



**VILNIUS UNIVERSITY
BUSINESS SCHOOL**

DIGITAL MARKETING PROGRAMME

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THE FINAL MASTER'S THESIS

<i>Instagramo nuomonės formuotojų savybių įtaka vartotojų ketinimui įsigyti hedoninius produktus“</i>	<i>The Effect of Instagram Influencers Characteristics on Consumer Intention to Purchase Hedonic Products.</i>
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Vilnius, 2026

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KEYWORDS

- Instagram influencer marketing
- Influencer characteristics (authenticity, trustworthiness, attractiveness, expertise, relatability)
- Consumer purchase intention
- Hedonic consumption behavior
- Attitude toward the influencer
- Theory of Planned Behavior (TPB)
- Social media influence on consumer behavior
- Digital marketing effectiveness
- Influencer credibility model
- Hedonic product marketing
- Mediating role of consumer attitude
- Influencer–consumer parasocial interaction
- Instagram-based social media marketing
- Quantitative research in digital marketing
- Consumer decision-making process

SUMMARY

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Final Master's Thesis

Academic Supervisor: Lect. Gintarė Gulevičiūtė

Vilnius University Business School

Digital Marketing Program

Vilnius, 2024

Size: 95 Pages, 6 Figures, 17 Tables, 4 Appendixes

Didėjantis socialinių tinklų dominavimas iš esmės pakeitė šiuolaikinės skaitmeninės rinkodaros praktiką, o „Instagram“ nuomonės formuotojus iškelė kaip reikšmingus vartotojų sprendimų priėmimo veiksnius, ypač hedoninių produktų kontekste. Šiame magistro darbe analizuojama, kaip „Instagram“ nuomonės formuotojų savybės daro įtaką vartotojų ketinimui įsigyti hedoninius produktus, ypatingą dėmesį skiriant vartotojų požiūrio į nuomonės formuotoją tarpininkaujantį vaidmeniui. Tyrimas atliekamas hedoninio vartojimo kontekste, kuriame svarbiausią reikšmę turi emocinis patrauklumas, gyvenimo būdo simbolika ir patirtinė vertė.

Tyrime taikomas kiekybinis metodologinis požiūris, naudojant pirminius duomenis, surinktus struktūrizuotos internetinės apklausos būdu. Buvo pasirinkta netikimybinė patogioji imtis, orientuota į aktyvius „Instagram“ vartotojus nuo 18 metų, kurie seka nuomonės formuotojus ir turi patirties perkant hedoninius produktus. Iš viso analizei buvo panaudoti 157 tinkami respondentų atsakymai, kurie apdoroti naudojant IBM SPSS programinę įrangą. Duomenų analizė apėmė aprašomąją statistiką, patikimumo testavimą, Spearmano koreliacijos analizę, daugybinę regresinę analizę bei tarpininkavimo (mediacijos) analizę.

Respondentų demografinė analizė parodė, kad apie 60 % apklaustųjų buvo 18–29 metų amžiaus, o tai atspindi pagrindinę „Instagram“ naudotojų auditoriją. Daugiau nei 85 % respondentų buvo Lietuvos gyventojai, todėl tyrimo rezultatai atitinka pasirinktą nacionalinį kontekstą.

Empiriniai tyrimo rezultatai atskleidė stiprius ir statistiškai reikšmingus ryšius tarp nuomonės formuotojų savybių ir vartotojų ketinimo pirkti hedoninius produktus. Spearmano koreliacijos

analizė parodė, kad visos nagrinėtos nuomonės formuotojų savybės – autentiškumas ($r^2 = .734$), patikimumas ($r^2 = .723$), patrauklumas ($r^2 = .697$), artimumas / atpažįstamumas ($r^2 = .724$) ir ekspertinė kompetencija ($r^2 = .719$) – yra teigiamai susijusios su pirkimo ketinimu ($p < .01$). Be to, vartotojų požiūris į nuomonės formuotoją pasižymėjo ypač stipriu ryšiu su pirkimo ketinimu ($r^2 = .754$), pabrėžiant jo esminę reikšmę vartotojų sprendimų priėmimo procese.

Daugybinės regresijos modelis patvirtino bendrą nuomonės formuotojų savybių prognozinę galią ($R^2 = .828$; $F = 145.11$; $p < .001$). Tarp visų analizuotų kintamųjų nuomonės formuotojo autentiškumas ($\beta = .317$, $p < .001$) ir artimumas / patikimumas ($\beta = .275$, $p < .01$) išryškėjo kaip reikšmingi tiesioginiai vartotojų pirkimo ketinimo veiksniai. Kitos savybės, nors ir stipriai koreliavo su pirkimo ketinimu, neparodė statistiškai reikšmingo tiesioginio poveikio, kai buvo vertinamos kartu.

Tarpininkavimo analizė suteikė papildomų įžvalgų, atskleisdama, kad vartotojų požiūris į nuomonės formuotoją reikšmingai tarpininkauja ryšį tarp nuomonės formuotojų savybių ir pirkimo ketinimo. Mediacijos modelis paaiškino 84,5 % pirkimo ketinimo dispersijos ($R^2 = .845$), o vartotojų požiūris į nuomonės formuotoją tapo stipriausiu prognozuojančiu kintamuoju ($\beta = .416$, $p < .001$). Tai patvirtina, kad nuomonės formuotojų savybės daro poveikį vartotojų elgsenai pirmiausia formuodamos teigiamą požiūrį, o ne tiesiogiai skatindamos momentinius pirkimo sprendimus.

Visos tyrime iškeltos hipotezės (H1–H6) buvo patvirtintos koreliacinės analizės lygmeniu, o regresinės analizės rezultatai patikslino šias išvadas, išryškindami autentiškumą ir artimumą kaip svarbiausias savybes, tiesiogiai formuojančias pirkimo ketinimą.

Apibendrinant galima teigti, kad nuomonės formuotojų rinkodaros veiksmingumas hedoninių produktų kategorijose priklauso ne tiek nuo paviršinio populiarumo, kiek nuo autentiško emocinio ryšio, suvokiamo patikimumo ir vartotojų požiūrio formavimo. Gauti rezultatai suteikia reikšmingų praktinių įžvalgų skaitmeninės rinkodaros specialistams, pabrėždami strategiškai pagrįsto nuomonės formuotojų pasirinkimo, požiūrio formavimu grįstų kampanijų ir emociškai įtraukiančio turinio svarbą siekiant didinti vartotojų pirkimo ketinimą.

SUMMARY

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Size: 98 Pages, 6 Figures, 17 Tables, 4 Appendixes

The increasing dominance of social networks has fundamentally changed the practice of modern digital marketing, and Instagram influencers have emerged as significant factors in consumer decision-making, especially in the context of hedonic products. This master's thesis analyzes how the characteristics of Instagram influencers influence consumers' intention to purchase hedonic products, with a particular focus on the mediating role of consumers' attitudes towards the influencer. The study is conducted in the context of hedonic consumption, where emotional appeal, lifestyle symbolism, and experiential value are of paramount importance.

The study applies a quantitative methodological approach using primary data collected through a structured online survey. A non-probability convenience sample was selected, focused on active Instagram users aged 18 and over who follow influencers and have experience in purchasing hedonic products. A total of 157 eligible responses were used for the analysis, which were processed using IBM SPSS software. Data analysis included descriptive statistics, reliability testing, Spearman correlation analysis, multiple regression analysis, and mediation analysis.

The demographic analysis of respondents showed that about 60% of the respondents were aged 18–29, which reflects the main audience of Instagram users. More than 85% of the respondents were residents of Lithuania, therefore the results of the study correspond to the chosen national context.

The empirical results of the study revealed strong and statistically significant relationships between the characteristics of opinion formers and consumers' intention to purchase hedonic products. Spearman correlation analysis showed that all the examined characteristics of opinion formers – authenticity ($r = .734$), credibility ($r = .723$), attractiveness ($r = .697$), proximity/recognizability ($r = .724$) and expert competence ($r = .719$) – are positively related to purchase intention ($p < .01$). In addition, consumers' attitude towards the opinion former was characterized by a particularly strong relationship with purchase intention ($r = .754$), emphasizing its essential importance in the consumer decision-making process.

The multiple regression model confirmed the overall predictive power of the characteristics of opinion formers ($R^2 = .828$; $F = 145.11$; $p < .001$). Among all the variables analyzed, the authenticity of the opinion maker ($\beta = .317$, $p < .001$) and the closeness/trustworthiness ($\beta = .275$, $p < .01$) emerged as significant direct factors of consumers' purchase intention. Other characteristics, although strongly correlated with purchase intention, did not show statistically significant direct effects when considered together.

The mediation analysis provided additional insights, revealing that consumers' attitudes towards the opinion maker significantly mediated the relationship between the characteristics of opinion makers and purchase intention. The mediation model explained 84.5% of the variance in purchase intention ($R^2 = .845$), and consumers' attitudes towards the opinion maker emerged as the strongest predictor variable ($\beta = .416$, $p < .001$). This confirms that the characteristics of opinion makers affect consumers' behavior primarily by forming positive attitudes, rather than directly promoting spur-of-the-moment purchase decisions.

All hypotheses (H1–H6) raised in the study were confirmed at the correlation analysis level, and the results of the regression analysis refined these findings, highlighting authenticity and proximity as the most important characteristics that directly shape purchase intention. In summary, it can be stated that the effectiveness of opinion formers' marketing in hedonic product categories depends not so much on superficial popularity as on authentic emotional connection, perceived trustworthiness, and consumer attitude formation. The results obtained provide significant practical insights for digital marketers, emphasizing the importance of strategically based opinion former selection, attitude formation-based campaigns, and emotionally engaging content in order to increase consumer purchase intention

INTRODUCTION

The Novelty and Relevance of Topic:

Consumer decision making has transformed significantly over the last decade. The young generation are not getting influenced or manipulated by the television, radio or print media. And the marketing strategies followed by these media are not really able to generate any impact like they used to. Understanding the pulse of young generation, social media's have grabbed majority of the opportunities for marketing communication channel and brands do rely on them as well (Bielinowicz, 2021). Especially Instagram has a very commendable position, among all the social media, to influence the young consumers regarding any kind of products. Instagram is now used as a marketplace for consumers to gain knowledge about lifestyle, ideas or entertainment products. And the people with large numbers of followers are the attractions of consumers as they serve as a role model whose opinions and recommendations shape consumption choices. In Lithuania, Instagram has over 1,006,500 active users as of December 2024, which accounts for approximately 37.7% of the national population (Napoleon, 2024) . These changes are mostly seen in the lifestyle, travel and in the entertaining market where the consumers are spending in a significant amount of money. And in this case, Lithuania has a very interesting context. Lithuania is one of the fastest growing digital economies in the Baltic region because of its large amounts of internet access. The Lithuanians are using the online platforms on a much larger scale. The millennials and the GenZ in Lithuania mostly use Instagram and they belong to the majority number of consumers who consumes travel and leisure services by being influenced (Calvo-Porrall & Viejo-Fernández, 2024). These consumers are not only using Instagram to follow their friends and celebrities. In fact, they use it to learn about different destinations, experiences, festivals, and entertainment activities.

Hedonic products are generally the type of products that are non-essential goods and experiences that people acquire for fun, pleasure enjoyment and emotional satisfaction rather than for basic needs (Secioria et al., 2025). Consumers purchase these types of products to get psychological or emotional satisfaction. It can be any kinds if products such as expensive watches, pet animals, vacations or any kinds of entertainments. Travel, leisure and entertainments also can be the part of hedonic products. Like, going on a mountain hike or staying in a fancy resort or to be in famous music festival are all part of the experiential products. Consumers pursue these

experiences for pleasure and emotional satisfaction. Though these products display the consumers social involvements and emotional values, the Lithuanian influencers are playing important roles promoting in these experiential products in digital marketing (Tan & Cheah, 2025). So, it is very important to study the characteristics of the influencer on consumers interest in Lithuania. Many companies are investing on influencers to promote their products. But it is hard to know how much the influencers are affecting the consumers on a certain experience. A recent meta-analytic review synthesizing 1,531 effect sizes from 251 studies found that influencer characteristics such as fit, self-disclosure, and communication have moderately high effect sizes ($r \approx .45-.47$) in predicting purchase intention (Lee, Pan, Blut, & Ghiassaleh, 2024). If we see the market of travel, leisure and entertainment in Lithuania, this study will be practically useful for both business and policymakers.

This study is included in Digital Marketing, a discipline that analyzes how the technology and social media platforms are forming the marketing strategies and consumer behavior. In last few years, influencer marketing has become one of the most popular marketing strategies, attracting attention from both practitioners and academics. Globally the companies are investing in social media campaigns rather than the tradition advertising. And influencers are working as intermediaries between the consumers and the company. Firstly, even though there is an increasing part of research on influencers in marketing strategies, but these studies are based on a larger market like Europe, American or Asian markets. But markets like Lithuania, with their own preferences and cultures are still not studied yet. And that gives a scope to study the basic knowledge on influencers marketing on the Baltic region. Secondly, this research is directly connected to influencers characteristics with consumers behavior on purchasing hedonic products. In digital marketing we often see different feedback of consumers on necessary and hedonic products. In the case of hedonic products, the psychological and emotional factors have a big role which makes the influencers characteristics more challenging and significant. For more effective and increasing marketing strategies, it is important to understand these dynamics.

