliveira & Chimenti (2021), influencer marketing is considered a new stage of opportunities as it is seen as one of the most effective tools and fastest-growing tools for acquiring new audiences in the online environment. Launching a new product or offering a service is always challenging for any company. This is not just a presentation of new opportunities for customers, but also a chance to build a strong association with the brand and attract the attention of the target audience. Due to their large audience and authority, influential bloggers can ensure the rapid and widespread dissemination of information about a new and useful product. Additionally, they help raise a wave of anticipation among their followers and create a positive mood for the upcoming release (Leung et al., 2022).

It is worth noting that modern consumers are more critical and significantly distinguish advertising from ordinary content. As noted in the previous studies consumers are exposed to marketing messages daily and they tend to adjust and differentiate them, consequently, they can easily spot when the influencer is sincere and when he acts ingenuously (Woodroof et al., 2020). Companies came up with an innovative approach to use influencers as their voice to promote the products, since they obtain a wide audience that trusts them and is willing to listen (Djafarova & Rushworth, 2017; Phua et al., 2017; Lee & Watkins, 2016). After all, in modern conditions, people are tired of intrusive advertising messages that try to convince them to buy this or that product, that's why blogger advertising turns out to be extremely effective. Its success lies in the fact that it becomes part of the content that the audience is already used to consuming constantly. Businesses prefer influencer marketing as it is a great way to reach a wider audience with different interests quickly and without huge investments (Phua et al., 2017).

Undoubtedly the growth of influencer marketing resulted in a new industry that is currently worth more than 13,8 billion dollars, as well as the changes in consumer behavior that

were impacted by media influencers (Rahman, 2022). In recent years there has been a growing discourse on the effectiveness of media influencers in endorsing services or goods (Morteo, 2017). Many researchers were trying to determine whether the size of the influencer matters when it comes to marketing efforts and whether a wider reach always results in higher sales and brand awareness (Morteo, 2017; Rahman, 2022; Zhou et al., 2022; Ruiz-Gomez, 2019; Conde & Casais, 2023; Harrigan et al., 2021; Arenas-Márquez et al., 2021). In general, influencers can be grouped into multiple categories such as size, or in other words follower count, engagement, earning ability, and expertise (Rahman, 2022). However, when discussing topics such as intentions to purchase advertised goods from bloggers or consumer behavior and response to the proposed ads, it is worth concentrating on the size of an influencer (Chung et al., 2023). The following four categories were identified, based on the previous studies:

- Nano-influencers- the follower count is below 10,000 and most of the time they do not receive any brand partnerships and instead focus on unpaid campaigns to broaden the network connections and increase the follower range (Rahman, 2022). Interestingly, studies have shown that because nano-influencers are relatively new to the industry and do not have a specific niche or style they do not spark inspiration or increased interest among their follower base (Oliveira et al., 2019).
- Micro-influencers- the follower count varies from 10,000 to as many as 100,000 subscribers (Rahman, 2022). In contrast to nano-influencers, one has a chance to engage with occasional brand partnerships or earn income mainly through affiliate links. Additionally, micro-influencers hold a specific niche and tend to be knowledgeable in one specific area, which means that they provide a more targeted subscriber base (Ruiz-Gomez, 2019; Boerman, 2020; Kay et al., 2020; Conde & Casais, 2023).
- Macro-influencers- the follower range is usually between 100,000 and 1 million (Rahman, 2022). This type of influencer is noticed by a sufficient amount of brands and most of the time participates in selective collaborations. Due to the large following base, macro influencers tend to promote goods across multiple platforms and turn their activity into a real business (Ruiz-Gomez, 2019). According to Rahman (2022), macro-influencers were positively associated with consumer mimicry, as they appear positive and approachable to the consumer.
- Mega-influencers - the follower count varies from equal or more than 1 million followers (Rahman, 2022). Such types of influencers earn significantly higher

amounts of money as they receive more attention from reputable brands and may use a selective approach when choosing their next deal. Furthermore, due to their large following base, they tend to have a “celebrity” status and subscribers often idolize them and want to look or act similarly. In some cases, mega influencers may provide a bigger reach across social media platforms and attract an audience that is even bigger compared to the one that is being drawn by mass media (Hou, 2018).

The goal of the influencer is to advertise the product so that the final result would be the purchase of that same good. Numerous studies revealed that mimicry has an impact on consumer purchase intention because mimicking might be conscious or unconscious behavior of an individual through which he or she tries to replicate the actions of his role model, in this case, a media influencer (Ruvio et al., 2013; Rahman, 2022; Ki & Kim, 2019). However, not all influencers can sustain their popularity long-term and deliver satisfactory results over a long period. Certain media personas may become “viral” and deliver great results at an early stage but then lose their momentum in the final stage, while for others it may take a longer time to gain momentum, nonetheless, they can influence a larger population at the final stage of their professional development (Zhou et al., 2022).

Nowadays brands are actively utilizing content creators as they serve as intermediates between them and consumers. When brands choose to partner with the right influencers who are consistent in their content and have developed a certain level of intimacy and connection with their fan base success is guaranteed (Kádeková & Holienčinová, 2018). Paid ambassadorships are proven to be an effective tool of communication and influence, in many cases even paid television or printed ads lack the level of engagement that online creators can deliver. As noted by Kádeková & Holienčinová (2018) influencer marketing allows businesses to leverage the power of social proof, while relying on individuals who already have a large following base. The customer evaluates his desires and needs when purchasing a product or service from a business, consequently, previous research has identified that brand image and brand identity may influence the purchase intentions. On the other hand, more recent studies have revealed the great success of user-generated content (UGC) that seems to influence younger generations as it appears relevant and natural, and the creators themselves are evaluated as reasonable sources of information and advice (Daimi & Tolunay, 2021). Afterward, when consumers are well informed about the product and the creator from his side makes sure that the information is presented and simply transferred to a person, the purchase takes place (Mayrhofer et al., 2019; Daimi & Tolunay, 2021).

1.2. The concept of health-related products

Intake of dietary supplements has been a trend in recent years, but its history dates back to the 20th century when they were initially uncovered (Mozaffarian et al., 2018). Significant progress occurred in the discovery and synthesis of essential minerals and vitamins that humans may consume to improve their overall health or incorporate those vitamins in disease treatments (Mozaffarian et al., 2018). Dietary supplements can be defined as edibles that an individual may consume in small doses to support health and promote healthy growth, they are a source of nutrients and are often incorporated into a human's diet (Friedman et al., 2019). Food supplements might be divided into a couple of categories such as quality, scientific standard, form, and their purpose, for example, of the immune system, muscle support, energy, etc. (Burke et al., 2009). It is worth mentioning that nowadays more and more young adults are concerned with their body image, consequently, they rely on food supplements with the hope of either losing weight or improving their appearance (Bessada et al., 2018; Molin et al., 2019; Fuller-Tyszkiewicz et al., 2020). Even though vitamins are relatively harmless to the body, the issue arises when individuals start self-diagnose themselves and take supplements without a proper plan or doctor's prescription (Molin et al., 2019). In this case, influencer marketing plays a huge role since people start following trends, purchasing vitamins from their beloved influencers, and listening to the recommendations of family members or friends, but omitting visits to the doctor or performing proper blood tests (Molin et al., 2019).

Social media influencers are third-party players who have established credibility and achieved a certain following base, therefore influencing their subscribers through content creation, advertisement, direct interaction, and opinion sharing regarding certain issues or products (Byrne et al., 2017; Crespo et al., 2022). Media stars became an excellent source of information and advertisement for big corporations as they are unable to spread their message on mainstream media because it may result in misuse by the general population (Kumar et al., 2023). Therefore, online platforms have become an outstanding source of advertisement, as companies can promote their products through media personas and avoid legal issues, as in many countries there are certain legal reactions concerning the promotion of vitamins (Di Domenico et al., 2022). However, due to the excessive advertisements from both bloggers and big companies and exaggerated and fake reviews about the benefits of health supplements, more and more consumers are falling into a trap without proper research (Pereira Filho et al., 2021). As stated by Mozaffarian, Rosenberg & Uauy, (2018) a great majority of food companies create confusion among their audience by including triggering words such as healthy, organic, and others in order to influence consumer's purchasing intentions and convince that their product is

the best fit for them. Furthermore, their messages are reinforced by various media outlets and influencers who provide their own experiences and stories, appealing to their followers and persuading them to buy the promoted goods. This type of misleading advertisement causes a global issue, especially when businesses use words like natural and organic, as customers tend to blindly trust the logos and not being aware of the actual supplement benefit. On the other hand, since not every media outlet or influencer can be controlled, users can come across fake reviews of health products and make decisions based on unverified statements. According to the research performed by Pereira Filho et al. (2021) and Marques et al. (2019), consumers' motivations behind the consumption of supplements include social stigmas, the search for easier solutions to achieve ideal body image or health, easiness of service, as vitamins can be purchased without doctor's prescription and finally no need for drastic changes in lifestyles or routines. It is worth noting that many companies use unethical ways to promote supplements to their consumers (Cardenas et al., 2018), hence individuals should carefully research not only the products that they are purchasing but also the manufacturers and purchase mindfully rather than jumping to fast conclusions (Wang et al., 2023).

With the rapid growth of social media and the appearance of various types of influencers, the majority of young adults are browsing the web in search of products that can improve their appearance (Zamil et al., 2022). Media influencers establish trust and strong connections with their fan base by creating visually appealing content focused on body image and appearance. By supporting the consumption of health-related products and potentially showcasing other sports goods, bloggers offer their followers a simplified solution for achieving their ideal body shape (Pilgrim & Bohnet-Joschko, 2019; Wang et al., 2023). The research by Pilgrim & Bohnet-Joschko (2019) found that the main communication focus includes both direct and muted advertising of health products, in this way, people associate themselves with the roles presented by influencers, fulfilling personal needs and therefore establish a reliance on media stars. In addition, in recent years a growth in a self-care paradigm, together with the decreasing power of medical representatives and the rise of various stakeholders in the market, such as news portals, influencers, brands, and even family members (Wang et al., 2023). This trend had been growing even after the COVID-19 pandemic, which indicates that consumers are not educated and follow trends without knowing the primary goals (Saha, 2021; Wang et al., 2023). Besides, a bigger issue arises when individuals are exposed to multiple information sources and are unable to filter the information, therefore they prefer taking unnecessary dietary supplements instead of focusing on a healthy diet or exercise (Pullon et al., 2018; Zamil et al., 2022; Evans et al., 2023).

However not only consumers are switching to alternative sources of health information, but health corporations are also actively joining media platforms and starting to collaborate with influencers in order to promote their products (Kostygina et al., 2020). By staying active on social platforms, companies may reach a wider audience group and connect with individuals of different interests and cultures. On the other hand, consumers are following the pieces of advice presented by bloggers on social media and therefore purchase advertised products under the influence (Kostygina et al., 2020). As stated by Evans et al., (2023), increased exposure to food or dietary supplement marketing may be different for every individual depending on his or her age. Due to developmental factors young adults tend to be more prone to purchasing promoted goods, this may also happen because of their strong desire to belong to a specific group or fears of missing out (Evans et al., 2023; Recio Moreno et al., 2023). This phenomenon is supported by social identity theory, suggesting that one may embrace certain behaviors to assimilate with the group or influencer (Rose & Tajfel, 1983).

To sum up, e-health initiatives, digital health campaigns, and the promotion of dietary supplements might be beneficial for consumers, however, the effectiveness of such interventions seems to be closely connected with the used technology and targeted behavior (Duplaga, 2020). While some may enjoy using health apps to track their progress or evaluate influencers' reviews regarding popular supplements, for others it might be confusing and cause health issues if not taken seriously. Therefore, this study focuses on the vitamins, the way they are being advertised by media influencers and the effect that it has on consumers and their purchase intentions.

1.3 Information Adoption Model

The rapid advancement of modern technology and information systems has reached unprecedented levels and become an integral part of humans' daily lives. Since the appearance of modern technology people have begun to use online platforms to search for or share relevant information. Therefore, the examination of consumers' information adoption processes appears to be a highly important and relevant theme in consumer behavior analysis. As for the companies, they may benefit from understanding the factors that influence consumers' decisions and therefore utilize certain techniques when promoting their services or goods. The topic of consumer behavior has been analyzed in the past by various authors and thus multiple models were developed Technology Acceptance Model (TAM) (Davis et al., 1989), Theory of Reasoned Action (TRA) (Hill et al., 1977), Theory of Planned Behavior (TPB) (Ajzen, 1991) and Information Adoption Model (IAM) (Sussman & Siegal, 2003).

IAM theory was initially developed by integrating the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986) and the Technology Acceptance Model (TAM) (Davis et al., 1989). TAM is a relatively “accepted” theory, however, its explanatory power is rather restricted because it mainly focuses on a person’s computer usage and information systems and pays little attention to social processes (Riffai et al., 2012). On the other hand, ELM can be used to explain how people are impacted by the information that is conveyed in the message. Thus this model can be used to analyze and describe the transformation of individuals’ attitudes and explain the processes that highlight the effectiveness of convincing communication (Petty & Cacioppo, 1986).

The Information Adoption Model explains the process through which people accept or adopt information leading to modifications in their behaviors and intentions within technology or computer-mediated communication platforms (Davis et al., 1989). Furthermore, IAM model suggests that people are greatly influenced by information in two different ways: either through the central path or the peripheral path. The central path represents the core of communication, while the peripheral path is not directly connected to the central message (Shu & Scott, 2014). The Information Adoption Model consists of four main attributes: argument quality that is associated with the central route, source credibility that is connected to the peripheral route, functionality and incorporation of information that is related to the periphery path, and overall usefulness (Khwaja et al., 2020). Another study utilized these four factors and concluded that IAM aims to display how people are affected by computer-mediated information on internet-based platforms (Erkan & Evans, 2016). Sussman et al. (2003) combined two models, the Technology Adoption Model and the Elaboration Likelihood Model, and therefore used the argument quality as the central route, the source credibility as the peripheral route, and the information usefulness as a mediator.



Figure 1 Information Adoption Model

Source: Sussman & Siegel (2003)

The Information Adoption Model has been used by many researchers in their studies, Cheung et al., (2008) used in his study the original version of IAM. They aimed to explore the topic of online communities and the factors that directly affect their adoption of intent opinions. In the study, multiple dimensions were utilized, including two dimensions of source credibility such as expertise and trustworthiness, and four dimensions of argument quality, including accuracy, timeliness, relevancy, and comprehensiveness, and finally information adoption and information usefulness (Cheung et al., 2008). The findings of this specific study indicated that relevance and argument quality show significant effects on information usefulness, which later on influence consumers' opinions and decisions to adopt information from online platforms.

Afterward, researchers started modifying the original IAM theory and adding new variables to it. For example, Zhu et al., (2015) explored the influence of C2C communication in online communities and the influence on consumers. Once again the results suggested that argument quality together with the source credibility are strongly connected to the product usefulness evaluation and further purchase intentions. Lastly, Erkan & Evans (2016) explored the concept of electronic word of mouth and its influence on social media and consumers with further intentions to purchase promoted products. In this study they combined the Information Adoption Model with the Theory of Reason Action, the variables included information credibility and quality, information usefulness, attitudes towards the information, needs for the information, purchase intention, and information adoption. The results of the studies revealed that all of the above-mentioned factors affect information adoption and its usefulness, consequently impacting the purchase intentions of the consumers. More complex models were developed by authors who built their benchmarks based on the Information Adoption Model and additionally added their variables. Cheung et al., (2008) studied the factors influencing the adoption of eWOM by substituting information usefulness with the perceived electronic word-of-mouth review credibility. Other researchers, developed his version of IAM and investigated the promotion of information within social media networks, by adding user satisfaction as one of the variables (Jin et al., 2009). In addition to this Chen, Chen & Hsu (2011), based their research on the IAM model and added three additional variables: message credibility, confirmation with prior belief, and recommendation consistency. Finally, some of the studies combined the IAM theory with other models such as the Social Influence Theory (Li, 2013) and the Theory of Reasoned Action (Gunawan & Huarng, 2015).

1.4. Factors affecting intention to purchase health-related products advertised by social media influencers

1.4.1. Influencers' credibility and its dimensions

Source credibility concerning influencer marketing refers to the perceived trustworthiness and expertise of the media persona advertising the brand. It is also connected to the speaker's character and positive individual traits that impact the message's persuasiveness (Bogoevska-Gavrilova & Ciunova-Shuleska, 2022; Ohanian, 1990). Therefore, if the endorser is seen as an expert in the eyes of its audience, he or she may be more effective at influencing consumers' buying intentions. In many cases, the message is even stronger when source credibility is combined with argument quality as it enhances the influencer's expertise and promotes purchasing behavior (Dong, 2015). Studies on the role of media influencers and their effect on consumers' purchasing intentions were proven to be achieved if the content creator possesses credibility (Lou & Yuan, 2019; Lee & Kim, 2020), trust (Chetioui et al., 2020; Singh, 2021), source expertise (Leung et al., 2022), and argument quality (Lou & Yuan, 2019; Chetioui et al., 2020; Shah et al., 2023). The past studies findings revealed that perceived credibility is one of the most important factors for consumers when they decide on whether to follow the influencer and his recommendations (Lagner & Eisend, 2011). Previous research has revealed that for the influence to gain fame and success, multiple practices should be combined, for instance, business approach, and self-presentation (Ruiz-Gomez, 2019). The findings from past studies indicated that influencer self-presentation tends to differentiate users (Chen, 2013), a compelling and engaging form of communication attracts more users (Ruiz-Gomez, 2019) and daily interactions with the audience are crucial for keeping them engaged and developing a long-term relationship with the target audience (Khamis et al., 2016; Abidin, 2017), the portrayal of genuineness and unstaged content makes influencers more credible in the eyes of their followers and helps attain emotional attachment (Abidin, 2017), and finally, professionalism is essential when building an online media persona, as users may easily spot the person who lacks skills in a specific area (Zulli, 2017).

With the rapid popularity of influencers and their entertaining UGC content a new area of marketing called "influencer marketing" appeared, and more and more businesses are including this type of marketing in their advertising strategy (De Veirman et al., 2017). According to the findings of the previous researchers when consumers become aware that an underlying monetary affinity might have boosted an influencer's advertising content, they evaluate the influencer as significantly less transparent if a more ambiguous disclosure is used

versus a clearer disclosure (Woodroof et al., 2020). The results of this study are supported by another research that indicates that when the followers are well informed about advertising tactics used by bloggers, they may form a negative impression of an influencer, especially if he doesn't reveal that he or she is being sponsored (Chung et al., 2023; Göbel et al., 2017). In other words, if influencers do not explicitly reveal their connections to the industry representatives, shoppers may perceive them as marketers of unsatisfactory items. Furthermore, the lack of openness and transparency reduces consumers' willingness to acquire the recommended items in the future (Göbel et al., 2017). The study (Kowalczyk & Pounders, 2016) on influencer marketing, authenticity, and emotional attachments revealed that as the consumer gets more knowledge in the advertising or marketing field starts developing higher expectations from bloggers, and if they are not met it may significantly damage influencers reputation as well as the perceived quality of the endorsed products. It works especially well when the blogger is a brand ambassador, that is when it is not a one-time collaboration, but a long-term interaction (Nadanyiova & Sujanska, 2023).

Influencer's credibility may include various factors, consequently, it is worth focusing on and measuring credibility through the three main dimensions: source expertise, trustworthiness, and attractiveness (Chu & Kamal, 2008; Kapitan & Silvera, 2015; Munnukka et al., 2019; Sokolova & Kefi, 2020; Reinikainen et al., 2020). According to Kelman (1958), the above-mentioned characteristics are considered crucial in persuasion, additionally, the way a speaker is perceived by the audience may have an impact on persuading that same audience. In a different research, other dimensions such as perceived similarity with the endorser and the quality of the message are mentioned (Kapitan & Silvera, 2015; Munnukka et al., 2019). Individuals tend to engage more frequently with bloggers whom they see as knowledgeable and credible, besides appearing reliable and trustworthy to their followers, a media persona may develop a more powerful relationship (Yuan et al., 2016). In the long run, strong relationships result in greater trust from the audience and consequently a higher chance of purchasing and repurchasing advertised goods (Yuan et al., 2016). Previous studies' findings suggest that previous experiences with the influences, self-disclosure of the content creator, and disclosure of sponsored content seem to enhance influencers' credibility and increase respect from the audience (Reinikainen et al., 2020). Credibility was found to be associated with promotion value, with peer-generated content on social media platforms being perceived as more plausible when corresponding to traditional media, such as TV, newspapers, magazines, and others (Shareef et al., 2019). Even though the goal of digital content creation is boosting sales and buyers' brand perceptions, ultimately its uniqueness lies in fostering relationships, trust, and

consumer engagement (Hollebeek & Macky, 2019). In the long, these actions will lead to an increase in sales and brand awareness (Hollebeek & Macky, 2019).

On the flip side, the impact of bloggers on decision-making and driving purchasing behavior is contingent upon the perceived genuineness of the acceptance. Brand collaborations that appear insincere and purely sponsored may result in counter productivity. (Lee and Eastin, 2020). Additionally, not only the influencers but also the consumers themselves are sharing their opinions publicly on the internet, by posting product reviews and discussing manufacturers, results, and quality of the ingredients (Bowden & Mirzaei, 2021; Rutter et al., 2021). When consumers create user generated content alongside the influencers it may heavily impact the trust and loyalty towards the promoted brand, or in other cases, interactive engagements were also linked to negative outcomes (Nadeau et al., 2020).

Influencer Expertise is one of the dimensions through which the credibility of an influencer can be measured. It can be defined as the degree to which media stars are perceived to hold a certain knowledge or expertise in the area in which they are advertising the product or service (Nafees et al., 2021). Other authors claim that media influencers are individuals who possess sufficient knowledge in a specific area for example sports, beauty, fashion, nutrition, and others (Malik et al., 2022). Their expertise and prior experiences make them appear more credible and attractive to their followers, especially when they advertise goods or provide recommendations and reviews (Malik et al., 2022). According to Balaban & Mustatea (2019) by establishing a certain level of expertise a content creator becomes a point of reference, encouraging followers to turn to them for expanding their knowledge base and making thought-through purchasing decisions. Therefore, quite often consumers go online and search for social media influencers who are experts in a certain niche and afterward follow their recommendations and use services or buy goods that are being advertised (Daimi & Tolunay, 2021). Undoubtedly, modern influencers tend to develop appealing online identities, which is why it's not surprising to see that the perceived trustworthiness and attractiveness of media personas can impact their subscribers' trust in the promoted products (Lou & Yuan, 2019). Besides it was found that the attractiveness and expertise of the bloggers may boost brand awareness, however, it may depend on the area of expertise and the views that a follower had on the influencer (Lou & Yuan, 2019).

In the past, multiple authors have explored the connections between source expertise and its influence on consumer purchase intentions. As suggested by Dinh & Lee (2021), followers find influencer's messages more reliable and credible, when the media persona has a

high level of expertise or experience in the discussed issue. This statement was supported by other scholars, who are convinced that the more knowledge social media influencers possess in the area the more plausible and trustworthy he or she appear to their audience (Audrezet et al., 2020). From the consumer's viewpoint source expertise symbolizes the ability of influencers to produce accurate content that is supported by honorable sources (Kumar et al., 2023). Furthermore, people are more likely to adopt promoted information shared by media stars, if they see them as experts and professionals in that specific sphere (Audrezet et al., 2020; Kumar et al., 2023). Generally, when bloggers who share their messages online appear to have a high level of expertise, their messages are perceived more positively by the consumers, as people tend to not argue or question the claims that are transmitted by a professional (Kumar et al., 2023).

Attractiveness to the media figure has been proven to strongly affect the formation of relationships between consumers and influencers, have a significant impact on the advertised brand and overall purchase intentions (Torres et al., 2019; Lin et al., 2021). If the audience perceives the blogger as attractive and someone who has similar interests or shares matching beliefs with them, in that case, the strength of their relationship intensifies (Lin et al., 2021). Afterward, if the audience had trust in their role model, they would more likely listen to his or her recommendations and reviews of goods or services and may even purchase them. Additionally, attractiveness plays a critical role in shaping the identity of media stars, including their status and reputation. In some cases, attractiveness may impact the opinions of the viewers in how they see their role models, what they think about them, and whether they can relate to them (Malik et al., 2022; Kumar et al., 2023). However other authors pointed out that attractiveness is a highly complex concept, as followers have their own preferences, standards, and perceptions (Fernandes et al., 2022).

The findings of Sokolova & Kefi (2020) suggest that shared values are more important to the younger generation than attractiveness when they decide to follow the content creator. However, there is no clear indication that attractiveness always leads to liking of the person or even purchasing of the advertised products. More specifically it can be summarized that in some cases social attractiveness seems to be an effective tool of persuasion however it greatly depends on the influencer's expertise, whether it is fashion, luxury goods, promotion of health-related products, or daily life documentation (Lee & Watkins, 2016; Sokolova & Kefi, 2020). Multiple researchers have shown that the more attractive the influencer the more likely the consumer would want to follow his or her actions and listen to their opinions, though it depends on the niche (Lim et al., 2019; Daimi & Tolunay, 2021). However, the findings state that if an

influencer appears attractive to its audience and captivates their attention, there is a high chance that the message will be more persuasive (Daimi & Tolunay, 2021).

As mentioned previously influencer's characteristics such as lifestyle, character, academic skills, and knowledge in a certain area may impact the perception of attractiveness. Previous studies have found that for consumers it is essential to find influencers attractive and likable since it impacts their purchase decisions and desires to recommend the product to others (Wiedmann & von Mettenheim, 2020). It is worth noting that it is crucial to develop a healthy and positive relationship not only between the buyers and social media influencers but also incorporate brands (Wiedmann & von Mettenheim, 2020; Fernandes et al., 2022). For instance, there is a higher chance that a person would buy a good or a service if while scrolling through his social media he will come across a brand that features his beloved blogger. Even though the person initially might not have been interested in the advertised good, he may consider buying it to be similar to his influencer as he is endorsing this company's product (Kumar et al., 2023). On the other side, this attracts consumers' attention to not only the media star but also to the advertised brand, hence, they may consider following or buying other goods from the same manufacturer. The research conducted by Wiedmann & von Mettenheim (2020) and Cheung, Leung, Aw & Koay (2022) found that likable social media figures can influence their audience and shape their attitudes towards the promoted brand. If the influencer is perceived as more attractive and appealing to its audience, in some way he or she may have a greater impact on buyer's purchase intentions and their product choices (Ao et al., 2023). However, none of this can be accomplished if the audience does not have a sufficient amount of trust in their role model, therefore prioritizing sincerity and credibility is the primary goal. Lastly, a study by Kim (2022), confirmed that the more sophisticated and socially attractive the influencer appears to the public, the more likely the audience would adopt his or her behaviors and recommendations that may lead to the purchase.

Trustworthiness is linked to the perceived sincerity of the speaker, while goodwill indicates their perceived concern for the audience. In general, when the source is perceived as trustworthy, attractive, and an expert, it has the potential to impact the audience's attitudes and behaviors, including their intention to make a purchase. According to Cooley & Parks-Yancy (2019), the main objective of influencer marketing is for businesses to share their messages in the most credible way possible through these individuals who already hold a high degree of trust among their followers. Trust is one of the leading factors that impact consumers' purchasing intentions, as it is founded on various principles, including integrity, reliability, transparency, accountability, and empathy. Besides, trust is one main component in forming

parasocial relationships that are known to impact consumers' intentions and make them adopt practices promoted by their favorite content creators (Conde & Casais, 2023). Another study also showed that the creation of parasocial relationships with the influencer results in an increase in trust in the advertised brand (Munnukka et al., 2019). Besides a certain loop of trust is created when the followers can engage in the comment section with the influencer or even with each other, sharing their honest reviews and experiences creates a higher bond and level of trust between them, the influencer, and the brand (Sokolova & Kefi, 2020). However, in many cases, if the influencer breaks followers' trust by not disclosing certain aspects of theory activities, such as sponsored content or fake and dishonest reviews it may be frustrating for their subscribers (Reinikainen et al., 2020). Furthermore, in the context of healthcare products, this research highlights the importance of trust transfer and brand trust in addressing consumers' apprehensions about a trademark, providing practical insights into the impact of social media brand endorsements on buyers' purchasing choices (Reinikainen et al., 2020).

As pointed out by Sanderson (2009), creating trust with the audience may not be the easiest thing, as staying transparent and one's true emotions and opinions may cause the reverse effect and provoke criticism. On the other hand, the development of trust is a continuous process that takes time, however, influencers should have a clear vision of their communication channel, because sometimes they tend to let brand control their content which doesn't always result in the best results (Reinikainen et al., 2020). Nonetheless, it should be acknowledged that the proper combination of content, brand and influencer interaction, a certain level of self-disclosure, and theme might result in positive trust between the buyers and media personas. Another study investigating the impact of factors such as relationship strength, trust, and attractiveness showed that followers are more likely to develop a trusted relationship with the blogger if factors such as expertise, homophily, and authenticity are involved (Kim & Kim, 2021). The study on factors related to consumer purchase intentions performed by Daimi & Tolunay (2021) revealed that persuasion is not the ability of a concerned creator to convince people and make them see things from his or her perspective. On the contrary, bloggers' effectiveness lies in the ability to establish, a connection with the audience find shared interests and common grounds, and eventually offer tangible evidence that demonstrates the added value of the brands they endorse or the promoted product (Daimi & Tolunay, 2021).