Problem of the Paper:

Despite the growing use of influencer marketing in Lithuania's travel, leisure, and entertainment sectors, there remains a lack of empirical evidence on how specific influencer

characteristics influence consumers' purchase intentions toward hedonic products, highlighting a gap between social engagement metrics and actual consumer behavior.

The *key research problem* in this study is stated as follows:

1. Which characteristics of Instagram influencers impact Lithuanian consumers' intention to purchase hedonic products in the travel, leisure, and entertainment sector?

Aim of the Paper:

The aim of this research is to explore the impact of the Instagram influencers characteristics on purchasing the hedonic products by the Lithuanian consumers specifically on the travel, leisure, and entertainment.

Objectives of the Paper:

To achieve the aim, the study is guided by the following objectives:

1. Identify the characteristics of the influencers which includes - authenticity, trustworthiness, attractiveness, relatability, and expertise. These are the most relevant in shaping consumer purchase intentions.
2. Analyze the Lithuanian consumers perceiving these influencer characteristics when considering hedonic products like travel, leisure, and entertainment experiences.
3. Examine whether different characteristics have different levels of influence depending on the subcategory of hedonic products.
4. And provide recommendations for Lithuanian companies in the travel, leisure, and entertainment industries on how to leverage influencer marketing more effectively.

Research Methodology:

The study will use a quantitative survey of Lithuanian consumers. The study plans to collect primary data collected from the firsthand respondents via google from questionnaire. And the study also plans to set the pillar of the theoretical part by analyzing articles and journals from scientific and proven sources. The study will use a questionnaire to get an idea of the perceptions of a representative sample of people about heritage listings and then check whether their assumptions are consistent with the conclusions. The study will apply non-probability sampling technique (convenience sampling).

Structure of the paper:

This paper is structured with *three* major parts including – [1] Literature Review; [2] Methodology and [3] Research Results and Analysis. The introduction includes the relevance of the topic, academic relevance, research problems and objectives. The theoretical analysis studies the basic definitions and aspect the subject matter of the topic and applied theories in the research paper on influencer marketing, happy spending and consumer behavior. The methodology chapter express the quantitatively research, data collection and analysis in Lithuanian context. The result and analysis part shows the findings of the study and examines the consequences. And additionally, the conclusion and recommendations summarize the principal findings, highlight limitations, and provide practical guidance for future research and for companies in the Lithuanian travel, leisure, and entertainment industries.

1. LITERATURE REVIEW ON INSTAGRAM INFLUENCER CHARACTERISTICS & HEDONIC PURCHASE INTENTION

1.1 The Role of Instagram Influencers

Instagram influencers are the individuals who makes a broad and active audience on Instagram and can shape the opinions, attitudes, and buying decisions of their followers. Several studies including Geyser, W. (2025) and Dhanesh, G. S., & Duthler, G. (2019), explain an influencer as “an individual with a large following on social media who possesses the ability to affect others’ purchasing decisions due to their authority, knowledge, position, or relationship with their audience”. In contrast to traditional celebrities, influencers often focus on specific areas such as travel, fashion, food or entertainment and increase their popularity by sharing personal and relevant content. Their ability to influence comes not only from the size of their audience, but also from the trust and connections they build with their followers. Many people feel as though they “know” the influencer, which makes their opinions seem more genuine and persuasive than standard advertising. This is especially important in the case of pleasure products such as travel experiences, concerts, or leisure activities, where emotional excitement and lifestyle appeal are more important than practical necessities.

Instagram’s Role:

Instagram has become a very significance base for the influences to flourish compact to the other social media platforms. Instagram was launched in 2010 and now it has developed into a highly visual and interactive platform where people post mostly images and videos. Its features encourage the users to share their attractive, creative, and aspirational content which makes it an ideal platform for promoting lifestyle related or experience base products. Features like stories, reels and shopping links allow influences to create engaging narratives, share real time updates, and guide followers directly to products or booking pages. Instagram is centered on eye-catching visuals and aspirational storytelling. Like, a travel influencer can share his experience of a beautiful place with a short video on the Instagram which can make his followers interested and can led people to get the same experience from the same travel agency (Gui & Huang, 2025). So, it makes perfect for marketing hedonic products that rely on emotion and imagination. In Lithuania, Instagram is particularly popular among Millennials and Gen Z users 85% of Millennials and Gen Z users (Statista, 2023), who are major consumers of travel, leisure, and

entertainment. They do not use Instagram only to follow friends and celebrities. They are also using the platform to discover new destinations, events, and experiences, making it an ideal channel for influencer marketing. Researchers and marketers often point to several key features of an Instagram influencer and those key features make an Instagram influencer effective.

Trustworthiness

Credibility is the belief that an influencer is honest and sincere. If followers feel that the influencer is genuine and not just promoting something for money, they are more likely to act on their recommendation. Clear disclosure of paid partnerships, consistent messaging, and open interaction with followers are key indicators of influencer trustworthiness. This aspect is particularly important for travel, leisure, and entertainment products, where consumers invest both time and money based on influencers' recommendations. Djafarova and Rushworth (2017) found that 54% of young consumers trust influencers more when their content appears genuine rather than overly commercial. Similarly, Schouten, Janssen, and Verspaget (2020) reported that influencer credibility accounts for nearly 40% of the variation in consumers' purchase intentions. For hedonic products such as fashion, cosmetics, and luxury experiences, emotional connection often plays a greater role than rational evaluation, making perceived sincerity especially important (Lou & Yuan, 2019). When influencers share personal and honest experiences, followers are more likely to develop emotional attachment and imitate their consumption behavior. Jin, Muqaddam, and Ryu (2019) also showed that consumers are approximately 65% more likely to purchase a product when they perceive the influencer as authentic and trustworthy. In addition, transparent communication, honest reviews, and active responses to followers' comments further enhance engagement and perceived honesty (Reinikainen et al., 2020). Therefore, maintaining integrity and openness helps influencers build stronger parasocial relationships, which in turn increases consumer trust and purchase intention toward hedonic products.

Expertise

Expertise refers to the level of knowledge and competence an influencer shows in a specific area. For example, a travel influencer may demonstrate expertise by sharing practical travel tips, destination reviews, or guidance on planning trips and finding local attractions. When followers

believe that an influencer truly understands the topic, they are more likely to trust their recommendations and feel confident about making purchase decisions. Expertise is widely recognized as a core dimension of source credibility and has a direct influence on consumer attitudes and purchase intentions.

Perceived expertise increases the persuasiveness of marketing messages because audiences tend to view expert sources as more reliable and competent. This remains true in social media contexts. Lou and Yuan (2019) found that influencers who displayed strong domain-specific knowledge achieved 47% higher engagement and generated greater trust among their followers. Influencer expertise is often associated with professionalism, accuracy, and the ability to provide useful information. In the case of hedonic products such as travel, leisure, and entertainment, expertise plays a particularly important role. These products involve experiences rather than tangible outcomes, meaning consumers often rely on subjective recommendations. For instance, when a travel influencer provides detailed advice about the best time to visit a destination, cultural norms, or lesser-known attractions, followers perceive this information as credible and valuable. Jin, Muqaddam, and Ryu (2019) found that followers were approximately 62% more likely to consider booking a trip or experience when the influencer demonstrated clear expertise in travel planning. Similarly, Casaló, Flavián, and Ibáñez-Sánchez (2018) noted that expert guidance helps reduce perceived risk in leisure and entertainment purchases that require both financial and emotional investment, such as hotel stays, adventure tourism, or theme park visits. Overall, influencers who consistently demonstrate expertise increase informational value and build confidence among followers, making expertise a key driver of purchase intention for hedonic products.

Attractiveness

Attractiveness in influencer marketing goes beyond physical appearance. It also includes style, personality, creativity, and the ability to present content in an appealing way. Since Instagram is a highly visual platform, attractive and well-designed content naturally draws attention and encourages engagement. Elements such as photography style, color harmony, and creative presentation contribute to an influencer's overall appeal, which is especially important when promoting experiential products like travel or leisure activities. Research shows that

attractiveness plays an important psychological role in shaping consumers' attitudes toward both the influencer and the promoted product (Secioria et al., 2025). Attractiveness includes not only physical appearance but also lifestyle, personality, and likability, all of which influence how persuasive the message is. Lim et al. (2017) found that visually appealing influencers achieved up to 45% higher engagement rates compared to those with less visually focused content. In addition, Ki, Cuevas, Chong, and Lim (2020) showed that aesthetic consistency, such as cohesive color schemes and visual style, significantly increases followers' purchase intentions.

For hedonic products in the travel, leisure, and entertainment sector, attractiveness strengthens emotional appeal. For example, visually rich images of scenic destinations, luxury resorts, or exciting leisure experiences can trigger feelings of excitement and aspiration. These visual cues help followers imagine themselves enjoying similar experiences, which increases desire and intention to purchase (Casaló, Flavián, & Ibáñez-Sánchez, 2020). Supporting this, Statista (2023) reported that 68% of Instagram users felt inspired to visit a destination or try an activity after seeing visually attractive influencer content. Therefore, attractiveness functions not only as an attention-grabbing element but also as a persuasive factor that transforms inspiration into booking or purchase intentions.

Authenticity

Authenticity refers to how genuine, honest, and consistent an influencer appears to their audience. Followers tend to value influencers who openly share personal experiences, show their real personalities, and are transparent about paid partnerships. In today's digital environment, users are often quick to recognize content that feels overly commercial or insincere. As a result, authentic influencers are more likely to build emotional connections with their followers, making their recommendations more persuasive (Kang et al., 2023). Authenticity has become one of the most influential factors in social media marketing. Audrezet, de Kerviler, and Moulard (2020) found that influencers who align promotional content with their personal values are perceived as more trustworthy, with 64% of consumers reporting a higher likelihood of purchasing from such influencers. Similarly, Glucksman (2017) observed that sincerity and transparency have a stronger impact on follower influence than the sheer number of sponsored posts.

In the travel, leisure, and entertainment sector, authentic storytelling is particularly effective. When influencers share both positive and negative aspects of a destination or experience, followers perceive them as more honest and relatable. This strengthens trust and increases purchase intention (Casaló, Flavián, & Ibáñez-Sánchez, 2018). Cultural authenticity also plays an important role, especially in smaller markets. Statista (2023) reported that 71% of Lithuanian Instagram users prefer influencers who share personal and culturally relevant content rather than generic promotional material. As a result, authenticity serves as a key link between emotional connection and behavioral intention, making it a defining feature of effective influencer marketing.

Relatability

Relatability refers to the extent to which followers feel that an influencer is similar to them in terms of lifestyle, values, or everyday experiences. Even when influencers present aspirational lifestyles, small personal details can make their content feel accessible. When followers believe that an influencer understands their daily reality, they are more likely to imagine themselves enjoying the same products or experiences. For example, a Lithuanian influencer sharing a weekend trip to a local festival may appear more relatable to local audiences than an international celebrity promoting luxury travel. Relatability has been identified as a strong emotional driver of engagement and purchase intention (Vrontis et al., 2021). Ki, Cuevas, and Lim (2020) found that relatable influencers generated up to 60% higher engagement compared to influencers perceived as distant or overly commercial.

In hedonic consumption, particularly within travel, leisure, and entertainment, relatability helps followers visualize themselves participating in similar experiences. Influencers who share local destinations, affordable activities, or culturally familiar experiences encourage stronger identification, which increases booking or purchase intentions (Casaló, Flavián, & Ibáñez-Sánchez, 2020). For Lithuanian consumers, relatability is also influenced by shared language, cultural references, and local values. When combined with authenticity, trust, expertise, and attractiveness, relatability strengthens the overall effectiveness of influencer marketing on Instagram.

1.2 Hedonic Products vs Utilitarian Products

Hedonic Products: Hedonic products are purchased primarily for pleasure, enjoyment, and emotional satisfaction rather than functional necessity (Bettiga et al., 2020). Examples include travel experiences, leisure activities, entertainment events, luxury fashion, fine dining, and spa services. These purchases are not intended to solve practical problems but to create enjoyment, memorable experiences, and emotional rewards.

In Lithuania, hedonic consumption has increased among younger consumers. Approximately 70% of Lithuanian Instagram users aged 18–34 engage with travel and leisure-related content (Hootsuite, 2023). Many rely on influencers to discover destinations, events, and lifestyle experiences. Since hedonic products are emotionally driven, influencer marketing becomes particularly effective. Influencers help stimulate desire by sharing personal experiences that allow followers to imagine themselves enjoying similar moments. Hedonic consumption is also linked to social identity. Consumers often share enjoyable experiences online to express their lifestyle and social status. Influencers contribute to this process by showcasing aspirational yet attainable lifestyles. In Lithuania, where Instagram usage is high among Millennials and Gen Z, these emotional and social influences strongly shape purchase decisions (Aikat, 2019).