Nonetheless, studies from the past years found that the credibility, attractiveness, and ability to stay relatable to its followers can increase the value of the brand and boost brand awareness (Jiménez-Castillo & Sánchez-Fernández, 2019). In alignment with the previous studies, it was revealed that favorable attitudes toward the media persona are linked to buying

the endorsed products (Singh, 2021). Besides, Singh (2021) stated in his research findings that, negative encounters or views about influencer marketing deteriorate trust and attraction to content creators, consequently not motivating buyers to engage in promoted offers and avoiding buying these products. In addition to this, it has been found that word of mouth plays a significant role in buyers' behavior especially when trust in the social setting surpasses trust in media influences. Individuals tend to favor advice and recommendations from their close circle, which may include their relatives, friends, or role models for example media influencers (Lee & Eastin, 2020). They find those types of recommendations more impactful and useful, consequently, it impacts their purchase intentions. In many cases the audience will most likely view the blogger positively if he is sincere, down to earth, appears to genuinely care about his or her audience, and is not simply interested in financial rewards (Lee & Eastin, 2020).

Digital content creation and involvement of media personas is the new reality of today's world and more and more companies include these initiatives in their marketing mix (Hollebeek & Macky, 2019). Nonetheless, it is crucial to understand that for companies to drive sales and increase consumer engagement with the brand and awareness, they should focus on developing trust with their audience. Thus, utilizing influencers that appear trustworthy to their followers is the most efficient effort to take (Hollebeek & Macky, 2019).

1.4.2. Argument quality and its dimensions

The role of social media influencers is to create engaging content for their audience and to shape their subscribers' perceptions. Subsequently, these efforts may result in emotional attachment to the brand or influencer (Ki et al., 2020), and perceived impact (Jiménez-Castillo & Sánchez-Fernández, 2019), may influence the perceived quality of the argument and hence impact the buyer's purchase intentions (Chen & Chang, 2018; Jiménez-Castillo & Sánchez-Fernández, 2019; Sokolova & Kefi, 2020). Argument quality can be characterized as a construct that refers to the strength and effectiveness of the argument (Bhattacharjee & Sanford, 2006). Based on the previous works from Cheung et al., (2008) and Filieri & McLeay (2013), argument quality has four dimensions including timeliness, relevance, accuracy, and comprehensiveness. According to Cheung et al., (2008), consumers would perceive information as irrelevant and useless if it is not provided to them promptly, they may simply become not interested in the product even if the information is given later on.

Information Relevance is defined as the extent to which the arguments are connected to the topic and the extent to which a person assesses the significance of delivered information (Filieri et al., 2018; Macagno & Rapanta, 2019). Research performed by Demoulin &

Coussement (2020) showed that information relevance had a positive influence on information usefulness, also a buyer may consider information as relevant when it deeply correlates with their current needs.

Information Accuracy is another dimension which is defined as when information is correct, consistent, and objective, therefore if the speaker's arguments are credible, they contribute to his reputation and trust from the follower (Xu & Yao, 2015). According to Filieri & McLeay (2013), information accuracy was the strongest factor that predicted the adoption of the information about a certain product, which therefore may result in future purchasing intentions.

Information Comprehensiveness suggests that all arguments cover relevant aspects of the topics and the information itself is detailed or complete (Liu et al., 2019; Demoulin & Coussement (2020). According to Cheung et al., (2008), the concept of information comprehensiveness has proven to positively connect with information usefulness. For the consumer, the more complete and rich information is presented, the more likely he will consider the course as trustworthy and professional.

When combined, these three factors - information relevance, accuracy, and comprehensiveness distinguish the provided information's overall usefulness. For example, if an influencer shares highly suitable, accurate, and comprehensive information with his audience, the likelihood of purchase increases. If the influencer picks a product that fits the interests of its audience, then the consumers are more likely to understand the value proposition of it. As mentioned previously in the study, misleading or inaccurate information tends to create uncertainty among people which therefore impacts their decision to purchase (Mozaffarian, Rosenberg & Uauy, 2018). Lastly, comprehensive information about the brand or the advertised product provides more useful details to the consumers. Overall, the three factors can greatly influence information usefulness, which then may result in consumers shaping a certain attitude toward the product and buying it (Erkan & Evans, 2016; Sussman & Siegal, 2003).

Nowadays consumers highly value the quality of the received information, as they face a huge number of media outlets and dedicated spokesmen who push their agendas (Ghasemaghahi & Hassanein, 2016; Chen & Chang, 2018). Therefore, the absence of the presence of argument quality may impact shoppers' purchasing intentions. Previous studies noted that users are more likely to select brands that provide trustworthy information on their media platforms, with genuine recommendations, and without fake reviews. This process becomes more successful when the information is precise, provided promptly, and in simple

language for the consumer, in this case, creating a strong trusting bond is possible (Xie et al., 2017). According to the findings of Chen & Chang (2018), the presence of high-quality information positively affects users' satisfaction, thus boosting their desire to purchase promoted products.

1.4.3. Personal Characteristics

As it was previously mentioned in the previous sub-chapters' followers tend to develop a mimicking behavior and possess the habits of their role models. Jin & Ryu (2020) found out that there is a presence of compulsive buying and materialistic envy among followers. Previous research has shown that consumers become emotionally connected to an influencer if he or she makes them feel in a specific way, this also connects with the fear of missing out phenomenon (Ladhari et al., 2020; Shah et al., 2023). Since bloggers develop deep psychological connections with their audience by sharing their personal lives and reviewing products, internet users become attached and are willing to copy the behavior of their role models (Dinh & Lee, 2021). Besides, the fear of missing out (Dinh & Lee, 2021) combined with the social identity theory (Rose & Tajfel, 1983), explains the motivation of consumers to buy promoted goods.

Self-consciousness is an important concept to consider when analyzing the topic of health-related its effect on individuals' buying intentions. According to Dillard & Hunter (1989) self-consciousness is a personality trait that is connected to individuals' habit to engage in the condition of self-awareness. As outlined by Hansen et al. (2018) and Su et al. (2022), social consciousness relates to a person's interests and awareness of societal issues, therefore consumers may link their health and individual concerns with a broader amount of people within the society. Rana & Paul (2017), claim that public awareness comprises a community-oriented attitude that influences purchasing intentions, also Molinillo et al. (2020) found a positive correspondence between public self-consciousness and the buying behavior of millennials concerning health-related goods. The findings of Wathanakom (2023) suggest that public influence has a positive impact on the intention to purchase vitamins and other dietary supplements. Moreover, modern influencers present themselves as opinion leaders by possessing certain knowledge in a specific sphere, thus studies have found that they are able to generate positive eWOM and influence their audience (Shah et al., 2023). As mentioned by Childers et al. (2018) influencers are the modern opinion shapers, they represent the brands and are able to use their own authentic voice to deliver the messages, they can develop a long-lasting bond with their audience if the relationship is based on trust and credibility.

The internet plays a crucial role in information acquisition for many users, by offering fast solutions and search results on various topics. The users themselves tend to rely on their own knowledge and data obtained from the internet to make decisions regarding the product or service (Yeo et al., 2022). Consequently, a noticeable shift in apprehension and management occurs among young people. Since the modern generation is tech-savvy and well-informed, they rely on online platforms for self-diagnosis and identification of specific health needs. In the case of Covid-19 people became concerned about their health and were searching for tools that may protect them from the disease (Teo et al., 2023; Uysal, 2023). After gathering the needed health information, they evaluate it and make confident decisions about whether they need to purchase something (Yeo et al., 2022). When analyzing the topic of purchase intention in the health industry, Dong (2015), claims that if individuals are aware of their health, they will naturally seek new information. They are willing to spend more time on research and evaluation of multiple campaigns in order to justify their existing knowledge and discover new data (Dong, 2015).

Health-consciousness is another important characteristic to consider, as it's relevancy greatly increased during the pandemic and is still relevant to this day (Uysal, 2023). The COVID-19 pandemic encouraged everyone to become more conscious of their own health and take measures into their own hands without relying on government or medical developments (Teo et al., 2023; Uysal, 2023). According to the report published in 2020, the sales of vitamins and dietary supplements drastically increased due to the pandemic crisis (Hamulka et al., 2020). Therefore, the popularity of health supplements has increased, as research has shown that incorporating moderate doses of vitamins into the diet might strengthen the immune system or help fight the disease (Su et al., 2022; Tedjakusuma et al., 2023). People are more likely to purchase advertised vitamins if they learn about their perceived benefits. However, if perceived risks are involved and consumers may not face the expected results from taking the vitamin or the cost won't be justified, this would drastically decrease the willingness to purchase goods (Su et al., 2022). Health consciousness refers to the ability of people to make better, more sustainable, and healthier actions, both in their eating habits and intake of dietary supplements (Pham et al., 2018). As mentioned in the previous research, many companies are entering online platforms to advertise their health products, conversely, young adults are surfing the internet to learn more relevant food trends (Kostygina et al., 2020).

Furthermore, a transition from curative purchases towards preventive methods can be observed, thus the market is filled with supplements suitable for various needs. From the consumer's standpoint, once they have access to internet platforms or bloggers, they may easily

search or evaluate the presented information, after which the purchase will be made if it aligns with human needs (Yeo et al., 2022). A study done by Choi (2019) found that young consumers relied on the recommendations from their close circle community as some of them were not aware of which vitamins were worth purchasing, others trusted the information presented on the packaging and made unnecessary purchases. Multiple studies have found that health conscience influences the level of effectiveness of the message, on the other hand, the credibility of the source plays an important role as well (Dong, 2015). To conclude, health-consciousness consumers are more likely to purchase goods that may have a positive influence on their health, as they have a better understanding of what is beneficial for them and their bodies (DiPietro et al., 2016; Kaur et al., 2023).

1.4.4 Shopping enjoyment as the moderating factor

Shopping enjoyment is another personal characteristic that determines consumers' attitudes and behaviors toward product purchase and can be defined as an activity that brings joy to the person (Hamari et al., 2015; Rahman et al., 2018; Camoiras-Rodriguez & Varela, 2020). This means that a person gets satisfaction that comes from shopping, therefore on a bigger scale, it plays a significant role in shaping customers' opinions towards shopping. With the development of new technologies, people who enjoy shopping will most likely browse for more products online, hence due to the easiness of use and ability to do it from every location, purchase intention may increase. Surprisingly, a study by Kim et al., (2018) found that individuals who enjoy shopping would not mind investing time into surfing the internet for the best available deal, also they can be considered more experienced and knowledgeable. On the other hand, some users get pleasure from the entrainment that they come across on the internet, that's why for mobile and social companies it is crucial to create user-friendly apps that ease the consumer buying process (Wenzel & Benkenstein, 2018; Camoiras-Rodriguez & Varela, 2020). Another point worth mentioning is the value of conciseness, as many consumers enjoy shopping online due to this reason. When browsing intent, a person gets an opportunity to evaluate not only the goods or their quality but also the price, which in many cases plays a big role, therefore by doing that online they can compare more stuff in a short period (Ismail, 2017; Itani et al., 2019; Camoiras-Rodriguez & Varela, 2020). In contrast to online shopping, previous research suggests that shopping enjoyment impacts consumer behavior also in physical places, especially when there is an option to try the product (Mihić & Kursan Milaković, 2017). The same research findings suggest that people who enjoy shopping are more open to advertising from media platforms, influencers, and other sources (Mihić & Kursan Milaković, 2017). Furthermore, some studies suggest that consumers who experience pleasure from shopping

appear to be more innovative and novelty-seeking, since they want to express their individuality and find something new (Mohamad & Metawie, 2015).

Nonetheless, it is worth mentioning that globalization and easiness of shopping online caused an issue of overspending and impulse buying, highly impulsive internet users get attracted to the advertised goods and desire instant gratification. Therefore, if a person is easily influenced and follows online bloggers, for him or her it may be challenging resisting a purchase (Tarka et al., 2022). The discoveries of Horváth & Adıgüzel (2018) propose a significant connection between hedonic shopping and impulsive buying, which is observed in both developed and emerging markets. In emerging markets, the main motivation behind impulsive buying is seeking adventures and exploiting new things. In contrast, in more developed countries people like shopping as they seek gratification, and role play, and in general the idea of shopping attracts them (Horváth & Adıgüzel, 2018; Samo et al., 2019). When discussing the topic of shopping enjoyment of online users, it is crucial to note that they are more prone to buying the advertised good if the influencer publicly shows that the content is sponsored (Eisend et al., 2020; Kim et al., 2021). However, this may only happen if a consumer possesses materialistic values, as they may not be bothered to observe sponsored posts because they symbolize success and personal satisfaction (Kim et al., 2021). In summary, it can be said that when consumers find enjoyment in shopping, influencers become one of the information sources for them, as followers may observe appealing content, get fast and detailed information on the product, and be exposed to a wider range of brands.

2.METHODOLOGY FOR ASSESSING THE IMPACT OF INFLUENCERS' CREDIBILITY, ARGUMENT QUALITY AND CUSTOMERS' CHARACTERISTICS ON THE HEALTH- RELATED PRODUCT PURCHASE INTENTION

2.1 Research aim and model

Based on the reviewed literature a research model was developed including two main factors argument quality and source credibility. Argument quality is considered one of the most important factors in the information system, that affects a person's awareness and engagement of information (Shu & Scott, 2014). Besides, argument quality can be defined as a construct that encompasses the argument's strength included in the information (Bhattacharjee & Sanford, 2006). Therefore, according to the previous works of Cheung et al. (2008) and Filieri & McLeay (2013), the concept of argument quality has multiple dimensions: information relevance, information accuracy, and information comprehensiveness. These three factors will be analyzed to determine further information usefulness, attitude towards the product, and finally intention to buy. Another crucial dimension is source credibility, which refers to the accuracy of the information origin and not the information itself, also it explains the attitude of the receiver towards the presented information (Cheung et al., 2008). In this study source credibility refers to the influencer himself/herself and his/her competence. In the case of influencer-promoted products, factors such as expertise, trustworthiness, and attractiveness are included in the model and their effect on the information usefulness, attitude and purchase intention will be analyzed.

The final dimension encompasses personal characteristics, including health consciousness and self-consciousness. The first characteristic is health consciousness which is concerned with individuals' desire to adopt a healthy lifestyle and switch or alter their existing routines (Teo et al., 2023; Uysal, 2023). As stated by Dong (2015), individuals concerned about their health are more likely to perform more research and spend a great amount of time surfing the internet or listening to influencers to find the most suitable product. Thus, health consciousness can potentially affect information usefulness and further consumers' purchase intentions. Since individuals tend to rely on the opinion of either their closed circle or media personas and in some cases fully on their perceptions, the independent variable of self-consciousness was added (Hansen et al., 2018; Su et al., 2022). The effect of personal characteristics on information usefulness needs to be further examined, to determine its influence on purchase intentions.