Utilitarian Products: Utilitarian products are purchased for functional and practical purposes, such as solving problems or meeting daily needs (Shao & Li, 2021). These include groceries, cleaning products, medicines, household tools, and basic clothing. When purchasing utilitarian goods, consumers focus on objective factors like price, quality, and usefulness. Decision-making in this context is largely rational and information-based rather than emotional.

Understanding the distinction between hedonic and utilitarian products explains why influencer marketing is more effective for experiential sectors. While utilitarian purchases depend on logic and functionality, hedonic purchases are driven by emotions, imagination, and aspiration. As a result, influencer personality and emotional connection play a greater role in shaping purchase intentions for travel, leisure, and entertainment (Venciute et al., 2023).

1.3 Consumer Purchase Intention for Hedonic Products

Consumer purchase intention refers to the degree to which a consumer is willing or plans to purchase a specific product or service in the future (Bianchi et al., 2019). It represents a psychological state that occurs before an actual purchase and reflects how positively or negatively a consumer evaluates a buying decision. In marketing research, purchase intention is widely used as a predictor of real purchasing behavior, as individuals often form intentions before taking action. Understanding purchase intention is particularly important for marketers because it provides insight into how consumers respond to marketing stimuli, including advertising messages, brand communication, and influencer endorsements. Purchase intention is closely linked to consumer psychology and decision-making processes. According to the Theory of Planned Behavior (TPB), intention is shaped by three main factors: attitudes toward the behavior, subjective norms, and perceived behavioral control (Tamara et al., 2021). Attitudes refer to a consumer's overall evaluation of a product or experience, such as whether they believe it will be enjoyable or worthwhile. Subjective norms involve social influences, including opinions of friends, family members, and influential figures such as social media influencers. Perceived behavioral control reflects whether consumers believe they have the necessary resources, such as money, time, or ability, to complete the purchase. Together, these factors explain why consumers may intend to purchase certain products even if the actual purchase does not immediately occur.

In the context of hedonic products, purchase intention is often driven more by emotional and experiential factors than by rational evaluation. Hedonic products, such as travel experiences, leisure activities, and entertainment events, are consumed for pleasure, enjoyment, and emotional satisfaction rather than functional necessity (Andrini et al., 2024). As a result, consumers are more likely to form purchase intentions based on feelings of excitement, anticipation, and personal enjoyment. For example, when consumers consider booking a weekend trip or attending a music festival, they may imagine the experience and the emotions associated with it, which strengthens their intention to purchase. Visual and social platforms like Instagram intensify this emotional process. Influencer-generated content often presents hedonic experiences in an attractive and aspirational way, encouraging followers to imagine themselves in similar situations. A visually appealing post from a Lithuanian influencer attending a cultural festival or

enjoying a scenic destination can instantly create desire and curiosity. Instead of carefully comparing prices or features, consumers may form purchase intentions quickly based on emotional appeal and identification with the influencer. Research indicates that 72% of Lithuanian Instagram users aged 18–34 report being influenced by lifestyle content when considering hedonic purchases (Hootsuite, 2023).

Additionally, hedonic purchase intentions are often linked to self-expression and social identity. Consumers use experiences such as travel and entertainment to express who they are and how they want to be perceived by others. Sharing these experiences on social media further reinforces the desire to participate in enjoyable activities. Influencers play a key role in shaping these intentions by presenting lifestyles that followers aspire to achieve. Therefore, understanding consumer purchase intention for hedonic products is essential for explaining why influencer marketing is particularly effective in the travel, leisure, and entertainment sector.

1.4 Influencer Marketing as a Digital Marketing Strategy

Influencer marketing is a digital marketing strategy in which brands collaborate with social media influencers to promote products or services through personal and engaging content (Liu, 2024). Unlike traditional advertising methods, influencer marketing relies on the perceived credibility, trustworthiness, and relatability of influencers rather than direct promotional messaging. Influencers communicate with their audiences in an informal and interactive way, which makes their recommendations feel more like personal advice than paid advertisements (Dar & Tariq, 2021). This approach allows brands to integrate promotional content naturally into users' everyday social media experiences. The growth of influencer marketing is closely connected to changes in media consumption behavior. Traditional advertising channels such as television, radio, and print media have lost effectiveness, especially among younger consumers who increasingly spend time on social media platforms. These audiences often avoid or ignore traditional advertisements, while influencer content is actively sought out and voluntarily consumed (Rietveld et al., 2020). As a result, influencer marketing offers brands a more targeted and engaging way to reach consumers. Instagram plays a central role in influencer marketing due to its visual nature and high user engagement. The platform allows influencers to share photos, videos, stories, and reels that showcase products and experiences in creative ways. This visual

storytelling is particularly effective for promoting hedonic products, as it helps communicate emotions, atmosphere, and lifestyle appeal. In the travel, leisure, and entertainment sectors, influencers can demonstrate experiences in real time, making followers feel emotionally involved.

Lithuania provides a strong environment for influencer marketing due to its high level of digital adoption. In 2023, over 90% of the Lithuanian population had access to the internet (World Bank, 2023), and Instagram is one of the most widely used platforms among Millennials and Generation Z. These groups actively use Instagram not only for social interaction but also for discovering new trends, destinations, and leisure activities. At the same time, Lithuania has experienced a shift toward experiential consumption, with younger consumers prioritizing experiences over material possessions (Belhaj & Lehman, 2024). Approximately 65% of Lithuanian consumers aged 18–35 report valuing experiences such as travel and entertainment more than physical goods (Statista, 2023). Influencer marketing aligns well with this trend because influencers share real-life experiences that followers can easily imagine themselves enjoying. For example, a Lithuanian influencer documenting a spa weekend, hiking trip, or music festival visit provides both inspiration and practical information. This combination of entertainment and guidance strengthens consumer interest and purchase intention. Therefore, influencer marketing has become a key digital strategy for companies operating in Lithuania's travel, leisure, and entertainment industries.

1.5 Consumer Influencer Relationship

The relationship between consumers and influencers is a central factor explaining the effectiveness of influencer marketing. Unlike traditional advertising, influencer marketing is built on emotional connection, trust, and perceived similarity between influencers and their followers (Morozov & Tuchman, 2022). Followers often feel personally connected to influencers, even though the relationship is one-sided. This perceived closeness increases engagement and makes influencer recommendations more persuasive, especially for hedonic products that rely on emotional appeal.

One of the most important concepts explaining this relationship is parasocial interaction. Parasocial interaction describes the one-sided relationships that individuals develop with media personalities, where followers feel as though they know the influencer personally (Horng et al., 2024). On Instagram, this effect is intensified because influencers frequently share personal stories, daily routines, and behind-the-scenes content. Over time, followers become familiar with the influencer's personality, values, and lifestyle, creating a sense of emotional closeness. Research shows that approximately 70% of social media users report feeling a personal connection with influencers they follow (Horton & Wohl, 1956).

Trustworthiness and authenticity further strengthen the consumer–influencer relationship. Trust develops when followers believe that influencers are honest, transparent, and consistent in their communication (Tran et al., 2024). Influencers who openly disclose partnerships, share genuine opinions, and engage with their audience are more likely to maintain credibility. Authenticity is especially important in hedonic consumption, where consumers often invest significant time and money. For example, followers may rely heavily on influencer recommendations when deciding whether to book a trip or attend an entertainment event. Social identity and relatability also play a crucial role in shaping influencer influence. Social identity theory suggests that individuals define themselves based on the groups and lifestyles they identify with (Sears & Cianfrone, 2024). Influencers often represent aspirational yet relatable lifestyles that followers want to be part of. When followers perceive influencers as similar to themselves in terms of culture, values, or everyday experiences, they are more likely to trust their recommendations and imitate their behavior. In Lithuania, local influencers who share culturally familiar content and communicate in relatable ways often generate stronger engagement and influence.

For hedonic products such as travel, leisure, and entertainment, the consumer–influencer relationship is particularly powerful. These products are closely tied to emotions, personal identity, and lifestyle aspirations. Influencers help followers imagine enjoyable experiences and feel confident about participating in them. As a result, the emotional bond between consumers and influencers plays a key role in shaping purchase intentions. Understanding this relationship

is therefore essential for companies seeking to design effective influencer marketing strategies in Lithuania's experience-driven market.

1.6 Theoretical Analysis of Purchase Intention

To comprehend the effect of Instagram influencers characteristics on consumer intention to purchase hedonic products, a number of theoretical frameworks are used as the basis of this study. These theories can be utilized to describe the way customers perceive, process and react with influencers and how factors associated with it influence their experiences while purchasing hedonic products. In this research, the important theoretical frames are:

1.6.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is one of the most commonly used theories to explain why people decide to behave in a certain way. The theory suggests that a person's intention to perform a behavior, such as buying a product or booking a service, is the strongest predictor of whether the behavior will actually occur (Liao, 2024). Because of this, TPB is highly relevant for studies that focus on consumer purchase intention, which is the main outcome variable in this research. In the context of influencer marketing, TPB helps explain how consumers develop an intention to purchase after being exposed to influencer content, particularly for hedonic products such as travel, leisure, and entertainment experiences. According to TPB, behavioral intention is influenced by three main components: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude refers to how positively or negatively a person evaluates a specific behavior (Makube & Ahmad, 2025). In this study, attitude relates to how consumers feel about purchasing a travel, leisure, or entertainment experience that is promoted by an Instagram influencer. When consumers believe that following an influencer's recommendation will result in enjoyable outcomes, such as having a relaxing vacation, attending an exciting event, or gaining personal satisfaction from a leisure activity, they are more likely to develop a positive attitude toward the purchase. This positive evaluation increases the likelihood that they will form a strong intention to buy the recommended hedonic product. Attitudes are shaped by the consumer's beliefs about the influencer and the product. Like, if the influencer is seen as trustworthy, authentic, and knowledgeable about travel, the consumer's attitude toward booking a trip based on their suggestion will be more positive. And, if the influencer is known for exaggerating or promoting low-quality experiences, the attitude will likely be negative, reducing the chance of purchase. In hedonic products, attitudes are especially emotional. A person may be drawn to the fun, excitement, and happiness they imagine

from the influencer’s recommendation. These feelings can strongly motivate intention, even more than practical concerns like cost or convenience.

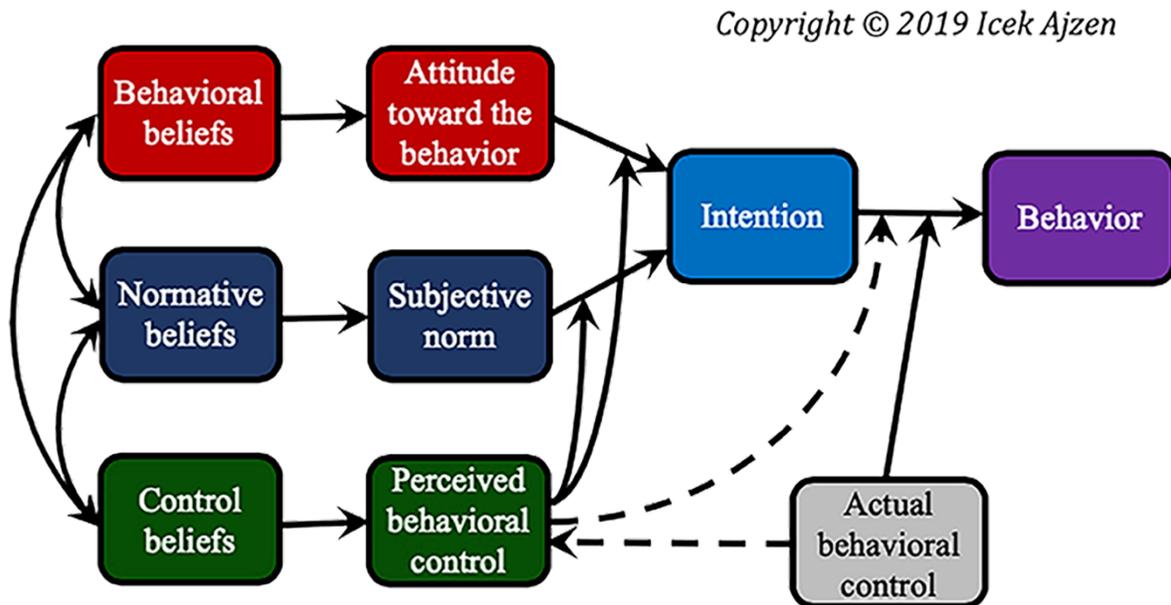


Figure 1: Theory of Planned Behavior

The second element of TPB is *subjective norms*, which refer to the social pressure a person feels about whether they should perform a behavior (Long et al., 2024). In influencer marketing, subjective norms refer to the social pressure consumers feel from friends, family, and the wider online community. Social media platforms are built around sharing, interaction, and social approval, which strongly influence how people make decisions. Consumers often think about how their choices will be viewed by others, especially by peers or followers on social media. For example, when a person notices that many of their friends or favorite influencers are attending a specific festival or visiting a popular leisure destination, they may feel encouraged to do the same in order to fit in or avoid feeling excluded. In addition, positive comments, likes, and reposts related to an influencer’s recommendation can create the impression that the experience is widely accepted and popular. This “everyone is doing it” feeling increases social pressure and can strengthen consumers’ intention to purchase or participate in the promoted hedonic experience. In Lithuania’s digitally active environment, subjective norms are especially strong

among younger consumers like Millennials and Gen Z. They are more likely to value the opinions of their social circle and online communities, making influencer recommendations a powerful source of social proof.

The third part of TPB is *perceived behavioral control*, which refers to how easy or difficult a person thinks it will be to carry out the behavior (Asheq et al., 2025). Even if someone has a positive attitude and feels social pressure to buy, they also need to believe that they are capable of making the purchase. In the case of booking a travel or leisure service recommended by an influencer, perceived behavioral control could involve like, *financial resources* - does the consumer feel they have enough money to afford the trip or entertainment activity?; *time and logistics* - do they have the free time to travel or attend the event?; *access to information* - do they feel confident about how to book the service or follow the influencer's recommendation? If a consumer feels that the action is within their control, their intention to buy becomes stronger. On the other hand, if they feel it is too expensive, too complicated, or beyond their ability, they may not follow through, even if their attitude and social environment are positive. According to a study by Handranata (2025), perceived credibility had the strongest effect on attitude toward influencers, followed by perceived behavioral control and influencer expertise. Additionally, a study by Jyvaskyla University (2024) found that subjective norms and the level of trust in influencers markedly affect purchase intentions, whereas attitudes, perceived behavioral control, personal relevance, perceived risk, and inspiration do not exhibit a significant influence. Furthermore, a meta-analysis by Lee (2022) reported that attitude toward influencers significantly influenced brand attitude and purchase intention, with brand attitude serving as a strong mediator between influencer attitude and purchase intention.

The Theory of Planned Behavior directly measures intention, which is the key dependent variable in this study. Intention is the mental plan or willingness to perform a specific action in this case, to book a travel or leisure service promoted by an influencer. TPB suggests that when attitudes, subjective norms, and perceived control are all strong and positive, the consumer's intention will also be strong, making it much more likely that they will act (Khan et al., 2025). Like, a Lithuanian consumer might see an influencer promoting a weekend getaway. If they feel positively about the influencer (attitude), notice that many of their friends are also interested (subjective norms), and believe they have enough money and time to book it (perceived

behavioral control), their intention to book the trip will be very high. This intention is often a reliable predictor of whether they will actually book the trip in the near future.

In the context of hedonic products like travel, leisure and entertainment, TPB fits perfectly because these decisions are often emotional, social and dependent on personal circumstances. Using TPB is likely to help measure not only whether Lithuanian consumers are influenced by Instagram influencers, but also why they decide to follow through with a purchase after being inspired online (Saini et al., 2024). This makes it a strong theoretical base for creating a questionnaire and analyzing how influencer characteristics lead to actual consumer actions.

1.6.2 Uses & Gratifications Theory (UGT)

The Uses and Gratifications Theory (UGT) helps explain why people choose to use social media and follow influencers. The main idea of UGT is that people use media to meet specific needs or gratifications, such as entertainment, information, or social connection (Hafidz & None Dyas Erlangga, 2025). Instead of seeing users as passive receivers of content, this theory suggests that individuals actively choose media platforms and content that fit their personal interests and goals. On Instagram, users decide who to follow and what content to engage with based on what they find useful or enjoyable. This makes UGT very relevant to influencer marketing, as it explains why certain influencers attract and keep followers, especially those who share travel, leisure, and entertainment (TLE) content. UGT is particularly useful for this study because it focuses on the motivations behind social media use. Before understanding how influencers affect purchase intention, it is important to know why consumers follow them in the first place. Many users follow influencers to relax, escape from daily routines, or get inspiration for future activities. Others look for practical information, such as travel tips, destination ideas, or event recommendations. Social needs also play a role, as following influencers can help users feel connected to certain lifestyles or communities.

This theory is especially relevant for hedonic products like travel, leisure, and entertainment, which are closely linked to emotions and experiences. Consumers are not simply looking for functional value; they are seeking enjoyment, excitement, and memorable moments. Influencers meet these needs by sharing visually appealing photos, engaging videos, and personal stories that allow followers to imagine themselves in similar experiences. As a result, influencer content

does not only entertain users but also creates desire and motivation to experience the same activities, which can later develop into purchase intention.

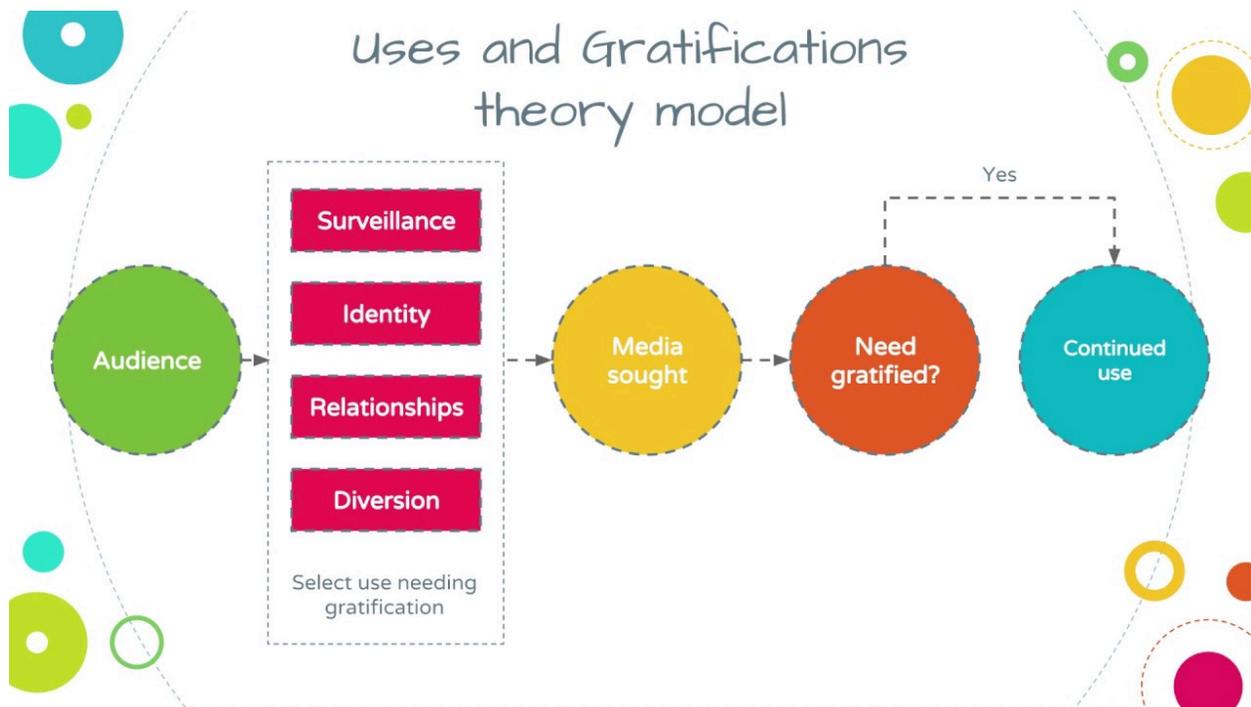


Figure 2: User and Gratification Theory Model

Like, a Lithuanian Instagram user might follow a travel influencer because the influencer's content provides relaxing and exciting visuals, helps them discover new destinations, or simply gives them a break from everyday stress. Another person might follow a music festival influencer to feel updated about upcoming events, to get fresh ideas for weekend activities, or to feel like part of a group that shares the same interests. These motivations are the gratifications that social media provides, and they help explain why influencers have such a strong pull-on audience. UGT identifies several common motivations that drive people to use social media and follow influencers. In the context of TLE influencers, some of the most important include:

Entertainment

One of the biggest reasons people follow influencers is for entertainment. Social media is often a source of fun, enjoyment and distraction from everyday life. Travel influencers post stunning photos of beaches, mountains or festivals that are simply enjoyable to look at. Even if a

follower has no immediate plan to book a trip, they might follow for the pleasure of seeing beautiful destinations and exciting activities. Entertainment creates a positive emotional connection, which can later influence purchase intentions when followers decide to turn inspiration into action (Watts, 2023). Entertainment value is a major motivational factor explained by the Uses and Gratifications Theory (UGT), which suggests that audiences actively use media to satisfy needs such as enjoyment, relaxation, and escapism. On Instagram, influencers who produce entertaining content stimulate these gratifications, increasing user engagement and emotional connection. According to Lee and Watkins (2016), entertaining influencer content enhances mood and fosters positive associations with the promoted brand or experience. Their study found that followers exposed to visually captivating travel content were 58% more likely to express interest in visiting the same destination. Similarly, Casaló, Flavián, and Ibáñez-Sánchez (2020) emphasize that enjoyment derived from influencer posts leads to higher engagement rates and stronger purchase intentions for hedonic products such as leisure and travel experiences. For example, short, humorous travel videos, behind-the-scenes clips, or interactive stories can make followers feel part of the influencer's adventure. This emotional involvement transforms passive viewing into active desire, prompting followers to eventually pursue similar experiences themselves. Thus, entertainment not only captures attention but also nurtures long-term consumer inspiration and behavioral intention.

Escapism

Many people use social media as a way to take a short break from their daily routines, stress, or responsibilities. Following influencers who share travel experiences, leisure activities, or entertainment events allows users to mentally escape from everyday life. For example, a Lithuanian consumer scrolling through an influencer's post about a weekend trip to Paris or a music festival in Vilnius may briefly feel part of that experience. This feeling of escape offers relaxation and excitement, even if the person is only watching from home. Escapism is an important motivation explained by the Uses and Gratifications Theory (UGT), which suggests that people use media to satisfy psychological needs such as relaxation, fantasy, and temporary distraction from real life. Travel and leisure content on Instagram often creates what researchers call a "vicarious experience," where followers emotionally connect with an experience without

physically being there. Lee and Watkins (2016) found that users exposed to immersive visual content were 55% more likely to show interest in visiting the locations featured by influencers.

For hedonic products in the travel, leisure, and entertainment (TLE) sector, escapism does more than entertain. It also increases purchase intention. When influencers share attractive stories, scenic videos, or festival highlights, followers begin to imagine themselves enjoying similar moments. This mental involvement strengthens emotional desire and makes future purchasing decisions more likely (Casaló, Flavián, & Ibáñez-Sánchez, 2020). In the Lithuanian context, local destinations and familiar cultural settings make escapist content feel more achievable, turning fantasy into realistic plans. As a result, escapism becomes a key way through which influencer content encourages interest and engagement with hedonic products.

Inspiration

Inspiration is another important reason why people follow travel, leisure, and entertainment influencers. Many users look to influencers for ideas about where to travel, which events to attend, or what activities to try next. Influencers often act as trend explorers, visiting new places and experiences before they become widely popular. Their posts provide both creative ideas and practical guidance, such as travel tips, activity suggestions, or planning advice. This kind of content helps followers imagine future experiences and often leads to stronger purchase intentions, such as booking a trip or buying event tickets. UGT also explains that people follow influencers to support their social identity (Canadian Journal of Discovery, 2025). Social identity refers to how individuals see themselves and the groups they feel connected to. By following certain influencers, consumers express the type of lifestyle they admire or aspire to have. For example, following a travel or festival influencer may reflect a desire to be seen as adventurous, modern, or culturally engaged. Even when followers cannot immediately afford these experiences, being part of the influencer's community provides a sense of belonging and aspiration.

Influencers also strengthen inspiration by sharing personal stories, real emotions, and behind-the-scenes moments. This creates a feeling of closeness between the influencer and their followers, similar to what is known as parasocial interaction. Although the relationship is

one-sided, followers often feel as if they personally know the influencer. This sense of familiarity makes recommendations feel more like friendly advice than paid promotion, increasing openness to the influencer's suggestions. Overall, the Uses and Gratifications Theory explains why consumers actively choose to follow influencers rather than passively consume content. Followers seek entertainment, mental escape, inspiration, and a sense of identity or belonging. These motivations are especially strong in the travel, leisure, and entertainment sectors, where products are based on emotions and experiences. For Lithuanian brands, understanding these motivations is valuable because it allows them to design influencer campaigns that feel enjoyable, relatable, and meaningful. When campaigns match these user needs, consumers are more likely to connect with the content and develop a genuine interest in the experiences being promoted (Belanche et al., 2020).

1.6.3 Social Comparison Theory

Social Comparison Theory explains that individuals evaluate their own opinions, abilities, and experiences by comparing themselves with others. With this process they understand their position in social contexts and influences their emotions, attitudes and behaviors. In the context of social media, the theory is particularly relevant because platforms like Instagram give constant opportunities for the users to compare their lifestyles with the Instagram influencers and peers (Wahba et al., 2024). For the consumers of hedonic products, such as travel, leisure, and entertainment experiences, these comparisons can shape aspirations, desires, and purchase intentions. Seeing influencers enjoying luxurious holidays, attending music festivals, or engaging in exciting leisure activities can evoke a desire to experience similar enjoyment and satisfaction. In influencer marketing, this theory highlights how followers engage in both upward and lateral comparisons. Upward comparison occurs when followers view influencers as role models with more appealing lifestyles or experiences, motivating them to emulate those behaviors (Guan et al., 2024). Like, a Lithuanian follower watching an influencer's trip to Santorini or a local summer festival may aspire to have a similar experience, leading to stronger purchase intention. Lateral comparison, on the other hand, happens when followers compare themselves to influencers who share similar lifestyles or social backgrounds, reinforcing relatability and attainable aspiration.