According to previous research, shopping enjoyment tends to influence customers' intention to purchase as it is involved in shaping consumer behavior (Hamari et al., 2015; Rahman et al., 2018; Camoiras-Rodriguez & Varela, 2020). Furthermore, the study will measure the attitude of consumers towards the promoted vitamins, as according to Matute-Vallejo & Melero-Polo (2019), this construct may have an influence on buying intentions. Lastly, a new construct of purchase intention was added to the existing model, and it will be analyzed by combining the findings of all the factors, their effect on information usefulness, attitude towards the product, and finally buyer's decision to purchase.

Previous research has found a strong relationship between information usefulness, attitude toward the product, and purchase intention (Sussman & Siegal, 2003; Erkan & Evans, 2016; Hussain et al., 2017, Lee & Koo, 2015). In addition to this a recent study by Rahaman et al. (2022), showed that useful information may increase uncertainty and boost consumer's confidence about the product, therefore impacting their desire to purchase the product. Attitude can be defined as a factor that influences a consumer's behavior and leads to a stronger willingness to execute that behavior (Ajzen, 1991). Media users encounter a huge amount of information daily that they need to carefully select, the information that attracts them the most is most likely to be adopted by them. Therefore, their attitude toward the product and the presented information about it, may influence their further decision-making processes and buying desires (Leong et al. 2021). Purchase intention is defined as a process that assumes the probability of a person wanting or planning on buying a product from a specific brand in the future (Huang et al., 2011). According to Leong et al. (2020), purchase intention is influenced by information adoption, information usefulness also impacts that. When online users engage with the information countered on the internet or presented to them by influencers, they analyze it and if found useful they tend to adopt it (Erkan & Evans, 2016).

The purpose of the study is to assess how influencers' credibility, argument quality, and personal characteristics impact the intention to purchase vitamins.

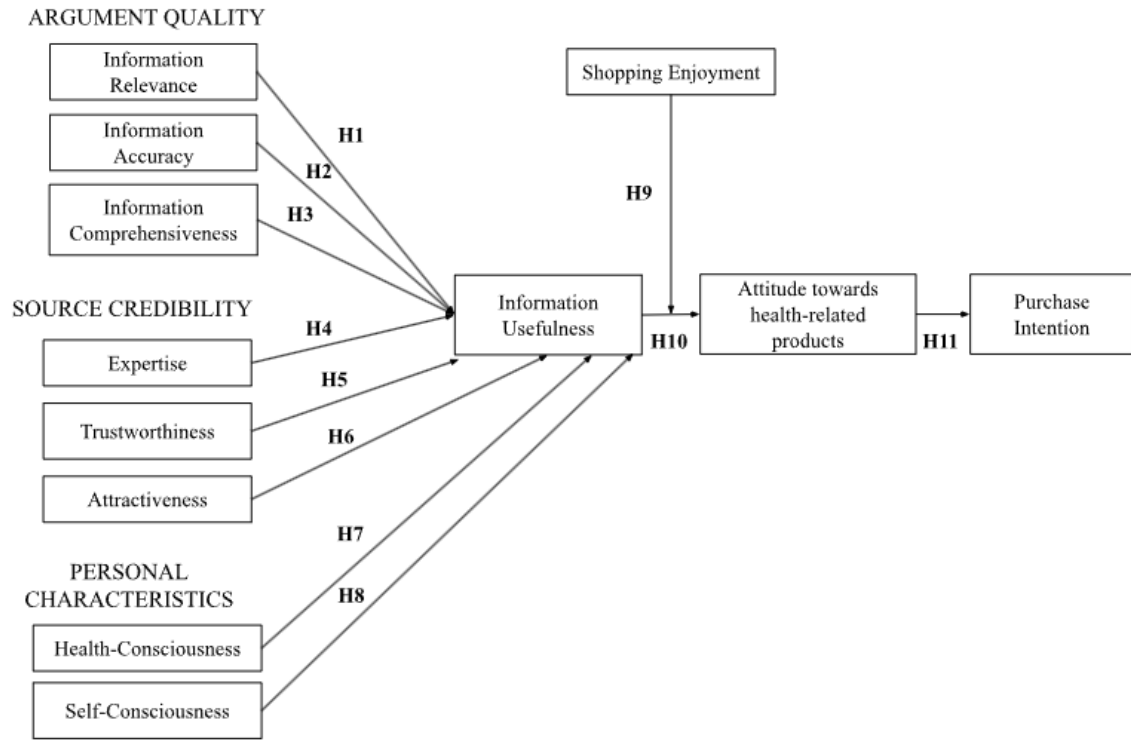


Figure 2: Conceptual model structure

2.2 Hypotheses development

Research hypotheses are formulated based on the literature review and the proposed conceptual model. First of all, the connections between argument quality factors and information usefulness are explained. According to previous research in this field, argument quality factors do have a strong influence on information usefulness (Cheung et al., 2008; Sussman & Siegal, 2003). According to Hussain et al. (2017) the higher the argument quality, the more useful the information is going to be perceived by the individuals. The relationship between the message relevance and information usefulness is taken into consideration. Previous studies have shown that consumers are overwhelmed with a large amount of data that they browse daily, therefore providing them only relevant information that fits their needs will impact their purchases and decision-making process (Cheung et al., 2008; Dunk, 2004). All in all, researchers suggest that the more relevant the message to the consumer, the more likely he would perceive the information as useful (Cheung et al., 2008). Based on this the hypothesis as follows is formulated:

H1. Information relevance has a positive impact on information usefulness

The next factor that is part of the argument quality framework is accuracy. The accuracy of information depends on the person's perception of information correctness, credibility, and believability (Filieri & McLeay 2013). Previous research suggests that information accuracy had a strong impact on individuals' adoption of the provided information as well as the further intention to purchase the communicated product or service (Erkan & Evans 2016). Accurate information provided by an individual may enhance the perceived value and effectiveness of the message when transmitted to the receiver. Therefore, it can lead to a more conscious decision-making process and overall consumer satisfaction. Concerning this research, by taking into consideration previous studies, it can be stated that information accuracy can have a positive impact on information usefulness and following purchase intentions. Therefore, following hypothesis is set:

H2. Information accuracy has a positive impact on information usefulness

Moving forward, the next key factor of argument quality is the comprehensiveness of the communicated message. The definition of the concept highlights that comprehensiveness is the extent to which the provided information is of adequate breadth, depth, and scope (Wang & Strong, 1996). Previous studies done in the marketing field suggest that information comprehensiveness can significantly influence consumer's decision-making process and enhance the likelihood of a purchase (Erkan & Evans, 2016; Cheung et al., 2008). In the case of this research, a consumer may observe the action performed by an influencer when advertising goods, and then judge whether the review was complete and comprehensive enough to make a purchase. Overall, based on the previous research information comprehensiveness has a strong relationship with information usefulness, which can influence purchase intentions (Filieri & McLeay 2013). Therefore, the following hypothesis is set:

H3. Information comprehensiveness has a positive impact on information usefulness

Another key component of source credibility is the expertise of the sender of information. The concept of source credibility refers to the influencer's positive character traits that influence their audience's endorsement of the message (Ohanian, 1990; Bogoevska-Gavrilova & Ciunova-Shuleska, 2022). In general, consumers are more likely to follow the recommendations of celebrities and make purchases afterward, if the influencer is known to be an expert in the field (Yadav et al., 2013). Other studies propose that influencers who are considered experts in their field can largely influence consumers' attitudes towards brands.

(Bergkvist et al., 2016; Hayes & Carr, 2015). According to Smith et al., (2005), when the influencer is seen as an expert, it increases the customer's trust and therefore it positively influences his or her attitude towards the influencer and their intention to buy promoted goods. All in all, previous studies have shown that perceived credibility was confirmed to be the primary factor of persuasion in the relationship between consumers and celebrities (Chetioui et al., 2020). Lastly, it was found that the receiver's perception can be altered if the received information is coming from a highly reputable source, and the information itself is reliable and useful (Cheung et al., 2008). Therefore, the following hypothesis is developed:

H4. Influencer expertise has a positive impact on information usefulness

Moving forward the next factor that constitutes source credibility, is the trustworthiness of the sender of information. According to Kim et al. (2018), recommendations rely on trustworthiness, therefore influencers should be perceived as credible, otherwise they won't have the power to persuade their followers. When talking about digital promotion, a study by Hsu et al. (2013) revealed that there is a higher chance of consumers trusting an influencer's recommendations, shifting their attitude towards and product, and later on purchasing it, if they have trust in the promoter. Therefore, concerning this research, media celebrities who are trustworthy may have a higher impact on their audience when advertising vitamins. Overall, based on the previous studies it can be stated that source trustworthiness, has a strong connection with Information usefulness. Based on this, the following hypothesis is developed:

H5. Source trustworthiness has a positive impact on information usefulness

The next factor that defines source credibility is the attractiveness of the speaker. As stated by Lagner and Eisend (2011), though attractiveness might result in rapid effectiveness, an influencer's credibility may still hold more influence and impact consumer's views on brands. In some cases, influencer's attractiveness impacts how well they are perceived and aligned together with the advertised brand. If the influencer is seen as an attractive one, it also enhances their alliance with the brand, which results in higher customer engagement (Torres et al., 2019). In contrast, another study demonstrated that while the impact of celebrity familiarity and likability on purchase intentions are not always supported, they strongly enhance a person's attitude toward the advertising and the brand (Erdogan, 1999). Other studies also found that a string of celebrity product fits results in more favorable attitudes toward the ads, and then purchase intentions (Bergkvist et al., 2016). The attractiveness of the influencer can impact

consumers' behaviors and attitudes toward the brand, as attractive celebrities are more likely to capture viewer's attention (Ha & Perks, 2015). For example, if vitamins are being advertised by a good-looking endorser who may be involved in wellness and sports spheres, the viewer may perceive him or her as attractive and would like to create associations or copy their behavior. Overall, reflecting on previous studies it can be said that Source attractiveness may have an impact on Information Usefulness and purchase intention. Based on this, the following hypothesis is developed:

H6. Source attractiveness has a positive impact on information usefulness

The current study also focuses on the personal characteristics of consumers; therefore, the first factor is health consciousness. Previous studies suggest that health-conscious people are more aware of their well-being and general health state, that's why they aim to improve their health and prevent illnesses, by engaging in various health practices. Other researchers have found that people who are concerned about their health are prone to purchase organic goods (Lockie et al., 2002; Magnusson et al., 2003). On the other hand, not all studies support the relationship between health consciousness and attitude toward the products (Tarkiainen & Sundqvist, 2005). However, some other studies revealed that consumers' health consciousness still plays a significant role in purchasing intentions and product selection (Michaelidou & Hassan, 2007). According to Rosen (2000), individuals who are more health-conscious, consider health messages more seriously and personally and pay more attention to the provided information. Finally, a study by Dong (2015) suggested that health consciousness played a big role in the effectiveness of the message, as receivers of the information were more prone to analyzing the information, researching it, and getting additional health knowledge. Therefore, the current study claims that health consciousness has an impact on information usefulness and further purchase intentions. Based on this, the following hypothesis is developed:

H7. Health consciousness has a positive impact on information usefulness.

The next factor that is being researched is the self-consciousness of the consumer. Even though the concept of self-consciousness was not widely studied in the research, especially in the context of influencer marketing, it still may play a vital role in purchase intentions. A study conducted by Dillard & Hunter (1989) showed that private self-consciousness refers to the inclination to examine one's thoughts and feelings. On the other hand, public self-consciousness is related to the individual being aware of how others perceive him. Another research revealed

that public self-consciousness may result in increased online consumption behaviors (Furinto et al., 2023). Overall, the current study assumes that self-consciousness positively impacts information usefulness. Based on this, the following hypothesis is developed:

H8. Self-consciousness has a positive impact on information usefulness.

This study also aims to investigate whether shopping enjoyment moderates the relationship between information usefulness and attitude toward health products. A previous study revealed that shopping enjoyment impacts online store perception, consumers' favoritism towards online retailers, and overall shopping involvement (Koufaris, 2002; Kim et al., 2007). Consumers who enjoy shopping are more favorable towards advertising and are prone to spreading positive word-of-mouth messages (Mihic & Milaković, 2017). Therefore, if a consumer observes an influencer advertising vitamins and the level of shopping enjoyment is relatively high, it may result in a purchase and potentially in customer's retention, if the product satisfies one's needs. When browsing the internet or observing posts from influencers, consumers may obtain psychological rewards when they complete the purchase and some studies provide that shopping enjoyment positively impacts perceived information usefulness. (Camoiras-Rodriguez & Varela, 2020; Handayani et al., 2018). All in all, based on the findings from the previous works, it can be proposed that shopping enjoyment may strengthen the impact of information usefulness on attitudes towards health-related products. Therefore, the following hypothesis is developed:

H9. Shopping enjoyment will moderate the relationship between information usefulness and attitude towards health-related products.

The last two factors whose impact is being investigated are information usefulness and attitude towards health-related products and further purchase intention. Even though not many studies are exploring the above-mentioned constructs concerning health-related products, many of them suggest that there is a strong relationship between information useful and attitude towards the products, which may impact purchase intentions. A study by Matute-Vallejo & Melero-Polo (2019) suggests that enjoyment together with usefulness positively influences individuals' attitudes towards the products. In general, previous studies found that there is a connection between perceived usefulness and information adoption, and by adopting the information individuals can determine their next purchasing decisions (Rahaman et al., 2022; Hussain et al., 2017; Zhang et al., 2017; Erkan & Evans 2016). Therefore, the following hypotheses are set:

- H10. *Information usefulness has a positive impact on attitude towards health-related products.*
- H11. *Attitude towards health-related products has a positive impact on intention to purchase health-related products.*

2.3 Data collection method and instrument

To test the hypotheses of the research, the survey was utilized for gathering and evaluating the results. This type of data collection was selected since the previous research utilized a questionnaire as well using similar and, in some cases, identical measurement scales (Chetioui et al., 2020; Filieri & McLeay 2013; Cheung et al., 2008). As for the selection of the data collection method, a survey was chosen as it's been widely utilized in previous studies exploring the topics of influencer advertising and purchase intentions. It is a good method to apply when performing the analysis especially when there is a large number of researched factors. Furthermore, by using the survey method, various responder groups can be targeted, as it is not limited to a specific age group, gender, or location. Lastly, surveys are useful when testing hypotheses, as further they can be tested using statistical methods. The survey itself is anonymous and a 5-point Likert scale where 1 means "strongly disagree" and 5 - "strongly agree", was used. The survey begins with a short description of what the responders are about to observe, they are supposed to imagine that they are the potential customers and look at the presented post, and afterward, they need to answer the questions. Data collection was performed in the following way: the questionnaire was split into three parts, the first one focusing on argument quality dimensions, the second on source credibility, the third one on personal characteristics, and finally the last part contained questions about the attitude towards the vitamins and purchase intention. The survey starts with the researched artifact and the responders need to answer the control question, of whether they are familiar with the influencer on the picture. If the answer is "Yes" responders continue participating in the survey, but if the answer is "No" the survey ends. There was no prior information given to the responders about the influencer, her expertise, audience, or other significant factors.

After the control question, a celebrity post is provided to the respondents in the questionnaire (see picture 1 below). It contains a picture as well as text related to the promoted product (vitamins).



Picture 1: Influencer's post advertising SugarBear vitamins

After reviewing the celebrity post respondents are introduced to the questions measuring the constructs, more specifically argument quality, source credibility personal characteristics dimensions, shopping enjoyment, attitude towards advertised products, and purchase intentions, indicated in the research model. All the constructs were measured using the reliable measurement scales taken from the previous research where they were successfully used. Statements for measuring the constructs were slightly adapted to fit the current research and can be found in Table 1 below. Also, as stated previously the survey was divided into 4 parts, to make it easier for responders to navigate between sections.

Table 1.

Constructs of the questionnaire

Constructs	Statements	Source Authors	Cronbach's alpha coefficient
Information Relevance	1. Information that I received from the influencer about vitamins is relevant. 2. Information that I received from the influencer about vitamins is applicable. 3. Information that I received from the influencer about vitamins is appropriate.	Cheung et al., (2008)	>0,70

Information Accuracy	1. The information that I received from the influencer about vitamins is accurate. 2. The information that I received from the influencer about vitamins is reliable. 3. The information that I received from the influencer about vitamins is correct.	Cheung et al., (2008); Filieri & McLeay (2013)	>0,70; 0.826
Information Comprehensiveness	1. Information that I received from the influencer about vitamins sufficiently complete my needs 2. Information that I received from the influencer about vitamins includes all necessary values. 3. Information that I received from the influencer about vitamins covers my needs. 4. Information that I received from the influencer about vitamins has sufficient breadth and depth.	Cheung et al., (2008)	>0,70
Expertise	1. Influencer has knowledge in health products like vitamins 2. Influencer has expertise in evaluating vitamins 3. Influencer I am following provide references based on their experience	Chetioui et al. (2020); Ohanian (1990)	>0,70 >0,80
Trustworthiness	1. Influencer who advertised vitamins is trustworthy 2. Influencer who advertised vitamins is reliable	Cheung et al. (2008)	>0,70
Attractiveness	1. I like influencer who advertised vitamins 2. Influencer who advertised vitamins is physically attractive 3. Influencer who advertised vitamins is knowledgeable 4. I am always aware of the influencer who advertised vitamins 5. Influencer who advertised vitamins has a good reputation 6. Influencer who advertised vitamins makes me feel comfortable	Torres et al (2019)	>0,70
Health Consciousness	1. I reflect on my health a lot 2. I'm very self-conscious about my health 3. I'm alert to changes in my health 4. I'm usually aware of my health 5. I take responsibility for the state of my health 6. I'm aware of the state of my health as I go through the day	Michaelidou & Hassan (2007)	>0,70
Self-Consciousness	Private Self- consciousness 1. I'm alert to changes in my mood 2. I'm constantly examining my motives 3. I reflect about myself a lot 4. I sometimes have the feeling that I am off somewhere watching myself 6. I'm generally attentive to inner feelings 7. I'm often the subject of my own fantasy	Dillard & Hunter (1989)	Not stated

	Public Self- Consciousness 1. I usually worry about making a good impression 2. I'm self-conscious about the way I look 3. I am concerned about the way I present myself 4. I am concerned about what other people think of me 5. I'm usually aware of my appearance 6. One of the last things I do before I leave the house is look in the mirror 7. I am concerned about my style of doing things		
Shopping Enjoyment	1. I enjoy shopping for vitamins 2. Shopping for vitamins puts me in a good mood 3. I enjoy spending time browsing for vitamins 4. I do not like spending much time shopping for vitamins	Camoiras-Rodriguez & Varela (2020)	>0,70
Information Usefulness	1. The information that I received from influencer who advertised vitamins is valuable. 2. The information that I received from influencer who advertised vitamins is informative. 3. The information that I received from influencer who advertised vitamins is helpful.	Cheung et al., (2008)	>0,70
Purchase intention	1. After considering the information provided by influencer it is likely that I will purchase vitamins. 2. After considering the information provided by influencer, I will purchase vitamins next time I need them. 3. After considering the information provided by influencer, I will definitely try vitamins. 4. After considering the information provided by influencer, I will recommend vitamins to my friends.	Erkan & Evans (2016); Coyle & Thorson (2001)	>0,80 >0,80
Attitude towards product	1. I have a positive opinion about the vitamins advertised by influencer. 2. I like using the vitamins advertised by influencer. 3. I think that using vitamins advertised by influencer is a good idea.	Matute-Vallejo & Melero-Polo (2019)	>0,70

The full instrument of the empirical research can be reviewed in *Annex 1*.

2.4 Selection of respondents and analysis methods

The following methodology section outlines the sampling method and data collection approach that was used in the study. Starting with the identification of the study population, which is needed to determine the sampling technique. Moving forward to the gender and age of the responders, no specific requirements were proposed. Although all the responders who were willing to participate in the research are above 18 years old, this is the age when individuals can make independent decisions. Responses of the individuals who matched the age

requirements and were familiar with the presented artifact were invited to complete a survey. Therefore, all responders who are older than 18 and are familiar with the present influencer were considered as a study population. The survey was distributed to a wide audience including students, young adults, and other participants who were willing to contribute to the research. The survey was shared with the university master's students from both Ukraine and Lithuania as well as other individuals who were eager to participate in the survey. The gender was equally distributed, with a slighter bigger number of females, the participants were of the age 21-27 years old. As stated previously, majority of the respondents were master's students, who have completed their undergraduate degree.

For this research study participants were chosen following the nonprobability, convenience sampling design. A formula was used to calculate the estimated sample size, $n = z^2(1-p)/e^2$. The standard error (z) is 1.96, the population percent is $p=0.5$ and lastly the acceptable error is 0.063. Therefore, the required sample size would be $n=242$ participants. Quantitative data was analyzed using SPSS, also reliability and linear regression analysis were performed.

Besides, a technique based on comparable research was applied and can be found in Table 2. In compliance with the comparable research technique, it was indicated that the average sample size is 239,5 respondents.

Table 2.

Comparable research sampling method

No.	Author	Type of questionnaire	Number of respondents
1	Cheung et al. (2008)	Online questionnaire	154
2	Erkan & Evans (2016)	Not specified	384
3	Torres et al. (2019)	Online questionnaire	307
4	Michaelidou & Hassan (2007)	Onsite questionnaire	222
5	Dong (2015)	Paper-based questionnaire	169
6	Matute-Vallejo & Melero-Polo (2019)	Self-administered questionnaire	266
7	Camoiras-Rodriguez & Varela (2020)	Personal interviews/structured surveys	208

8	Kim et al. (2007)	Not specified	206
Average			239.5

2.5 The scope of research

To start with, the literature review presented in the first chapter of the study offers an alternative perspective and conceptualization of various factors that can contribute to the purchase intention of the consumer. This study encompasses three main categories of independent variables as well as one moderating factor, however, previous research did not focus in-depth on certain characteristics. As for the study mode, mainly a deductive approach was used, meaning that existing theories were applied to the current study. However, this study also adds additional factors to the already existing dimensions, as well as the moderating factor of shopping enjoyment that wasn't used in such type of setting before. For future research, the current model can be used and enhanced by adding more variables to the selected dimensions, moderating or mediating factors.

3. DATA ANALYSIS FOR ASSESSING THE IMPACT OF INFLUENCERS' CREDIBILITY, ARGUMENT QUALITY AND CUSTOMERS' CHARACTERISTICS ON THE HEALTH-RELATED PRODUCT PURCHASE INTENTION

3.1 Reliability analysis

For this research, the reliability analysis was conducted for all the available scales, to examine the internal consistency of the constructs. Cronbach's Alpha was utilized as the main measurement for reliability because it shows how well a group of items reflects a single construct. As for the study, the reliability analysis of the constructs indicated acceptable, good, and excellent internal consistency for the majority of the scales. When discussing the high internal consistency constructs like health consciousness (0.925) and self-consciousness (0.946) ranked at a higher bar. Since health construct contain 6 items and self-consciousness 13, high internal consistency may indicate a strong representation of the mentioned concepts. Moving forward to moderate reliability, multiple constructs fall into this category information relevance (0.743), information accuracy (0.716), information comprehensiveness (0.794), information usefulness (0.795), source expertise (0.741) and shopping enjoyment (0.726). All of the mentioned constructs fall within the acceptable reliability scope, meaning satisfactory consistency among the items.

Despite the generally high reliability of the constructs influencer trustworthiness displayed the lowest reliability score, which may be because only 2 items were presented. However, it is worth noting, that even though the universally accepted reliability score should be 0.7 or higher, some studies suggest that relying purely on Cronbach's Alpha to determine reliability is not always the best scenario. It is important to consider the whole context of the research, its purpose, and its concepts (Sijtsma, 2008). Another author stated that Cronbach's Alpha threshold of 0.7 is not always absolute, in some cases, when creating new instruments, the lower alpha might be acceptable, especially when the number of items is limited. (Taber, 2017).

The summary of all the scales' reliability results is presented below in Table 3. The full analysis can be found in Annex 2.

Table 3.

The reliability coefficients of the scales

Construct	Cronbach Alpha	Number of items
Information Relevance	,743	3
Information Accuracy	,716	3
Information Comprehensiveness	,794	4
Information Usefulness	,795	3
Source Expertise	,741	3
Influencer Trustworthiness	,588	2
Influencer Attractiveness	,850	6
Health-Consciousness	,925	6
Self-Consciousness	,946	13
Shopping Enjoyment	,726	4
Attitude towards vitamins	,805	3
Purchase Intention	,868	4

The data for the research was collected using an online survey. In total 245 respondents' responses were gathered, during the data collection process. The surveys were fully filled out, since all of the survey questions were mandatory. As for the analysis, 95,9% of the responses, which equals the number 235, were used since the remaining 10 responses were unusable. Since the first question of the survey asks participants whether they are familiar with the influencer or not, those individuals who pressed "No" were automatically not included in the evaluation process, and the questionnaire was finished for them.

Normality analysis was also conducted to validate the hypotheses and provide a stronger base for further testing. In this study, the normality test was employed to evaluate the distribution of research data, which affected the validity of statistical tests that were later used. The data was assessed using Skewness and Kurtosis. Besides, Kolmogorov-Smirnov and Shapiro-Wilk tests were performed. Both tests showed significant results of $p < 0.05$ for all the variables, meaning that none of the distributions adhered to a perfectly normal one. As

mentioned previously skewness and kurtosis were studied as well, and the values for most variables fall in ± 1 area, which indicates acceptable symmetry. The analysis suggests that moderately symmetrical distributions are present, with subtle deviations seen for source expertise with a skewness of 0.676 showing a mild right skew, and health consciousness with a skewness of -0.385, showing mild left skew.

Mostly all constructs had Skewness values within ± 1 , displaying an approximately symmetric distribution. For example, constructs such as shopping enjoyment (0.078) and attitude towards vitamins (0.227) showcase nearly a perfect symmetry. As for the Kurtosis, the values for the majority of the constructs are close to 0, which is a good indication suggesting that the distribution is normal. Constructs including health (-0.747) and self-consciousness (-0.542), demonstrate a lower frequency of drastic values compared to a normal distribution. The summary of the normality analysis results is presented below in Table 4. For the complete analysis please see Annex 3.

Table 4.

Normality test results

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Information Relevance	0,128	235	< 0,001	0,964	235	< 0,001
Information Accuracy	0,101	235	< 0,001	0,971	235	< 0,001
Information Comprehensiveness	0,106	235	< 0,001	0,960	235	< 0,001
Information Usefulness	0,139	235	< 0,001	0,953	235	< 0,001
Influencer Expertise	0,156	235	< 0,001	0,940	235	< 0,001
Source Trustworthiness	0,147	235	< 0,001	0,951	235	< 0,001
Source Attractiveness	0,073	235	0,004	0,983	235	0,007
Health Consciousness	0,120	235	< 0,001	0,954	235	< 0,001
Self-Consciousness	0,090	235	< 0,001	0,966	235	< 0,001
Shopping Enjoyment	0,110	235	< 0,001	0,980	235	0,002

Attitude toward health-related products	0,121	235	< 0,001	0,960	235	< 0,001
Purchase Intention	0,145	235	< 0,001	0,954	235	< 0,001

3.2 Hypothesis Testing

H1: Information relevance has a positive impact on information usefulness

H1-accepted. The H1 hypothesis states that information relevance has a positive impact on information usefulness. To test the hypothesis a one-factor linear regression model is developed and the results are evaluated.

The regression analysis revealed that information relevance explained 33% of the variance in information usefulness. The model is statistically significant as $R^2 = 0.330$, $F(1,233) = 114.887$, $p < 0.001$ which can be observed in the ANOVA results table. The construct information relevance was proven to be a statistically significant predictor of information usefulness ($t = 10.719$, $p < 0.001$). Moving forward to the coefficients table, the analysis revealed a positive standardized Beta value of 0.575, which shows a relatively strong positive impact of information relevance on information usefulness. For more detailed information, see Table 5.

Table 5.

Regression analysis results for hypothesis H1

Model Summary

R	R square	Adjusted R square	Std.Error of the Estimate
0,575 ^a	0,330	0,327	0,82560

Anova

	Sum of squares	df	Mean Square	F	Sig.
Regression	78,308	1	78,308	114,887	<0,001 ^b
Residual	158,815	233	0,682		
Total	237,123	234			

Coefficients

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
Constant	0,852	0,168		5,073	<0,001
Information Relevance	0,617	0,058	0,575	10,719	<0,001

a. Dependant Variable: Information Usefulness

H2: Information accuracy has a positive impact on information usefulness

H2-accepted. The H2 hypothesis says that information accuracy has a positive impact on information usefulness. To test the hypothesis a one-factor linear regression model is applied and the results are evaluated accordingly.

The performed analysis indicated that information accuracy explained 39.8% of the variance in information usefulness as shown in the Table 6. The model is statistically significant as $R^2 = 0.398$, $F(1,233) = 154.167$, $p < 0.001$ which can be seen in the ANOVA results (Table 6). The construct information accuracy was confirmed to be a statistically significant predictor of information usefulness ($t=12.416$, $p < 0.001$). As for the coefficient analysis, a standardized beta value is 0.631, indicating a positive relationship between information accuracy and information usefulness. The results support the hypothesis that information accuracy influences information usefulness.

Table 6.