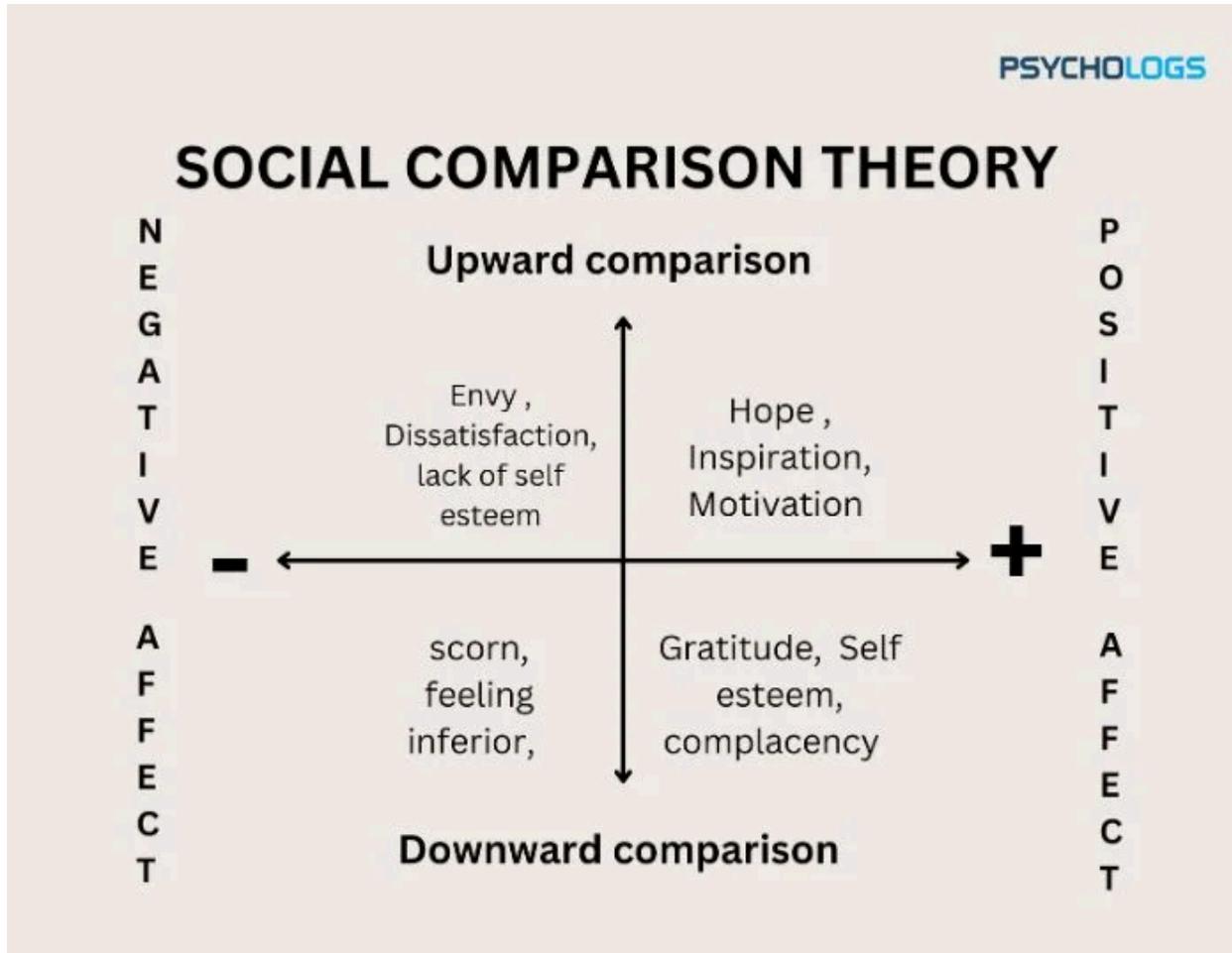


Figure 3: Social Comparison Theory

Upward Comparison

Followers are often inspired by influencers who represent an ideal or aspirational lifestyle. This leads to upward comparison, where people compare themselves with others they see as more successful, attractive, or experienced. On social media platforms such as Instagram, influencers regularly share content that highlights luxury travel, exclusive events, stylish products, and enjoyable leisure activities. These posts create an image of a desirable lifestyle that many followers wish to achieve. When followers view this type of content, they do not only see the product or experience itself, but also the positive emotions linked to it, such as happiness, excitement, or relaxation. In the case of hedonic products, which are purchased mainly for pleasure rather than practical use, upward comparison becomes especially powerful. These products promise emotional rewards and instant enjoyment, making them more appealing when

shown through aspirational content (Aubry et al., 2024). For example, when an influencer shares a post about a spa day, fine dining, or an overseas vacation, followers may feel a strong desire to experience the same feelings. This creates a psychological motivation to “keep up” with the lifestyle presented. Over time, repeated exposure to such content strengthens the belief that these experiences are both desirable and achievable, increasing the intention to purchase similar hedonic products.

Lateral Comparison

Lateral comparison happens when followers relate to influencers who feel similar to them in terms of lifestyle, culture, or everyday experiences. Unlike upward comparison, which focuses on aspiration, lateral comparison is based on relatability and familiarity. Followers feel more connected to influencers who share similar values, interests, or social realities. On platforms like Instagram, many influencers share content that reflects normal daily life, local activities, and culturally familiar experiences. This helps followers feel that the influencer truly understands their situation and preferences (Liang et al., 2024). When followers see someone “like them” enjoying certain leisure activities, such as visiting local cafés, attending popular music events, or trying affordable travel options, it validates their own lifestyle choices.

In the context of hedonic products, lateral comparison plays an important role because consumers seek not only pleasure but also reassurance. Seeing relatable influencers enjoying similar experiences increases trust and reduces uncertainty. As a result, followers are more likely to accept recommendations and feel confident in their purchase decisions. This sense of similarity strengthens the bond between the influencer and the audience, making lateral comparison a key factor in influencing hedonic consumption.

Motivational Effect

Social comparison strongly influences consumer attitudes and motivates behavior, especially in travel, leisure, and entertainment consumption. When followers compare themselves with influencers, whether through upward or lateral comparison, they often reflect on their own lifestyles and desires. These comparisons can motivate them to seek similar experiences that offer enjoyment, satisfaction, or social recognition. Hedonic products are

closely linked to emotions rather than necessity, which makes the motivational effect of comparison even stronger (Xu et al., 2025). For instance, seeing an influencer attend a music festival, travel to a scenic destination, or enjoy a premium leisure activity may encourage followers to pursue the same experiences. Motivation increases further when followers believe these experiences are achievable within their own context. Beyond personal enjoyment, motivation is also influenced by social factors, such as the desire for approval, self-expression, or belonging. Through repeated exposure, social comparison moves followers from simply observing content to actively considering purchases. In this way, social comparison acts as a bridge between inspiration and action, shaping both attitudes and purchase intentions in the hedonic market.

1.6.4 Signaling Theory

Signaling Theory explains how individuals or organizations convey information to others in situations where uncertainty exists. Originally introduced in the context of the labor market, the theory has since been applied extensively in marketing and consumer behavior research to understand how consumers infer product quality, reliability, and value from observable cues (Shahid et al., 2024). In influencer marketing, this theory helps explain how influencers communicate meaningful signals about products or experiences through their content. These signals become particularly important when consumers are evaluating hedonic and intangible offerings such as travel experiences, leisure activities, or entertainment events, that cannot be fully assessed before consumption.

Challenges and Limitations of Signaling Theory

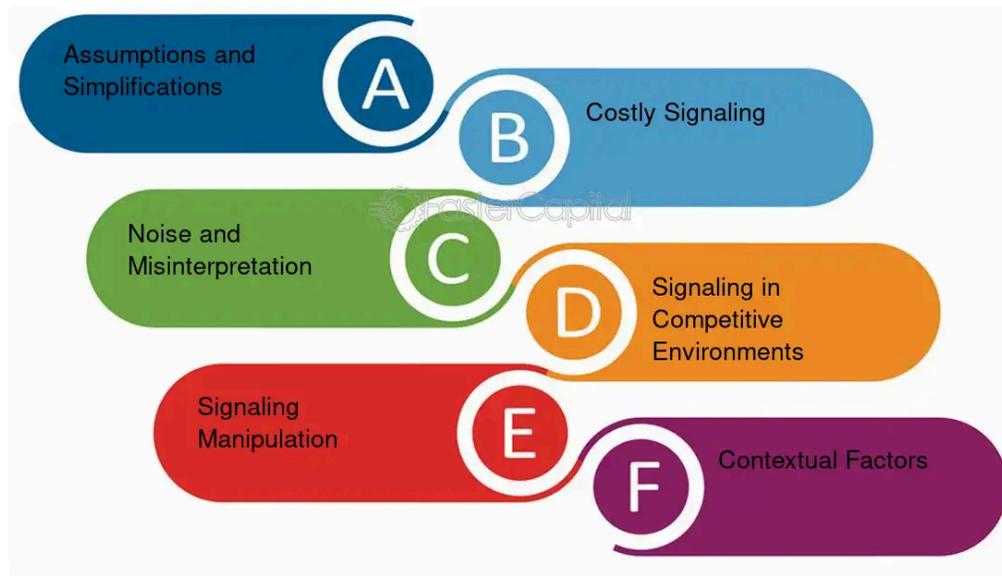


Figure 4: Challenges and Limitation of Signaling Theory

Hedonic consumption is driven largely by emotional and experiential value rather than purely functional benefits. As a result, consumers often rely on indirect cues when making decisions. For example, when a travel influencer shares visually appealing images of a beach resort, describes their personal comfort, or expresses genuine enjoyment, these elements function as signals of quality and satisfaction. Such content helps reduce uncertainty and perceived risk, making followers more confident about booking a similar experience. In this way, influencers often operate as “trust bridges,” connecting brands with potential consumers by signaling authenticity, enjoyment, and social approval.

Signal Sender

Within this framework, influencers act as the primary signal senders. Their credibility is shaped by factors such as reputation, expertise, consistency, and perceived authenticity, all of which influence how persuasive their messages appear to followers. Rather than simply promoting a product, influencers communicate broader emotional and social meanings associated with hedonic consumption. Followers interpret these signals as indicators of desirability, lifestyle compatibility, and social endorsement, which can significantly affect their

attitudes and behavioral intentions (Qing et al., 2024). For example, when a well-known Lithuanian leisure influencer shares content about a weekend retreat, followers are likely to perceive the experience as enjoyable and socially validated. If the influencer is known for honest reviews or has consistently shared relatable lifestyle content, the signal becomes more credible. This credibility helps reduce hesitation, especially when the experience involves financial cost, time investment, or uncertainty about outcomes. Beyond product information, the signal also conveys cultural and emotional cues, allowing followers to assess whether the experience aligns with their own identities and aspirations. As a result, influencers play a strategic role in shaping perceptions of hedonic products and motivating consumer action (Borchers, 2019).

Signal Receiver

Followers serve as active signal receivers in this process. They do not simply accept influencer content at face value; instead, they evaluate how the message is delivered, paying attention to tone, presentation style, authenticity, and audience interaction. These elements help followers judge whether the recommendation feels genuine and relevant to their own lifestyle. This evaluative process is especially important for hedonic products, which are consumed primarily for pleasure, emotional fulfillment, and social experience rather than practical necessity (Sunil Sahadev et al., 2023). For example, when a Lithuanian leisure influencer posts about a short getaway, followers may assess the quality of visuals, the depth of the caption, personal storytelling, and responsiveness in the comment section. Trustworthiness, consistency, and visible social engagement all influence whether followers take the recommendation seriously. In many cases, followers also compare content across multiple influencers before forming a decision. This highlights the interactive nature of influencer marketing, where the effectiveness of a signal ultimately depends on how it is interpreted and filtered by the audience. Understanding the receiver's role is therefore essential for predicting consumer responses in hedonic consumption contexts.

Signal Quality

The persuasiveness of a signal depends largely on its quality, which is shaped by clarity, honesty, and consistency. High-quality signals are transparent and align with the influencer's

established communication style and personal brand. For instance, sharing unfiltered travel moments, realistic experiences, or maintaining a consistent visual identity on social media can strengthen perceptions of reliability. In experiential categories such as travel, leisure, and entertainment, signal quality becomes especially important because consumers rely heavily on influencer cues to imagine the experience before purchase (Wang & Luo, 2024). Consistent messaging over time reinforces the influencer's credibility and encourages repeated engagement. In contrast, exaggerated claims, overly staged content, or inconsistent endorsements may raise skepticism and weaken trust. Poor-quality signals can negatively affect both the influencer's reputation and consumer attitudes toward the promoted experience. Therefore, signal quality plays a critical role in shaping how followers perceive and evaluate hedonic offerings and whether they feel motivated to act on influencer recommendations.