Regression analysis results for hypothesis H2

Model Summary

R	R square	Adjusted R square	Std.Error of the Estimate
0,631 ^a	0,398	0,396	0,78260

Anova

	Sum of squares	df	Mean Square	F	Sig.
Regression	94,421	1	94,421	154,167	<0,001 ^b
Residual	142,703	233	0,612		
Total	237,123	234			

Coefficients

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
Constant	0,705	0,158		4,473	<0,001
Information Accuracy	0,717	0,058	0,631	12,416	<0,001

a. Dependant Variable: Information Usefulness

H3: Information comprehensiveness has a positive impact on information usefulness

H3-accepted. The H3 hypothesis states that information comprehensiveness has a positive impact on information usefulness. To evaluate the hypothesis, a one-factor linear regression model is used, and the results are assessed accordingly.

As can be seen in the ANOVA table, the model is statistically significant $R^2 = 0.496$, $F(1,233) = 228.890$, $p < 0.001$. information comprehensiveness explained 49,6% of the variance in information usefulness. Also, it was a significant predictor of information usefulness as can be seen in the results ($t=15.129$, $p < 0.001$) The standardized beta coefficient value of 0.704, confirms a strong impact of information comprehensiveness on information usefulness (Table 7). Taking into consideration the results, it can be said that it is crucial to provide comprehensive information to the potential buyers as it may enhance the perceived usefulness.

Table 7.

Regression analysis results for hypothesis H3

Model Summary

R	R square	Adjusted R square	Std.Error of the Estimate
0,704 ^a	0,496	0,493	0,71650

Anova

	Sum of squares	df	Mean Square	F	Sig.
Regression	117,507	1	117,507	228,890	<0,001 ^b
Residual	119,617	233	0,513		
Total	237,123	234			

Coefficients

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
Constant	0,702	0,131		5,350	<0,001
Information Comprehensiveness	0,761	0,050	0,704	15,129	<0,001

a. Dependant Variable: Information Usefulness

H4: Influencer expertise has a positive impact on information usefulness

H4- accepted. The fourth hypothesis suggests that influencer expertise has a positive impact on information usefulness.

The regression analysis was performed and the results revealed that the hypothesis is statistically significant, since the $R^2 = 0.522$, $F(1,233) = 254.636$, $p < 0.001$. In addition, this analysis proved that influencer expertise explained 52.2% of the variance in information usefulness. The construct of influencer expertise was a statistical predictor of information usefulness as $t=15.957$ and $p < 0.001$. According to the H4 hypotheses results, the standardized Beta value was 0.723, which shows a strong impact of influencer expertise on information usefulness (Table 8). To conclude, the findings of the testing prove that influencer expertise impacts the information usefulness

Table 8.

Regression analysis results for hypothesis H4

Model Summary			
R	R square	Adjusted R square	Std.Error of the Estimate
0,723 ^a	0,522	0,520	0,69733

Anova					
	Sum of squares	df	Mean Square	F	Sig.
Regression	123,822	1	123,822	254,636	<0,001 ^b
Residual	113,301	233	0,486		
Total	237,123	234			

Coefficients

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
Constant	0,722	0,124		5,836	<0,001
Influencer Expertise	0,778	0,049	0,723	15,957	<0,001

a. Dependant Variable: Information Usefulness

H5: Source trustworthiness has a positive impact on information usefulness

H5-accepted. The H5 hypothesis suggests that source trustworthiness has a positive impact on information usefulness. To test the hypothesis, a one-factor linear regression model was used and the results were evaluated consequently.

The model is proven to be appropriate to use and significant since $R^2 = 0.412$, $F(1,233) = 163.010$, $p < 0.001$. Furthermore, the analysis confirmed that source trustworthiness accounted for 41.2% of the variance in information usefulness as presented in the table. The coefficients table shows that source trustworthiness is a statistically significant predictor of information usefulness since the $t=12.768$, and $p < 0.001$. Additionally, the regression analysis showed a value of 0.642 of standardized beta, this suggests a positive and strong impact of source trustworthiness on information usefulness (see Table 9). Therefore, the testing results provide substantial evidence supporting the hypothesis.

Table 9.

Regression analysis results for hypothesis H5

Model Summary			
R	R square	Adjusted R square	Std.Error of the Estimate
0,642 ^a	0,412	0,409	0,77381

Anova					
	Sum of squares	df	Mean Square	F	Sig.
Regression	97,607	1	97,607	163,010	<0,001 ^b
Residual	139,516	233	0,599		
Total	237,123	234			

Coefficients

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
Constant	0,806	0,146		5,515	<0,001
Source Trustworthiness	0,698	0,055	0,642	12,768	<0,001

a. Dependant Variable: Information Usefulness

H6: Source attractiveness has a positive impact on information usefulness

H6 - accepted. The H6 hypothesis states that source attractiveness has a positive impact on information usefulness. In order to test if the hypothesis is significant, a one-factor regression model was created, and the results were evaluated.

The regression analysis confirmed that source attractiveness explained 27.3% of the variance in information usefulness, as can be observed in the Table 10. The model was proven to be statistically significant since the $R^2 = 0.273$, $F(1,233) = 87.701$, $p < 0.001$. Besides, source attractiveness was a statistically significant predictor of information usefulness as can be seen by the results ($t=9.365$, $p < 0.001$). Moving forward to the standardized beta coefficient (0.523), a strong positive impact of source attractiveness on information usefulness is revealed. Even though source attractiveness has a significant impact on the information usefulness, the R^2 value suggests that it exemplified a smaller variance amount when compared to other predictors in the previous hypotheses. Details can be seen in Table 10.

Table 10.

Regression analysis results for hypothesis H6

Model Summary

R	R square	Adjusted R square	Std.Error of the Estimate
0,523 ^a	0,237	0,270	0,85988

Anova

	Sum of squares	df	Mean Square	F	Sig.
Regression	64,845	1	64,845	87,701	<0,001 ^b
Residual	172,278	233	0,739		
Total	237,123	234			

Coefficients

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
Constant	0,962	0,179		5,370	<0,001
Source attractiveness	0,576	0,061	0,523	9,365	<0,001

a. Dependant Variable: Information Usefulness

H7: Health consciousness has a positive impact on information usefulness.

H7-accepted. The H7 hypothesis states that health consciousness has a positive impact on information usefulness. The one-factor regression model was created in order to test the hypotheses and the results were further evaluated.

The analysis indicated that the construct of health consciousness explained 13.0% of the variance in information usefulness. Therefore, as it can be seen in the ANOVA table the model is significant because $R^2 = 0.130$, $F(1,233) = 34.902$, $p < 0.001$. Health consciousness was also a significant predictor of information usefulness as $t = 5.908$ and $p < 0.001$. Moving forward to the standardized beta coefficient value of 0.361, which shows a moderate positive impact of health consciousness on information usefulness (Table 11). Even though the impact of health consciousness is relatively significant, a lower R^2 value indicates that other constructs may have a stronger effect on information usefulness.

Table 11.

Regression analysis results for hypothesis H7

Model Summary			
R	R square	Adjusted R square	Std.Error of the Estimate
0,361 ^a	0,130	0,127	0,94080

Anova					
	Sum of squares	df	Mean Square	F	Sig.
Regression	30,893	1	30,893	34,902	<0,001 ^b
Residual	206,231	233	0,885		
Total	237,123	234			

Coefficients					
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig

Constant	1,418	0,202		7,009	<0,001
Health consciousness	0,342	0,058	0,361	5,908	<0,001

a. Dependant Variable: Information Usefulness

H8: Self-consciousness has a positive impact on information usefulness.

H8-accepted. The H8 hypothesis aims to investigate whether self-consciousness has a positive impact on information usefulness.

Based on the results of the one-factor regression model testing, it was confirmed that the hypothesis is accepted and the impact is significant. The values of $R^2 = 0.124$, $F(1,233) = 32.974$, $p < 0.001$, suggesting that the model is significant, also self-consciousness accounted for 12.4% of the variance in information usefulness as can be seen in the table below. Furthermore, self-consciousness was shown to be a statistically significant predictor of information usefulness with the $t=5.742$ and $p < 0.001$. A moderate positive impact of self-consciousness on information usefulness was found with the standardized beta value of 0.352. (see Table 12). Overall, the impact is significant.

Table 12.

Regression analysis results for hypothesis H8

Model Summary

R	R square	Adjusted R square	Std.Error of the Estimate
0,352 ^a	0,124	0,120	0,94421

Anova

	Sum of squares	df	Mean Square	F	Sig.
Regression	29,397	1	29,397	32,974	<0,001 ^b
Residual	207,726	233	0,892		
Total	237,123	234			

Coefficients

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
Constant	1,400	0,211		6,646	<0,001

Self-consciousness	0,368	0,064	0,352	5,742	<0,001
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a. Dependant Variable: Information Usefulness

H9: Shopping enjoyment will moderate the relationship between information usefulness and attitude toward health-related products

H9-rejected. The H9 hypothesis states that shopping enjoyment may moderate the relationship between information usefulness and attitude toward health-related products.

The moderation analysis of shopping enjoyment on the relationship between information usefulness and attitudes towards health-related products indicated that it is statistically insignificant ($b = 0.0685$, 95% CI $[-0.0235, 0.1605]$, $t = 1.466$, $p = 0.1440$). Even though the model indicated 45.0% the variance in attitude towards the health-related products, the interaction was insignificant, therefore the hypothesis is rejected. This means that shopping enjoyment don't moderate the relationship between information usefulness and attitude towards health products. Despite the fact that information usefulness ($t = 6.112$, $p < 0.001$) and shopping enjoyment ($t = 7.317$, $p < 0.001$) were significant predictors of attitude separately, when combined their interaction wasn't significant and didn't contribute to the model. As shown in the table below, there is a lack of significance $R^2\text{-chg} = 0.0052$, $F = 2.1495$, $p = 0.1440$), which means that adding the interaction element to the model didn't bring any significant changes to the variance in attitudes. For more details, see Table 13.

Table 13.

Regression analysis results for hypothesis H9

Model Summary

R	R square	MSE	F	df1	df2	Sig.
0,671	0,450	0,494	61,7447	3	231	<0,001

Coefficients

Predictor	Coefficient B	STD Error	t	Sig.	LLCI	ULCI
Constant	2,5587	0,4943	5,19185	<0,001	2,46416	2,6558
InfoUse	0,3257	0,0533	6,1122	<0,001	0,2207	0,4307
Shop	0,428	0,0658	7,3174	<0,001	0,3236	0,5621
Int_1	0,0685	0,0467	1,4661	0,144	-0,0235	0,1605

H10: Information usefulness has a positive impact on attitude towards health-related products.

H10-accepted. The H10 hypothesis aims to analyze if information usefulness has a positive impact on attitudes toward health-related products. The model was proven to be significant after the one-factor linear regression was performed.

As can be seen in the ANOVA table, the results suggest statistical significance as $R^2 = 0.313$, $F(1,233) = 106.238$, $p < 0.001$ (Table 14). The regression analysis showed that the construct of information usefulness revealed 31.3% of the variance in attitude towards health-related products. Besides, information usefulness was a significant predictor of attitude toward health-related products as can be seen in the coefficients table ($t = 10.307$, $p < 0.001$). As for the standardized beta, it had a value of 0.560, indicating a relatively strong positive impact of information usefulness on attitudes toward health-related products.

Table 14.

Regression analysis results for hypothesis H10

Model Summary			
R	R square	Adjusted R square	Std.Error of the Estimate
0,560 ^a	0,313	0,310	0,77571

Anova					
	Sum of squares	df	Mean Square	F	Sig.
Regression	63,927	1	63,927	106,238	<0,001 ^b
Residual	140,204	233	0,602		
Total	204,130	234			

Coefficients					
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	1,259	0,138		9,098	<0,001
Information Usefulness	0,519	0,050	0,560	10,307	<0,001

a. Dependant Variable: Attitude towards health-related products

H11: Attitude towards health-related products has a positive impact on intention to purchase health-related products.H11-accepted.

The H11 hypothesis states that attitude toward health-related products has a positive impact on purchase intentions. To test the hypothesis a one-factor linear regression analysis was performed.

The results suggest that the model is statistically significant as $R^2 = 0.580$, $F(1,233) = 322.038$, $p < 0.001$. Also, the construct of attitude toward health-related products accounted for 58.0% of the variance in purchase intentions. As can be seen in the table below (Table 15), attitude toward health-related products was a statistically significant predictor of purchase intention as $t=17.945$ and $p < 0.001$. Lastly, the standardized beta had a value of 0.762, meaning that there is once again a strong impact of attitude toward health products on intention to purchase.

Table 15.

Regression analysis results for hypothesis H11

Model Summary			
R	R square	Adjusted R square	Std.Error of the Estimate
0,762 ^a	0,580	0,578	0,61835

Anova					
	Sum of squares	df	Mean Square	F	Sig.
Regression	123,135	1	123,135	322,038	<0,001 ^b
Residual	89,090	233	0,382		
Total	212,224	234			

Coefficients					
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
Constant	0,384	0,119		3,230	<0,001

Attitude towards health-related products	0,777	0,043	0,762	17,945	<0,001
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a. Dependant Variable: Intention to purchase health-related products

3.3. Hypotheses analysis summary

The purpose of this research was to understand how the impact of various factors can influence consumers and their intention to purchase health-related products, therefore 11 hypotheses were created. They explored the relationships between factors like influencer characteristics, consumer behavior habits and information quality, and the ways how they can affect consumer attitudes and behaviors towards the product and further purchase intention. In total ten hypotheses were accepted and one related to the moderating factor was rejected.

In total 11 hypotheses were tested, of which 10 were accepted and one including a moderating factor was rejected. Information relevance with the Beta standardizes coefficient 0.575 had a positive impact on information usefulness, but the effect was weaker when compared with other predictors. Moving forward to Information accuracy ($\beta = 0.631$) and information comprehensiveness ($\beta = 0.704$), both constructs showed positive influence, with comprehensiveness having the strongest effect on information usefulness. As for the influencer-related factors, source expertise ($\beta = 0.723$) had the strongest effect on information usefulness, also H5 including the construct of influencer trustworthiness ($\beta = 0.642$) demonstrated a strong positive impact. Source attractiveness ($\beta = 0.523$) demonstrated a moderate but at the same time significant influence on information usefulness.

Consumer characteristics like health-consciousness ($\beta = 0.361$) and self-consciousness ($\beta = 0.352$) were analyzed and tested as well, however they had a weaker but still visibly significant positive effect on information usefulness. The moderating factor of shopping enjoyment showed no significant interaction effect, which means that it doesn't impact the relationship between information usefulness and attitudes towards health products. Lastly, information usefulness with the standardized beta coefficient of 0.560 displayed a strong positive impact on the attitude towards health related products. Finally, the most significant effect on the intention to purchase health-related products had the construct of attitudes towards health products with a standardized beta coefficient of 0.762.

The moderation analysis was performed to test whether shopping enjoyment influences the relationship between information usefulness and attitude toward health-related products. Interestingly, both factors separately influenced the attitudes, however, when connected

together, they did not have interaction, therefore there was no statistical significance. This may suggest that consumers' shopping behaviors or habits do not moderate the impact on the usefulness of information or the attitudes. Even though, the hypothesis is insignificant it aligns with the previous studies that suggest that consumer prioritize the value of the product, its functionality and usefulness of the information. On the other hand, H9 might have been rejected as when it comes to health-related products, individuals focus on the safety of the vitamins, its reliability and effect. Therefore, as stated by Kim et al. (2018) shopping enjoyment may vary among individuals and it depends on the product category. According to Camoiras-Rodriguez & Varela (2020), there is a possible connection between shopping enjoyment and perceived usefulness, however in the context of health related products, the interaction is not significant. Overall, studies suggest that there is a connection between shopping enjoyment, information usefulness, and attitudes toward the products however the effect is indirect and not significant enough to make a drastic difference.

To conclude, information usefulness ($\beta=0.560$) had a substantial influence on shaping the attitudes towards health-related products. On the other hand, consumer characteristics' constructs like health-consciousness ($\beta = 0.361$) and self-consciousness ($\beta = 0.352$), showed moderate but positive effects on information usefulness: (see Table 15). Overall the results of the regression analysis suggest that perceived usefulness is enhanced if the shared information is comprehensive and high quality. Furthermore, long term it positively effects buyers' attitudes towards the products that eventually drives them to make a purchase.

When analyzing the whole model and hypotheses, it's worth highlighting that source expertise and attitude towards health-related products were the most significant and impactful variables. As for the consumer characteristics, health and self-consciousness didn't have a strong effect on information usefulness. Finally, study results revealed that shopping enjoyment has no moderating impact on the relationship between information usefulness and attitudes toward the product. Summarized hypothesis testing results are provided in the table below (Table 16). The full analysis of hypotheses can be found in Annex 4.

Table 16.

Hypotheses results summary

Hypothesis	Rejected/Accepted
H1. Information relevance has a positive impact on information usefulness.	Accepted

H2. Information accuracy has a positive impact on information usefulness.	Accepted
H3. Information comprehensiveness has a positive impact on information usefulness.	Accepted
H4. Influencer expertise has a positive impact on information usefulness.	Accepted
H5. Source trustworthiness has a positive impact on information usefulness.	Accepted
H6. Source attractiveness has a positive impact on information usefulness.	Accepted
H7. Health consciousness has a positive impact on information usefulness.	Accepted
H8. Self-consciousness has a positive impact on information usefulness.	Accepted
H9. Shopping enjoyment will moderate the relationship between information usefulness and attitude towards health-related products.	Rejected
H10. Information usefulness has a positive impact on attitude towards health-related products.	Accepted
H11. Attitude towards health-related products has a positive impact on intention to purchase health-related products.	Accepted

CONCLUSION AND RECOMMENDATIONS

Performed scientific literature analysis and implemented research results allow to provide the following conclusions:

Increased dependence on social media platforms, raise of influencers who are perceived as gurus and main sources of information, as well as the risen interest in wellness and health products, has drawn attention to the factors that shape consumer behaviors. On the flip side, end users are getting overwhelmed with the loads of information online, and the quality of the data, its relevancy and sources credibility becomes crucial when making the decision. With the rise and popularity of wellness topics, health-related products are becoming more popular as well. Due to the fact that they have direct impact on the consumer, it is essential to understand the driving factors that impact the purchases of those products.

In this research study, the main focus was on understanding the factors that impact consumer's attitudes towards health-related products and their purchase intention, in the context of marketing and influencer promotions. Since health products are considered to have a personal appeal to the customer, as people may utilize them daily, having a high level of trust and enough information is needed to make a decision. This thesis analyzed constructs like information quality, source credibility, and customers' characteristics, to understand their impact on information usefulness, attitudes towards the advertised products, and eventually the purchase intentions.

This thesis utilized the Information Adoption Model and researched how argument quality source credibility and personal characteristics influence the intention to purchase health-related products. The findings of the research confirm that argument quality dimensions that include information accuracy, comprehensiveness, and relevance are essential in influencing information usefulness. Therefore, it aligns with the IAM's theory that high-quality information minimizes uncertainty among consumers when it comes to purchase. Besides, source credibility and its dimensions were shown to have an influence on consumer attitudes and perceptions toward the products. Even though personal characteristics, which include health consciousness and self-consciousness, showed moderate but considerate effects, they still point out the importance of individual traits in information processes. Attitudes towards health-related products also showed to have a significant influence on purchase intentions, which once again validates the framework of IAM theory. Lastly, since shopping enjoyment was analyzed as a

moderating factor, and showed no significance, a conclusion can be made that buyers prioritize the reliability of the source and credibility of information instead.

The empirical research confirmed that all predictors of argument quality, including information accuracy, comprehensiveness, and relevance, are important and have an impact on information usefulness. Besides, the study showed that influencer characteristics such as expertise and trustworthiness were important factors that shape consumers' perceptions. On the other hand, personal characteristics including health consciousness and self-consciousness indicated a certain level of impact on information usefulness, and were significant, however less when compared with other variables. Lastly, the analysis showed that positive attitudes towards health products had the strongest effect on purchase intentions. As for the moderating factor, shopping enjoyment did not have a direct significant effect on information usefulness.

The results of this study also have several implications that might be useful for marketing practitioners when developing their campaigns or strategies. Personal characteristics, influence expertise, and argument quality were found to be the most significant elements in shaping consumers' attitudes toward the products and influencing purchase intentions:

First of all, marketing professionals should focus on creating high-quality messages that contain accurate and relevant information, as end-users may consider it more useful. This can be achieved by transparently communicating with the customers, sharing only evidence-based statements, clear and detailed explanations that focus on the value rather than promotion.

Secondly, when delivering the message to the audience the right presenter needs to be selected, and nowadays, influencers or other media personas are gaining popularity. The analysis showed that source trustworthiness was extremely important for the end-users when the advertised product was connected to health. Companies should do extensive research on their target audience as well as the desired influencer because the values and views of both parties need to align to have a positive outcome. Besides, by partnering with social media personas who are seen as credible and honest, businesses can benefit due to the fact that it will enhance their clients' perceptions.

Thirdly, this study highlighted that consumers tend to make decisions based on their own biases. Therefore, health and self-consciousness factors played a vital role. Marketers should gather data about their users and create tailored, personalized messages for the various segments. The same rule may apply to the influencer who will be promoting the product, providing a personal touch and sharing experiences might be more convincing. For instance, if marketers are dealing

with health-conscious individuals, focusing on well-being topics and health tips might be more effective. On the other hand, for self-conscious consumers, marketing communication should focus on the visual appearance or public acceptance. On the other hand, brands need to position themselves in a way that would not only attract new clients and retain current ones but also keep them engaged. Creating loyalty programs, discount codes provided by influencers, participation in challenges, and the ability to win prizes can promote engagement.

Even though the analysis showed that shopping enjoyment did not have a significant moderating effect, future researches may consider evaluating other variables, such as acquaintanceship with the technology, preferences to shop online versus offline, brand loyalty, and social media platforms that are used. By taking into consideration all of the above-mentioned strategies, marketers can create more targeted messages that would appeal to diverse customer segments.

Finally, this study has several limitations to discuss:

To start with, the research sample might be one of the main limitations since the data was collected from respondents from only two countries Ukraine and Lithuania, so cultural bias might be present. Besides, the majority of them were young adults aged 21-27, who currently study or already hold a master's degree. Therefore, in the future, it might be beneficial, to hold studies that would take into consideration individuals from diverse cultural backgrounds to test the impact of information quality, influencer credibility, and personal characteristics on attitudes toward health-related products and purchase interests.

Another limitation can be the influencer herself, when conducting the survey several people were not familiar with the social media persona and thus did not participate in the study. Future studies may choose a different influencer or perhaps a group of them from the same category, therefore involving a wider target audience.

In addition, future studies can explore other constructs and expand the model, for example, expanding other dimensions of argument quality (Bhattacharjee & Sanford, 2006).

Lastly, future research can amend the model and add new variables and moderating factors since the shopping enjoyment factor did not show any impact on the relationship between the variables.

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IMPACT OF INFLUENCERS' CREDIBILITY, ARGUMENT QUALITY AND CUSTOMERS' CHARACTERISTICS ON THE HEALTH-RELATED PRODUCTS PURCHASE INTENTION

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Master thesis

Integrated marketing and communication programme

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SUMMARY

Pages 56, tables 16, figures 3.

The purpose of the master thesis was to investigate how influencers' credibility and argument quality, impact consumers' intention to purchase health-related products. In order to fulfill this goal the objectives of the thesis were: to analyze the concept of influencer marketing as well as the types of social media influencers; to examine the concept of health-related products; to examine factors related to social media influencers' argument quality and influencer credibility impacting the intention to purchase health-related products; to examine personal characteristics such as self-consciousness and health consciousness and their effect on purchase intention of vitamins; to analyze the moderating factor of shopping enjoyment and its impact on purchase intention of vitamins; establish a conceptual framework and apply the IAM model theory; develop methodology for empirical research to analyze the impact of influencer and personal characteristics on intention to buy.

To achieve the goals of the research methods such as literature analysis, reliability analysis, and linear regression analysis of quantitative data were utilized. The first chapter of the master's thesis was focused on the analysis of influencer marketing, the concept of health products as well as the factors that affect the intention to purchase health-related products advertised by influencers. The second chapter presents the methodology of the empirical research and the conceptual framework. The IAM model was used to analyze the connection between influencer's and consumers' characteristics and the intention to buy the goods.

The empirical analysis revealed multiple findings. Source credibility and argument quality were found to be both significant factors influencing the intention to buy health products. Additionally, personal characteristics played a vital role, especially the constructs of

self-consciousness and health consciousness. Both of these factors showed a positive effect on the consumers and therefore impacted their decision-making processes. The moderating variable of shopping enjoyment did not significantly impact the relationship between information usefulness and attitudes toward the product, implying that other variables might play a stronger part in shaping consumer behavior.

Based on the literature analysis and the findings of the empirical research, two groups of factors influencing consumers' attitudes towards health related products and intention to buy were identified: enhancing factors and restraining factors. The first group includes information comprehensiveness, information accuracy, information relevance, source expertise and source trustworthiness, as all of them proved to significantly impact information usefulness and consumers' attitudes to purchase the product. In contrast, the second group of factors showed that insufficient credibility, lack of plausible information may impact the effectiveness of marketing campaigns. This master thesis proved that argument quality and source credibility are the most significant factors impacting consumer behavior and should be taken into consideration when promoting the products. In addition, personal characteristics like health and self-consciousness should be included as well, when creating marketing strategies.

NUOMONĖS FORMUOTOJŲ PATIKIMUMO, ARGUMENTŲ KOKYBĖS IR VARTOTOJŲ ASMENINIŲ SAVYBIŲ POVEIKIS KETINIMUI PIRKTI SU SVEIKATA SUSIJUSIUS PRODUKTUS

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SANTRAUKA

Puslapiai 56, lentelės 16, paveikslai 3.

Magistro baigiamojo darbo tikslas buvo ištirti, kaip influencerių patikimumas ir argumentų kokybė įtakoja vartotojų ketinimą pirkti su sveikata susijusius produktus. Siekiant įgyvendinti šį tikslą, baigiamojo darbo tikslai buvo: išanalizuoti influencerių rinkodaros sampratą bei socialinių tinklų influencerių tipus; išnagrinėti su sveikata susijusių produktų sampratą; išnagrinėti veiksnius, susijusius su socialinių tinklų influencerių argumentų kokybe ir influencerių patikimumu, turinčiais įtakos ketinimui įsigyti su sveikata susijusių produktų; išnagrinėti tokias asmenines savybes kaip savimonė ir sveikatos sąmoningumas bei jų įtaką vitaminų pirkimo ketinimui; išanalizuoti moderuojantį apsipirkimo malonumo veiksnį ir jo įtaką ketinimui pirkti vitaminus; sukurti teorinį modelį, pritaikant IAM teoriją; parengti empirinio tyrimo metodiką, skirtą analizuoti influencerio ir asmeninių savybių įtaką ketinimui pirkti.

Tyrimo tikslams pasiekti buvo naudojami literatūros analizės, patikimumo analizės ir kiekybinių duomenų tiesinės regresinės analizės metodai. Pirmame magistro darbo skyriuje buvo nagrinėjama influencerių rinkodaros analizė, sveikatos produktų samprata bei veiksniai, įtakoiantys ketinimus įsigyti influencerių reklamuojamus su sveikata susijusius produktus. Antrame skyriuje pristatoma empirinio tyrimo metodika ir tyrimo modelis. IAM modelis buvo naudojamas analizuojant ryšį tarp influencerių ir vartotojų savybių bei ketinimo pirkti prekes.

Empirinė analizė atskleidė daugybę išvadų. Nustatyta, kad šaltinio patikimumas ir argumentų kokybė yra svarbūs veiksniai, darantys įtaką ketinimui pirkti sveikatos produktus. Be to, labai svarbų vaidmenį vaidino asmeninės savybės, ypač savimonės ir sveikatos sąmonės konstruktai. Abu šie veiksniai turėjo teigiamą poveikį vartotojams, todėl turėjo įtakos jų sprendimų priėmimo procesams. Apsipirkimo malonumas nemoderavo ryšio tarp informacijos naudingumo ir požiūrio į produktą, o tai reiškia, kad kiti kintamieji gali turėti svarbesnį vaidmenį formuojant vartotojų elgesį.

Remiantis literatūros analize ir empirinio tyrimo išvadomis, buvo išskirtos dvi veiksnių grupės, turinčios įtakos vartotojų požiūriui į su sveikata susijusius produktus ir ketinimus pirkti: stiprinantys ir stabdantys veiksniai. Pirmoji grupė apima informacijos išsamumą, informacijos tikslumą, informacijos tinkamumą, šaltinio patirtį ir šaltinio patikimumą, nes visi jie turėjo reikšmingos įtakos informacijos naudingumui ir vartotojų požiūriui pirkti produktą. Priešingai, antroji veiksnių grupė parodė, kad nepakankamas patikimumas, patikimos informacijos trūkumas gali turėti įtakos rinkodaros kampanijų efektyvumui. Šis magistro darbas įrodė, kad argumentų kokybė ir šaltinio patikimumas yra svarbiausi veiksniai, darantys įtaką vartotojų elgsenai ir į juos reikia atsižvelgti reklamuojant produktus. Be to, kuriant rinkodaros strategijas turėtų būti įtrauktos ir asmeninės savybės, tokios kaip sveikatos savimonė ir savimonė.

ANNEXES

Annex 1. Empirical research questionnaire

Imagine that you are a customer and are looking to purchase vitamins. here is the photo of an influencer/celebrity - Kim Kardashian promoting the product in her Instagram post. After looking at the post, please evaluate how do you agree with the given statements.