Signal Interpretation and Outcome

Once followers perceive influencer content as credible, trustworthy, and emotionally engaging, it begins to shape their attitudes toward the promoted experience. At this stage, followers engage in both cognitive and emotional evaluation, considering visual cues, narrative tone, personal relevance, and perceived authenticity. When the content resonates emotionally and aligns with followers' values or lifestyle preferences, it fosters a more favorable attitude toward the hedonic product (Shamim & Azam, 2024). According to the Theory of Planned Behavior, attitude is a key predictor of behavioral intention. A positive attitude increases the likelihood that followers will intend to engage in the experience. For example, a detailed and emotionally rich post about a relaxing weekend retreat may encourage followers to plan a similar trip themselves. In addition to purchase intention, effective signal interpretation can lead to increased engagement, such as likes, comments, shares, or peer recommendations. These behaviors further reinforce social proof and amplify the influencer's impact.

Overall, Signaling Theory provides a strong framework for understanding how influencers communicate the less visible qualities of hedonic products and reduce perceived consumer risk (Connelly et al., 2025). In markets where experiences cannot be fully evaluated in advance, followers rely on influencers' narratives, visuals, and personal experiences as cues for quality and desirability. When these signals are perceived as authentic and consistent, they shape

positive attitudes and strengthen behavioral intentions, linking directly to the Theory of Planned Behavior (Valmohammadi et al., 2024). By reducing uncertainty and reinforcing social validation, signaling helps bridge the gap between exposure and action, offering valuable insight into how influencer marketing drives hedonic consumption in the digital environment.

1.7 Conceptual Framework/Research Model

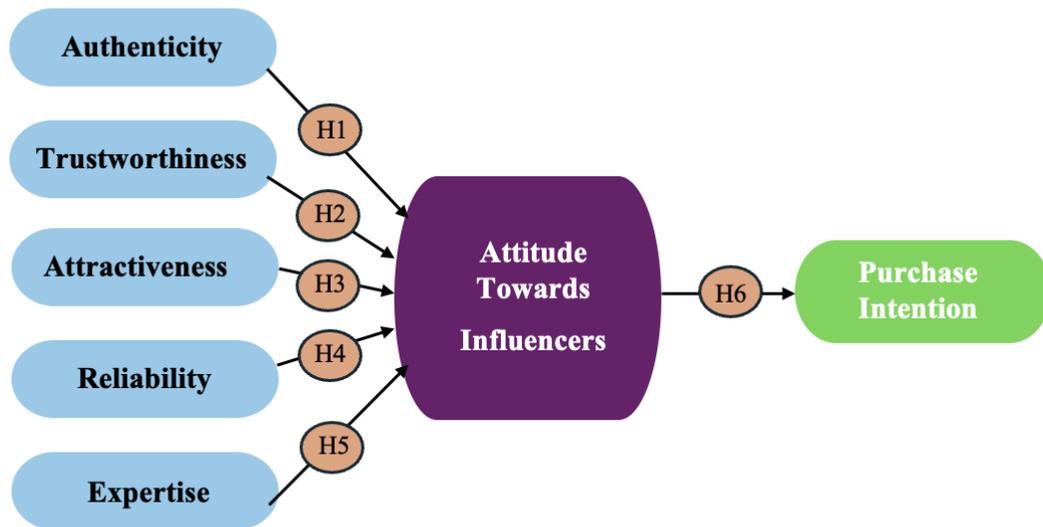


Figure 5: Conceptual Framework of the Paper

The conceptual framework of this study illustrates the relationship between Instagram influencer characteristics and consumers' purchase intention toward hedonic products in Lithuania's travel, leisure, and entertainment sectors. It proposes that five core influencer traits like- *authenticity*, *trustworthiness*, *attractiveness*, *reliability* and *expertise* as *independent variable* that shape consumers' *attitude toward influencers* stated as *mediator*, which subsequently affects their *intention to purchase* as *dependent variable*.

Grounded in the Theory of Planned Behavior (TPB), the model assumes that attitudes are a key determinant of behavioral intention. When consumers form favorable attitudes toward influencers based on these perceived characteristics, they are more likely to be persuaded to act on promotional messages. From the lens of Signaling Theory, influencers signal credibility and quality through their behavior, expertise, and authenticity, thereby reducing consumer uncertainty. Additionally, Uses and Gratification Theory (UGT) and Social Comparison Theory support the notion that followers engage with influencers for entertainment, inspiration, and identity reinforcement all of which strengthen positive attitudes.

Hence, the framework highlights attitude toward influencers as the mediating psychological mechanism that translates influencer characteristics into purchase intention, capturing both emotional and cognitive aspects of consumer decision-making in the digital marketing environment.

1.8 Research Hypothesis

H1: Influencer authenticity has a significant positive effect on Lithuanian consumers' intention to purchase hedonic products in the travel, leisure and entertainment sectors.

Based on TPB, consumers' attitudes mediate the link between influencer characteristics and purchase intention indicating that favorable (UGT), audiences seek authentic and relatable experiences that fulfill emotional or social needs. Signaling Theory further suggests that authenticity serves as a signal of trust and credibility, which enhances consumer confidence and purchase intention (Agnihotri et al., 2023).

H2: Influencer trustworthiness has a significant positive effect on Lithuanian consumers' purchase intention toward hedonic products.

Trustworthiness represents the influencer's honesty and reliability. Within the Theory of Planned Behavior (TPB), trust contributes to positive attitudes that drive behavioral intentions. Through Signaling Theory, trustworthy influencers reduce perceived risk, encouraging consumers to act on purchase decisions (Kumar et al., 2022).

H3: Influencer attractiveness has a significant positive effect on Lithuanian consumers' purchase intention toward hedonic products.

As proposed by Social Comparison Theory, followers often admire and aspire to the lifestyles of attractive influencers (Tamara et al., 2021). Physical appeal and personal style trigger favorable attitudes that elevate purchase intention for hedonic goods.

H4: Influencer relatability has a significant positive effect on Lithuanian consumers' purchase intention toward hedonic products.

Relatability reflects how easily consumers identify with influencers. When audiences perceive influencers as "people like me," they feel socially connected and more persuaded, aligning with UGT and Social Comparison Theory (Coutinho et al., 2023).

H5: Influencer expertise has a significant positive effect on Lithuanian consumers' purchase intention toward hedonic products.

Expertise signals professional knowledge and product familiarity. As per Signaling Theory and TPB, perceived expertise enhances credibility and positive attitudes, leading to higher purchase intention (Al-Mu'ani et al., 2023).

H6: Consumers' attitude toward the influencer/product mediates the relationship between influencer characteristics and purchase intention.

Based on TPB, consumers' attitudes mediate the link between influencer characteristics and purchase intention indicating that favorable evaluations of influencers translate into stronger buying intentions (Immanue & S., 2021).

2. METHODOLOGY

2.1 Research Method & Design

Research methodology refers to the structured set of procedures and systematic techniques that guide how a study is conceptualized, implemented, and completed (Snyder, 2019). This part contains important components like the data collection procedures, sampling design, instrument development, hypothesis testing, data analysis plan, ethical considerations, and other relevant methodological processes. Prior to finalizing the methodological structure, it is essential to go over the research questions, objectives, and conceptual framework to lining up the chosen approach and the intended outcomes of the study.

This study adopts a quantitative research approach and utilizes a structured online survey administered through a Google Forms questionnaire. And as the main purpose of the study is to explore the characteristics of Instagram influencers like attractiveness, trustworthiness, expertise, authenticity, and content quality which affects the consumer intention to purchase hedonic products, a quantitative approach is most suitable. Quantitative methods are particularly effective when relationships between variables need to be statistically examined, especially in consumer behavior contexts where constructs must be measured numerically (Creswell & Creswell, 2018).

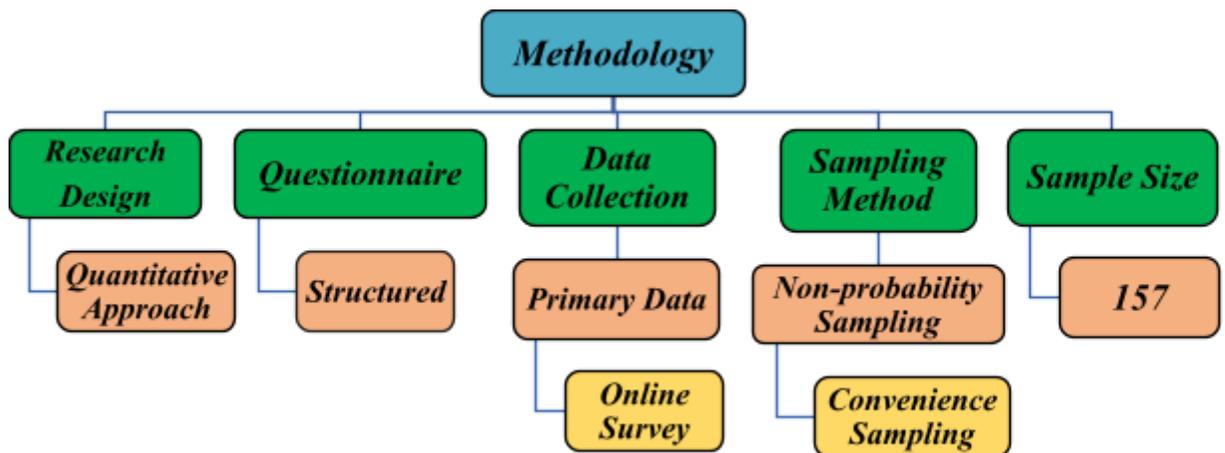


Figure 6: Methodology Organogram

A well-intended research strategy works like a blueprint for regulating the study more effectively. It ensures reliable data collection, reducing systematic errors and also enhancing the validity of the findings (Dannels, 2018). Research design mainly classifies into qualitative and

quantitative approaches. While qualitative research emphasizes meaning, experience, and descriptive interpretation, quantitative research emphasizes measurement, statistical reasoning, and hypothesis testing (Malhotra & Dash, 2019). This study engages a quantitative research design, aiming to vindicate and explore the relationships among Instagram influencer characteristics (attractiveness, expertise, trustworthiness, authenticity, and content quality) and consumer purchase intention toward hedonic products. A structured close-ended questionnaire measured through a five-point Likert scale was developed to collect data from a large sample of active Instagram users who follow influencers and purchase hedonic products (such as fashion items, cosmetics, gadgets, and lifestyle accessories). The chosen design allows the study to regulate reliability analysis, descriptive statistics, regression analysis, and non-parametric correlation tests to understand meaningful insights and estimate the proposed hypothesis.

2.2 Research Aim and Objectives

The main goal of this study is to look into how Instagram influencers characteristics forms the consumers behavioral responses. Specifically concentrating on their intention to purchase hedonic products. In recent years social media platforms especially, Instagram has become very important medium for brand communication, product discovery, and influencer led promotions. As influencer marketing continues to grow, understanding which influencer traits effectively stimulate hedonic consumption becomes essential for marketers, brands and communication specialists (Casaló et al., 2020).

Hedonic products are incredibly experiential and emotional driven. Which means the consumers purchase decisions are often shaped by affective cues rather than functional attributes. As a result, influencers characteristics like perceived attractiveness, expertise, authenticity, relatability, and trustworthiness play a significant role in figuring if the consumers feel motivated to attract with the selective product. This research therefore aims to examine and analyze how different influencer characteristics influences the consumer perceptions, trust, and most importantly their intention to purchase hedonic products.

This study also aims to contribute practical understandings for brands, digital marketers, and social media strategists looking to enhance the impact of influencer collaborations.

The main objectives of the research are:

1. To identify the key influencer characteristics (attractiveness, expertise, trustworthiness, authenticity, and content quality) that influences the consumers intention to buy hedonic products.
2. To evaluate the consumers perceptions and behaviors about Instagram influencers within the context of hedonic products consumption.
3. To estimate the boundaries to which influencer characteristics predict the consumer purchase intention for hedonic products.
4. To provide actionable guidance for brands and marketing communication professionals about influencer selection and campaign development.

2.3 Sampling Method & Procedure

2.3.1 Defining Target Population

The target population a research study indicates the entire group of individuals to whom the study is intended to apply. The target population of this research consist of Instagram users who are aged 18 years and above. Most of them actively follows influencers and has experience of purchasing hedonic products promoted on social media. Hedonic product consumers are considered most applicable because their purchases are highly influenced by emotional responses, social identity and parasocial interaction elements which are strongly connected to influencer marketing.

2.3.2 Determining Sampling Frame

The sampling frame basically refers to what can be accessed from the subset of the target population. For this study, the sampling frame entails individuals who:

1. Use the Instagram regularly,
2. Follow multiple influencers,
3. Have purchased hedonic items like beauty products, experiential products, lifestyle goods.
4. Have access to digital platforms required to complete an online questionnaire.

To access the target samples, Google Forms survey format delivers extensive geographical accessibility and also allows the questionnaire to reach diverse groups through social media, student networks and online communities.