Do you know this influencer: Yes/No?

Part 1 of questionnaire

Question 1: Please answer the below-provided statements about **information relevance** from 1 (strongly disagree) to 5 (strongly agree):

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Information that I received from the influencer					

about vitamins is relevant.					
Information that I received from the influencer about vitamins is applicable.					
Information that I received from the influencer about vitamins is appropriate.					

Question 2: Please answer the below-provided statements about **information accuracy** from 1 (strongly disagree) to 5 (strongly agree):

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The information that I received from the influencer about vitamins is accurate.					
The information that I received from the influencer about vitamins is reliable.					
The information that I received from the influencer about vitamins is correct.					

Question 3: Please answer the below-provided statements about information comprehensiveness from 1 (strongly disagree) to 5 (strongly agree):

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Information that I received from the influencer about vitamins sufficiently complete my needs.					
Information that I received from the influencer about vitamins includes all necessary values.					
Information that I received from the influencer about vitamins covers my needs.					
Information that I received from the influencer about vitamins has sufficient breadth and depth.					

Questions regarding influencer's characteristics

Question 4: Please answer the below-provided statements about **information usefulness** from 1 (strongly disagree) to 5 (strongly agree):

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The information that I received from influencer who					

advertised vitamins is valuable.					
The information that I received from influencer who advertised vitamins is informative.					
The information that I received from influencer who advertised vitamins is helpful.					

Question 5: Please answer the below-provided statements about **source expertise** from 1 (strongly disagree) to 5 (strongly agree):

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Influencer has knowledge in health products like vitamins.					
Influencer has expertise in evaluating vitamins.					
Influencer I am following provides references based on their experience.					

Question 6: Please answer the below-provided statements about **influencer trustworthiness** from 1 (strongly disagree) to 5 (strongly agree):

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Influencer who advertised					

vitamins is trustworthy.					
Influencer who advertised vitamins is reliable.					

Question 7: Please answer the below-provided statements about **influencer attractiveness** from 1 (strongly disagree) to 5 (strongly agree):

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I like the influencer who advertised vitamins.					
Influencer who advertised vitamins is physically attractive.					
Influencer who advertised vitamins is knowledgeable.					
I am always aware of the influencer who advertised vitamins.					
Influencer who advertised vitamins has a good reputation.					
Influencer who advertised vitamins makes me feel comfortable .					

Questions about personal characteristics

Question 8: Below provided are statements about your **health**, please answer them choosing the answer that fits you best from 1 (strongly disagree) to 5 (strongly agree):

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I reflect on my health a lot.					
I'm very self-conscious about my health.					
I'm alert to changes in my health.					
I'm usually aware of my health.					
I take responsibility for the state of my health.					
I'm aware of the state of my health as I go through the day.					

Question 9: Please answer the below-provided statements about **self-consciousness** from 1 (strongly disagree) to 5 (strongly agree):

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I'm alert to changes in my mood.					
I'm constantly examining my motives.					
I reflect about myself a lot.					
I sometimes have the feeling that I am off somewhere watching myself.					

I am generally attentive to inner feelings.					
I'm often the subject of my own fantasy.					
I usually worry about making a good impression.					
I'm self-conscious about the way I look.					
I am concerned about the way I present myself.					
I am concerned about what other people think of me.					
I am usually aware of my appearance.					
One of the last things I do before I leave the house is look in the mirror					
I am concerned about my style of doing things.					

Questions about attitude towards vitamins and purchase intention

Question 10: Below are provided some statements about **shopping process**. Please answer them choosing the answer from 1 (strongly disagree) to 5 (strongly agree)

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I enjoy shopping for vitamins.					
Shopping for vitamins puts me in a good mood.					

I enjoy spending time browsing for vitamins.					
I do not like spending much time shopping for vitamins.					

Question 11: Please answer the below-provided statements about **attitude towards vitamins** from 1 (strongly disagree) to 5 (strongly agree):

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I have a positive opinion about the vitamins advertised by influencer.					
I like using the vitamins advertised by influencer.					
I think that using vitamins advertised by influencer is a good idea.					

Question 12: Please answer the below-provided statements about **purchase intention** from 1 (strongly disagree) to 5 (strongly agree):

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
After considering the information provided by influencer it is likely that I will purchase vitamins.					
After considering the information provided by influencer, I					

will purchase vitamins next time I need them.					
After considering the information provided by influencer, I will definitely try vitamins.					
After considering the information provided by influencer, I will recommend vitamins to my friends.					

Annex 2. Cronbach's Alpha

1.Information Relevance

Case Processing Summary			
		N	%
Cases	Valid	245	100,0
	Excluded ^a	0	,0
	Total	245	100,0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics

Cronbach's Alpha	N of Items
,743	3

2. Information accuracy

Case Processing Summary

		N	%
Cases	Valid	245	100,0
	Excluded ^a	0	,0
	Total	245	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,716	3

3. Information comprehensiveness

Case Processing Summary			
		N	%
Cases	Valid	245	100,0
	Excluded ^a	0	,0
	Total	245	100,0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics

Cronbach's Alpha	N of Items
,794	4

4.Information usefulness

Case Processing Summary			
		N	%
Cases	Valid	235	95,9
	Excluded ^a	10	4,1
	Total	245	100,0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics

Cronbach's Alpha	N of Items
,795	3

5. Source expertise

Case Processing Summary			
		N	%
Cases	Valid	235	95,9
	Excluded ^a	10	4,1
	Total	245	100,0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics

Cronbach's Alpha	N of Items
,741	3

6. Source trustworthiness

Case Processing Summary			
		N	%
Cases	Valid	235	95,9
	Excluded ^a	10	4,1
	Total	245	100,0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics

Cronbach's Alpha	N of Items
,588	2

7. Source attractiveness

Case Processing Summary			
		N	%
Cases	Valid	235	95,9
	Excluded ^a	10	4,1
	Total	245	100,0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics

Cronbach's Alpha	N of Items
,850	6

8. Health-consciousness

Case Processing Summary

		N	%
Cases	Valid	235	95,9
	Excluded ^a	10	4,1
	Total	245	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,925	6

9. Self-consciousness

Case Processing Summary

		N	%
Cases	Valid	235	95,9
	Excluded ^a	10	4,1
	Total	245	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,946	13

10. Shopping enjoyment

Case Processing Summary

		N	%
Cases	Valid	235	95,9
	Excluded ^a	10	4,1
	Total	245	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,726	4

11. Attitude towards health-related products

Case Processing Summary

		N	%
Cases	Valid	235	95,9
	Excluded ^a	10	4,1
	Total	245	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,805	3

12. Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	235	95,9
	Excluded ^a	10	4,1
	Total	245	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,868	4

Annex 3. Tests of Normality

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
InfoRe	,128	235	<,001	,964	235	<,001
InfoAc	,101	235	<,001	,971	235	<,001
InfoCom	,106	235	<,001	,960	235	<,001
InfoUse	,139	235	<,001	,953	235	<,001
SoEx	,156	235	<,001	,940	235	<,001
Trust	,147	235	<,001	,951	235	<,001
Attr	,073	235	,004	,983	235	,007
Health	,120	235	<,001	,954	235	<,001
SelCo	,090	235	<,001	,966	235	<,001
Shop	,110	235	<,001	,980	235	,002
Att	,121	235	<,001	,960	235	<,001
PurInt	,145	235	<,001	,954	235	<,001

a. Lilliefors Significance Correction

Frequencies

		Statistics											
N		InfoRe	InfoAc	InfoCom	InfoUse	SoEx	Trust	Attr	Health	SelCo	Shop	Att	PurInt
	Valid	245	245	245	235	235	235	235	235	235	235	235	235
	Missing	0	0	0	10	10	10	10	10	10	10	10	10
Mean		2,7483	2,5864	2,4367	2,5560	2,3589	2,5085	2,7688	3,3312	3,1411	2,8096	2,5858	2,3926
Skewness		,359	,251	,568	,494	,676	,366	,252	-,385	-,418	,078	,227	,473
Std. Error of Skewness		,156	,156	,156	,159	,159	,159	,159	,159	,159	,159	,159	,159
Kurtosis		-,407	-,149	,045	-,446	,166	-,254	-,244	-,747	-,542	-,172	-,546	-,363
Std. Error of Kurtosis		,310	,310	,310	,316	,316	,316	,316	,316	,316	,316	,316	,316

Annex 4. Hypotheses Testing

Hypothesis 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	InfoRe ^b	.	Enter

a. Dependent Variable: InfoUse

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,575 ^a	,330	,327	,82560

a. Predictors: (Constant), InfoRe

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78,308	1	78,308	114,887	<,001 ^b
	Residual	158,815	233	,682		
	Total	237,123	234			

a. Dependent Variable: InfoUse

b. Predictors: (Constant), InfoRe

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,852	,168		5,073	<,001
	InfoRe	,617	,058	,575	10,719	<,001

a. Dependent Variable: InfoUse

Hypothesis 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	InfoAc ^b	.	Enter

a. Dependent Variable: InfoUse

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,631 ^a	,398	,396	,78260

a. Predictors: (Constant), InfoAc

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94,421	1	94,421	154,167	<,001 ^b
	Residual	142,703	233	,612		
	Total	237,123	234			

a. Dependent Variable: InfoUse

b. Predictors: (Constant), InfoAc

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,705	,158		4,473	<,001
	InfoAc	,717	,058	,631	12,416	<,001

a. Dependent Variable: InfoUse

Hypothesis 3

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	InfoCom ^b	.	Enter

a. Dependent Variable: InfoUse

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,704 ^a	,496	,493	,71650

a. Predictors: (Constant), InfoCom

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117,507	1	117,507	228,890	<,001 ^b
	Residual	119,617	233	,513		
	Total	237,123	234			

a. Dependent Variable: InfoUse

b. Predictors: (Constant), InfoCom

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,702	,131		5,350	<,001
	InfoCom	,761	,050	,704	15,129	<,001

a. Dependent Variable: InfoUse

Hypothesis 4

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SoEx ^b	.	Enter

a. Dependent Variable: InfoUse

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,723 ^a	,522	,520	,69733

a. Predictors: (Constant), SoEx

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123,822	1	123,822	254,636	<,001 ^b
	Residual	113,301	233	,486		
	Total	237,123	234			

a. Dependent Variable: InfoUse

b. Predictors: (Constant), SoEx

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,722	,124		5,836	<,001
	SoEx	,778	,049	,723	15,957	<,001

a. Dependent Variable: InfoUse

Hypothesis 5

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Trust ^b	.	Enter

a. Dependent Variable: InfoUse

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,642 ^a	,412	,409	,77381

a. Predictors: (Constant), Trust

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97,607	1	97,607	163,010	<,001 ^b
	Residual	139,516	233	,599		
	Total	237,123	234			

a. Dependent Variable: InfoUse

b. Predictors: (Constant), Trust

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,806	,146		5,515	<,001
	Trust	,698	,055	,642	12,768	<,001

a. Dependent Variable: InfoUse

Hypothesis 6

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Attr ^b	.	Enter

a. Dependent Variable: InfoUse

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,523 ^a	,273	,270	,85988

a. Predictors: (Constant), Attr

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64,845	1	64,845	87,701	<,001 ^b
	Residual	172,278	233	,739		
	Total	237,123	234			

a. Dependent Variable: InfoUse

b. Predictors: (Constant), Attr

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,962	,179		5,370	<,001
	Attr	,576	,061	,523	9,365	<,001

a. Dependent Variable: InfoUse

Hypothesis 7

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Health ^b	.	Enter

a. Dependent Variable: InfoUse

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,361 ^a	,130	,127	,94080

a. Predictors: (Constant), Health

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,893	1	30,893	34,902	<,001 ^b
	Residual	206,231	233	,885		
	Total	237,123	234			

a. Dependent Variable: InfoUse

b. Predictors: (Constant), Health

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,418	,202		7,009	<,001
	Health	,342	,058	,361	5,908	<,001

a. Dependent Variable: InfoUse

Hypothesis 8

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SelCo ^b	.	Enter

a. Dependent Variable: InfoUse

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,352 ^a	,124	,120	,94421

a. Predictors: (Constant), SelCo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,397	1	29,397	32,974	<,001 ^b
	Residual	207,726	233	,892		
	Total	237,123	234			

a. Dependent Variable: InfoUse

b. Predictors: (Constant), SelCo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,400	,211		6,646	<,001
	SelCo	,368	,064	,352	5,742	<,001

a. Dependent Variable: InfoUse

Hypothesis 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 : 1
Y : Att
X : InfoUse
W : Shop

Sample
Size: 235

OUTCOME VARIABLE:
Att

Model Summary

R	R-sq	MSE	F	df1	df2	p
,6671	,4450	,4904	61,7447	3,0000	231,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,5587	,0493	51,9185	,0000	2,4616	2,6558
InfoUse	,3257	,0533	6,1122	,0000	,2207	,4307
Shop	,4428	,0605	7,3174	,0000	,3236	,5621
Int_1	,0685	,0467	1,4661	,1440	-,0235	,1605

Product terms key:

Int_1 : InfoUse x Shop

■ Test(s) of highest order unconditional interaction(s):

R2-chng	F	df1	df2	p	
X*W	,0052	2,1495	1,0000	231,0000	,1440

Focal predict: InfoUse (X)
Mod var: Shop (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

Encoding: UTF-8.

DATA LIST FREE/

InfoUse Shop Att

BEGIN DATA.

```
-1,0067  -,8540  1,9115
,0000  -,8540  2,1805
1,0067  -,8540  2,4496
-1,0067  ,0000  2,2308
,0000  ,0000  2,5587
1,0067  ,0000  2,8866
-1,0067  ,8540  2,5501
,0000  ,8540  2,9369
1,0067  ,8540  3,3237
```

END DATA.

GRAPH/SCATTERPLOT=

InfoUse WITH Att BY Shop

Hypothesis 10

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	InfoUse ^b	.	Enter

a. Dependent Variable: Att

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,560 ^a	,313	,310	,77571

a. Predictors: (Constant), InfoUse

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63,927	1	63,927	106,238	<,001 ^b
	Residual	140,204	233	,602		
	Total	204,130	234			

a. Dependent Variable: Att

b. Predictors: (Constant), InfoUse

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,259	,138		9,098	<,001
	InfoUse	,519	,050	,560	10,307	<,001

a. Dependent Variable: Att

Hypothesis 11

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Att ^b	.	Enter

a. Dependent Variable: PurInt

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,762 ^a	,580	,578	,61835

a. Predictors: (Constant), Att

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123,135	1	123,135	322,038	<,001 ^b
	Residual	89,090	233	,382		
	Total	212,224	234			

a. Dependent Variable: PurInt

b. Predictors: (Constant), Att

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,384	,119		3,230	,001
	Att	,777	,043	,762	17,945	<,001

a. Dependent Variable: PurInt