2.3.3 Choosing Sampling Technique

This study uses a non-probability convenience sampling technique, which selects respondents based on accessibility, availability, and willingness to participate (Rahman et al., 2022). This approach is widely used in digital marketing studies where identifying a randomized sampling frame is challenging. While convenience sampling may limit generalizability, it is appropriate for correlational studies with practical time and resource constraints.

2.3.4 Choosing Sampling Size

Sample size is basically the total number of individuals among the population that are to be selected for the study. As this study is following quantitative approach, a statistically accepted sample size is strongly preferred to measure the data accurately and to ensure a reliable result. Alongside the formula-based guidance provided by Riley et al. (2020) for determining appropriate sample sizes in regression analysis, earlier methodological studies have also offered practical benchmarks for multiple regression. Green (1991), for instance, proposes sample size guidelines such as $N \geq 50 + 8m$, where m represents the number of predictors, and $N \geq 104 + m$ when the focus is on estimating individual predictor effects with adequate precision. Similarly, several research methodology texts suggest that a sample size in the range of 100 to 200 observations is generally sufficient for multivariate analyses, as it enhances the stability of parameter estimates and the reliability of statistical inferences (Riley et al., 2020). This study initially targeted 200 participants from Lithuanian fashion consumers. But due to time and accessibility limitations this study finalized 157 participants. Despite this disparity in collecting the desired participants, it is still sufficient for conducting the statistical analysis of the study.

2.4 Questionnaire Instrument

The questionnaire consists with a total number of 38 questions in which 9 questions from Demographics (age, gender, education, Instagram usage frequency, influencer-following habits), 20 questions from Influencers Characteristics (Independent variables) including 4 questions from Influencer Authenticity, 4 questions from Influencer Trustworthiness, 4 questions from

Influencer Attractiveness, 4 questions from Influencer Reliability, 4 questions from Influencer Expertise. Also, the questionnaire includes 4 questions from Attitude toward the Influencer (Mediator Variable) and 4 questions from Purchase Intention toward Hedonic Products (Dependent variable) as well. Lastly, the product Subcategory Preference section had only one question. Except the first and last section that tries to get demographic questions of the questionnaire, all other questions followed five-point Likert scale structured questions or closed questions with specific statements. Recent empirical studies consistently show that influencer characteristics play a central role in shaping how consumers perceive influencers and how these perceptions translate into purchase intentions. For example, Kerkri et al. (2025) demonstrate that influencer attributes such as perceived authenticity and attractiveness significantly strengthen consumer trust, which subsequently leads to higher purchase intention, highlighting the importance of credibility-related traits in influencer effectiveness. In a similar vein, Islamiyah and Hapsari (2023) report that influencer attractiveness, trustworthiness and expertise have a significant direct impact on consumers' purchase intentions within a structural equation modelling framework, underscoring these traits as important drivers of consumer responses. Moreover, meta-analytic findings synthesizing evidence from multiple empirical studies confirm that credibility dimensions particularly trustworthiness, expertise, and attractiveness are among the most influential predictors of purchase intention in influencer marketing (Ao et al., 2023). Beyond credibility, emerging research emphasizes the role of relatability, showing that influencers perceived as relatable foster stronger emotional connections with consumers, which in turn enhances purchase intention (Zhang et al., 2025). To sum up, these findings provide robust empirical support for conceptualizing authenticity, trustworthiness, attractiveness, relatability and expertise as key influencer traits that shape consumer attitudes and behavioral outcomes.

2.5 Organization of Survey

A preliminary test was operated with 7 respondents to assure perspicuity, logical flow, readability and relevance. Small developments were made to improve wording and ensure alignment with the constructs being measured. After finalizing the questionnaire, it was distributed through Instagram communities, Messenger groups, WhatsApp networks and

personal outreach to make sure a diverse and relevant study participants. The survey was open for approximately 3-4 weeks. And all the responses were automatically stored in Google Sheets.

2.6 Data Collection and Analysis Plan

The process of data collection mainly relies on two sources – Primary and Secondary sources. A mix method of data collection is also followed depending on the structure and model of the particular thesis. As this study follows quantitative style, the data collection process must follow a systematic and consistent procedure to ensure the reliability and the validity from the respondents. The data collection is mainly relied on primary data, gathered through the structured questionnaire. After collecting all the data, it was exported to Microsoft Excel and then to IBM SPSS for analysis. The analysis plan includes:

- i. **Data Cleaning and Screening:** The responses was checked for completeness, removing duplicates or suspicious entries, and eliminating incomplete responses.
- ii. **Descriptive Statistics:** The responses will demonstrate the percentages, means, and standard deviations for demographics and main variables.
- iii. **Reliability Testing:** Applying Cronbach’s Alpha to assess internal consistency of Likert-scale constructs.
- iv. **Spearman’s Correlation Analysis:** Through Spearman’s Correlation Analysis we can determine significant relationships among influencer characteristics and their purchase intention.
- v. **Regression Analysis:** Testing the predictive strength of influencer characteristics on purchase intention and evaluating model fit.

All the analysis is planned to be conducted with a significance level of 0.05.

2.7 Research Ethics

Upholding ethical standards is an essential component of academic research. This study followed strict ethical guidelines to ensure anonymity, confidentiality, voluntary participation, and transparent reporting.

1. **Confidentiality:** No personal identifiers (names, phone numbers, or login details) were collected. Email was optional and used only for verification and not linked to individual responses.

2. **Informed Consent:** The questionnaire began with an informed consent statement explaining the study purpose, data usage, anonymity assurance, and voluntary withdrawal rights.
3. **Data Protection:** All responses were stored in password-protected digital formats accessible only to the researcher.
4. **Academic Integrity:** The researcher reported the methodological processes and findings with transparency to enhance credibility and reliability.

In summary, this study employs a quantitative methodological design to explore how Instagram influencer characteristics influence consumer intention to purchase hedonic products. Through structured data collection, rigorous statistical analysis, ethical integrity and a clearly defined framework, the methodology ensures reliability, relevance and academic value.

3. DATA ANALYSIS & FINDINGS

3.1 Descriptive Statistics

Socio-demographic information about the questionnaire respondents.

Variable	Characteristic	Variant A		Variant B		Total	
		N	%	N	%	N	%
Age*	18-29	84	58.74%	84	61.76%	168	60.22%
	30-39	27	18.88%	23	16.91%	50	17.92%
	40-49	19	13.29%	21	15.44%	40	14.34%
	50-59	12	8.39%	8	5.88%	20	7.17%
	60+	1	0.7%	-	-	1	0.36%
Country of residence	Brazil	1	0.7%	-	-	1	0.36%
	Czech Republic	-	-	1	0.7%	1	0.36%
	Denmark	1	0.7%	2	1.4%	3	1.08%
	Finland	1	0.7%	1	0.7%	2	0.72%
	France	-	-	2	1.4%	2	0.72%
	Germany	3	2.1%	3	2.1%	6	2.15%
	Ireland	2	1.4%	-	-	2	0.72%
	Italy	-	-	1	0.7%	1	0.36%
	Japan	1	0.7%	2	1.4%	3	1.08%
	Kazakhstan	-	-	1	0.7%	1	0.36%
	South Korea	-	-	1	0.7%	1	0.36%
	Latvia	2	1.4%	-	-	2	0.72%
	Lebanon	1	0.7%	-	-	1	0.36%
	Lithuania	125	87.41%	117	81.82%	242	86.74%
	Netherlands	1	0.7%	-	-	1	0.36%
	New Zealand	-	-	2	1.4%	2	0.72%
	Spain	1	0.7%	-	-	1	0.36%
	Sweden	-	-	1	0.7%	1	0.36%
	Switzerland	1	0.7%	1	0.7%	2	0.72%
	United Kingdom	1	0.7%	1	0.7%	2	0.72%
United States of America	2	1.4%	-	-	2	0.72%	
Highest level of education	Less than High School	-	-	1	0.7%		
	High School Diploma or Equivalent (e.g., GED)	39	27.27%	30	20.98%	1	0.36%
	Some College, No Degree	10	6.99%	10	6.99%	69	24.73%
	Associate Degree (e.g., AA, AS)	-	-	2	1.4%	20	7.17%
	Bachelor's Degree (e.g., BA, BS)	67	46.85%	62	43.36%	2	0.72%
	Master's Degree (e.g., MA, MS, MBA)	23	16.08%	27	18.88%	129	46.24%
	Doctoral Degree (e.g., PhD, EdD)	1	0.7%	4	2.8%	50	17.92%

	Professional Degree (e.g., MD, JD)	3	2.1%	-	-	5	1.79%
	Other (please specify)	-	-	-	-	-**	-
Gender	Female	80	55.94%	78	57.35%	158	56.63%
	Male	63	44.06%	57	41.91%	120	43.01%
	Other	-	-	1	0.74%	1	0.36%

Table 1: Descriptive Statistics

3.1.1 Frequency Analysis

Age

The age distribution indicates that the majority of respondents were between 25–34 years (n = 76, 48.4%), followed by those aged 18–24 years (n = 67, 42.7%). A smaller proportion belonged to the 35–44 years age group (n = 14, 8.9%). This suggests that the sample was predominantly composed of young adults, particularly individuals in their mid-twenties to early thirties. The bar chart shows a clear concentration in the 18–34 age range, with the tallest bar representing the 25–34 group, indicating strong participation from digitally active age segments.

Gender

In terms of gender, male respondents constituted the largest group (n = 86, 54.8%), followed by female respondents (n = 56, 35.7%). Additionally, 9.6% (n = 15) preferred not to disclose their gender. This reflects a moderately male-dominated sample with inclusive response options. The bar chart visually highlights a higher male representation, while still showing substantial female participation and a smaller yet visible “prefer not to say” category.

Nationality

Most respondents identified as Lithuanian (n = 108, 68.8%), whereas 31.2% (n = 49) reported nationalities other than Lithuanian. This indicates that while the sample is primarily local, it includes a meaningful proportion of international respondents. The bar chart displays a dominant Lithuanian category, with a noticeably shorter bar for other nationalities, reflecting the national concentration of the sample.

Residence

Regarding residence, the highest proportion of respondents lived in Vilnius (n = 43, 27.4%), followed by Kaunas (n = 38, 24.2%) and Klaipėda (n = 35, 22.3%). Smaller proportions resided

in Šiauliai and Panevėžys (each 4.5%), while 17.2% lived in other locations. This shows a strong urban representation. The bar chart demonstrates higher participation from major cities, with Vilnius showing the tallest bar, while smaller cities and “other” locations appear less prominent.

Education Level

The majority of respondents held a Bachelor’s degree (n = 71, 45.2%), followed by those with a Master’s degree (n = 46, 29.3%). Respondents with high school education accounted for 13.4%, while 12.1% held a Doctorate. Overall, the sample reflects a highly educated population. The bar chart peaks at the Bachelor’s level, indicating it as the most common qualification, with postgraduate education also strongly represented.

Monthly Income

Most respondents reported a monthly income between €600 – €1,000 (n = 70, 44.6%) or €1,000–€1,500 (n = 63, 40.1%). Smaller proportions earned below €600 (7.6%) or above €1,500 (4.5%), while 3.2% preferred not to disclose income. This suggests a predominantly middle-income sample. The bar chart shows two dominant middle-income categories, with noticeably shorter bars at the lower and higher income ranges.

Instagram Usage

Instagram usage was very high among respondents, with 81.5% (n = 128) reporting usage multiple times per day. Another 12.1% used Instagram once daily, while only 6.4% used it 5–10 times per week. This indicates intensive platform engagement. The bar chart is heavily skewed toward “multiple times per day,” clearly illustrating frequent and habitual Instagram use among respondents.

Number of Influencer Followed

Nearly half of the respondents followed 11–20 influencers (n = 75, 47.8%). This was followed by 21–50 influencers (18.5%), 50+ influencers (17.2%), and 6–10 influencers (16.6%). This reflects substantial exposure to influencer content. The tallest bar appears in the 11–20 category, while other categories show relatively balanced but lower frequencies.

Product Purchased

A majority of respondents (51.0%, $n = 80$) reported that they had purchased or considered purchasing travel, leisure, or entertainment experiences promoted by influencers. Meanwhile, 33.8% were not sure, and 15.3% reported no influence. This highlights a notable impact of influencer marketing on consumer decision-making. The bar chart shows the highest bar for “Yes,” followed by “Not sure,” indicating that influencer promotions play a meaningful role, even when purchase certainty is not always clear.

3.1.2 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Influencer Authenticity	157	2.00	5.00	3.8615	.77231
Influencer Trustworthiness	157	2.00	5.00	3.9347	.81853
Influencer Attractiveness	157	2.00	5.00	4.0032	.79006
Influencer Reliability	157	2.00	5.00	3.9809	.79489
Influencer Expertise	157	2.00	5.00	3.9920	.76346
Attitude towards Influencer	157	2.00	5.00	3.9968	.78036
Purchase Intention	157	2.00	5.00	3.9140	.75623
Valid N (listwise)	157				

Table 2: Descriptive Statistics of Variables

Descriptive statistics were computed to examine respondents’ perceptions of influencer-related attributes, their attitudes toward influencers, and purchase intention. All variables were measured on a 5-point Likert scale, and responses from 157 participants were included in the analysis. Mean scores for influencer authenticity ($M = 3.86$, $SD = 0.77$), trustworthiness ($M = 3.93$, $SD = 0.82$), attractiveness ($M = 4.00$, $SD = 0.79$), reliability ($M = 3.98$, $SD = 0.79$), and expertise ($M = 3.99$, $SD = 0.76$) were above the scale midpoint, indicating favorable perceptions of influencers. Respondents also reported a positive attitude toward influencers ($M = 4.00$, $SD = 0.78$) and a relatively strong purchase intention ($M = 3.91$, $SD = 0.76$). The low standard deviations suggest limited response variability and consistent perceptions among participants.

3.2 Reliability Test

Scale: Influencer Authenticity

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.946	.946	4

Table 3: Reliability Statistics (Influencer Authenticity)

Scale: Influencer Trustworthiness

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.969	.969	4

Table 4: Reliability Statistics (Influencer Trustworthiness)

Scale: Influencer Attractiveness

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.965	.965	4

Table 5: Reliability Statistics (Influencer Attractiveness)

Scale: Influencer Reliability

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.974	.974	4

Table 6: Reliability Statistics (Influencer Reliability)

Scale: Influencer Expertise

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.969	.969	4

Table 7: Reliability Statistics (Influencer Expertise)

Scale: Attitude

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.968	.968	4

Table 8: Reliability Statistics (Attitude)

Scale: Purchase Intention

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.967	.967	4

Table 9: Reliability Statistics (Purchase Intention)

Reliability analysis was conducted to assess the internal consistency of all multi-item scales used in the study. Cronbach's alpha coefficients were examined for each construct, and all values exceeded the recommended threshold of .70, indicating excellent reliability.

The Influencer Authenticity scale demonstrated excellent internal consistency ($\alpha = .946$, 4 items), suggesting that the items consistently measured the underlying construct. Similarly, the Influencer Trustworthiness scale showed very high reliability ($\alpha = .969$, 4 items), indicating strong coherence among its items. The Influencer Attractiveness scale also exhibited excellent reliability ($\alpha = .965$, 4 items), confirming the consistency of respondents' evaluations of influencer appeal. The Influencer Reliability scale achieved the highest internal consistency among all constructs ($\alpha = .974$, 4 items), reflecting highly consistent measurement of perceived reliability. Likewise, the Influencer Expertise scale demonstrated excellent reliability ($\alpha = .969$, 4 items), indicating that the items reliably captured perceptions of influencer knowledge and

competence. The Attitude toward Influencer scale showed strong internal consistency ($\alpha = .968$, 4 items), supporting the reliability of respondents' attitudinal evaluations. Finally, the Purchase Intention scale exhibited excellent reliability ($\alpha = .967$, 4 items), suggesting that the items consistently measured consumers' intention to purchase influencer-promoted products or services.

The high Cronbach's alpha values across all scales indicate excellent internal consistency, confirming that the measurement instruments used in this study were highly reliable and suitable for subsequent statistical analyses.

3.3 Spearman's Correlation

Correlations			Influencer Authenticity	Influencer Trustworthiness	Influencer Attractiveness	Influencer Reliability	Influencer Expertise	Attitude towards Influencer	Purchase Intention
Spearman's rho	Influencer Authenticity	Correlation Coefficient	1.000	.779**	.674**	.751**	.739**	.684**	.734**
		Sig. (2-tailed)	.	.000	.000	.000	.000	.000	.000
		N	157	157	157	157	157	157	157
	Influencer Trustworthiness	Correlation Coefficient	.779**	1.000	.731**	.765**	.773**	.755**	.723**
		Sig. (2-tailed)	.000	.	.000	.000	.000	.000	.000
		N	157	157	157	157	157	157	157
	Influencer Attractiveness	Correlation Coefficient	.674**	.731**	1.000	.718**	.770**	.720**	.697**
		Sig. (2-tailed)	.000	.000	.	.000	.000	.000	.000
		N	157	157	157	157	157	157	157

		Sig. (2-tailed)	.000	.000	.	.000	.000	.000	.000
		N	157	157	157	157	157	157	157
Influencer Reliability	Correlation Coefficient		.751**	.765**	.718**	1.000	.842**	.785**	.724**
	Sig. (2-tailed)		.000	.000	.000	.	.000	.000	.000
	N		157	157	157	157	157	157	157
Influencer Expertise	Correlation Coefficient		.739**	.773**	.770**	.842**	1.000	.818**	.719**
	Sig. (2-tailed)		.000	.000	.000	.000	.	.000	.000
	N		157	157	157	157	157	157	157
Attitude towards Influencer	Correlation Coefficient		.684**	.755**	.720**	.785**	.818**	1.000	.754**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.	.000
	N		157	157	157	157	157	157	157
Purchase Intention	Correlation		.734**	.723**	.697**	.724**	.719**	.754**	1.000

		Coefficient							
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.
		N	157	157	157	157	157	157	157
**. Correlation is significant at the 0.01 level (2-tailed).									

Table 10: Spearman's Correlation

A Spearman's rank-order correlation was conducted to examine the relationships among influencer characteristics, attitude toward the influencer, and purchase intention (N = 157). The results indicated strong, positive, and statistically significant correlations among all study variables ($p < .01$).

Influencer authenticity was strongly and positively correlated with purchase intention ($r_s = .73$, $p < .001$) and attitude toward the influencer ($r_s = .68$, $p < .001$), providing preliminary support for H1. Similarly, trustworthiness demonstrated a strong positive association with purchase intention ($r_s = .72$, $p < .001$) and attitude toward the influencer ($r_s = .76$, $p < .001$), supporting H2. Influencer attractiveness was also positively correlated with purchase intention ($r_s = .70$, $p < .001$) and attitude toward the influencer ($r_s = .72$, $p < .001$), lending support to H3. Moreover, influencer reliability/relatability exhibited strong positive relationships with purchase intention ($r_s = .72$, $p < .001$) and attitude toward the influencer ($r_s = .79$, $p < .001$), supporting H4. Likewise, influencer expertise was significantly and positively associated with purchase intention ($r_s = .72$, $p < .001$) and attitude toward the influencer ($r_s = .82$, $p < .001$), supporting H5. Importantly, attitude toward the influencer showed a strong positive correlation with purchase intention ($r_s = .75$, $p < .001$), providing preliminary evidence for the mediating role proposed in H6.

Based on the Spearman's correlation, the hypothesis summary is concluded in the following:

Hypothesis	Statement of Hypothesis	Result
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Hypothesis 01	H1: <i>Influencer authenticity has a significant positive effect on Lithuanian consumers' intention to purchase hedonic products in the travel, leisure and entertainment sectors.</i>	H₁ is accepted. [.734]
Hypothesis 02	H2: <i>Influencer trustworthiness has a significant positive effect on Lithuanian consumers' purchase intention toward hedonic products.</i>	H₂ is accepted. [.723]
Hypothesis 03	H3: <i>Influencer attractiveness has a significant positive effect on Lithuanian consumers' purchase intention toward hedonic products.</i>	H₃ is accepted. [.70]
Hypothesis 04	H4: <i>Influencer relatability has a significant positive effect on Lithuanian consumers' purchase intention toward hedonic products.</i>	H₄ is accepted. [.72]
Hypothesis 05	H5: <i>Influencer expertise has a significant positive effect on Lithuanian consumers' purchase intention toward hedonic products.</i>	H₅ is accepted. [.719]
Hypothesis 06	H6: <i>Consumers' attitude toward the influencer/product mediates the relationship between influencer characteristics and purchase intention.</i>	H₆ is accepted. [.75]

Table 11: Hypothesis Summary

The correlation results suggest that favorable influencer characteristics are strongly linked to positive consumer attitudes and higher purchase intention, justifying further regression and mediation analyses.

3.4 Regression Analysis

3.4.1 Direct Effects Model

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910 ^a	.828	.822	.31903
a. Predictors: (Constant), Influencer Expertise, Influencer Authenticity, Influencer Attractiveness, Influencer Trustworthiness, Influencer Reliability				
b. Dependent Variable: Purchase Intention				

Table 12: Regression Analysis (Direct Effect Model)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.845	5	14.769	145.106	.000 ^b
	Residual	15.369	151	.102		
	Total	89.214	156			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Influencer Expertise, Influencer Authenticity, Influencer Attractiveness, Influencer Trustworthiness, Influencer Reliability						

Table 13: Regression Analysis (ANOVA)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.262	.139		1.879	.062
	Influencer Authenticity	.310	.079	.317	3.940	.000

Influencer Trustworthiness	.055	.082	.060	.677	.500
Influencer Attractiveness	.137	.076	.143	1.810	.072
Influencer Reliability	.262	.094	.275	2.782	.006
Influencer Expertise	.161	.105	.163	1.532	.128
a. Dependent Variable: Purchase Intention					

Table 14: Regression Analysis (Coefficients)

A multiple regression analysis was conducted to examine the predictive effects of influencer authenticity, trustworthiness, attractiveness, reliability, and expertise on purchase intention (N = 157). The overall regression model was statistically significant, $F(5, 151) = 145.11, p < .05$, indicating good model fit. The model explained 82.8% of the variance in purchase intention ($R^2 = .83$, adjusted $R^2 = .82$), suggesting a strong explanatory power.

Regarding individual predictors, influencer authenticity emerged as a significant positive predictor of purchase intention ($\beta = .32, t = 3.94, p < .05$), providing support for H1. Similarly, influencer reliability (reliability) showed a significant positive effect on purchase intention ($\beta = .28, t = 2.78, p < .05$), supporting H4. However, influencer trustworthiness ($\beta = .06, p = .500$), attractiveness ($\beta = .14, p = .072$), and expertise ($\beta = .16, p = .128$) did not demonstrate statistically significant direct effects on purchase intention.

3.4.2 Mediation Model

Mediator: Attitudes towards Influencers

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919 ^a	.845	.839	.30348
a. Predictors: (Constant), Attitude towards Influencer, Influencer Authenticity, Influencer Attractiveness, Influencer Trustworthiness, Influencer Reliability, Influencer Expertise				
b. Dependent Variable: Purchase Intention				

Table 15: Regression Analysis (Mediation Model Summary)

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.400	6	12.567	136.449	.000 ^b
	Residual	13.815	150	.092		
	Total	89.214	156			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Attitude towards Influencer, Influencer Authenticity, Influencer Attractiveness, Influencer Trustworthiness, Influencer Reliability, Influencer Expertise						

Table 16: Regression Analysis (Mediator ANOVA)

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.232	.133		1.749	.082
	Influencer Authenticity	.281	.075	.287	3.741	.000
	Influencer Trustworthiness	.001	.079	.001	.015	.988
	Influencer Attractiveness	.058	.075	.061	.783	.435
	Influencer Reliability	.145	.094	.152	1.542	.125
	Influencer Expertise	.042	.104	.043	.406	.686
	Attitude towards Influencer	.403	.098	.416	4.108	.000
a. Dependent Variable: Purchase Intention						

Table 17: Regression Analysis (Mediator Analysis)

To test the mediating role of attitude toward the influencer, a second regression model was estimated including attitude as an additional predictor. The model was statistically significant, $F(6, 150) = 136.45, p < .05$, and explained 84.5% of the variance in purchase intention ($R^2 = .85$, adjusted $R^2 = .84$), indicating an improvement in explanatory power compared to the direct effects model.

In this model, attitude toward the influencer was a strong and significant predictor of purchase intention ($\beta = .42, t = 4.11, p < .05$), supporting H6 and confirming the central role of attitudes as proposed by the Theory of Planned Behavior. Influencer authenticity remained a significant predictor, although its effect size was reduced ($\beta = .29, p < .05$), suggesting partial mediation. Notably, influencer reliability, which was significant in the direct-effects model, became non-significant after the inclusion of attitude ($\beta = .15, p = .125$). Similarly, trustworthiness, attractiveness, and expertise remained non-significant predictors. This pattern indicates that the effects of these influencer characteristics on purchase intention operate indirectly through consumer's attitudes, rather than through direct pathways.

The regression results support H1 and H4 in the direct-effects model, while H6 is strongly supported in the mediation model. The findings provide empirical evidence that attitude toward the influencer mediates the relationship between influencer characteristics and purchase intention.

CONCLUSION

This study investigated how different characteristics of Instagram influencers affect consumers' intention to purchase hedonic products. In particular, it focused on attributes such as authenticity, trustworthiness, attractiveness, expertise, and relatability. The study also examined whether consumers' attitudes toward influencers play a mediating role in the relationship between influencer characteristics and purchase intention. Empirical data were collected from Instagram users, and the analysis was conducted using correlation, regression, and mediation techniques to better understand how influencer marketing functions in a digital context. The results suggest that influencer characteristics have a significant influence on consumers' purchase intentions for hedonic products. Influencers who are perceived as authentic, relatable, and trustworthy tend to create more positive responses among consumers. This finding highlights the importance of emotional and psychological factors in hedonic consumption, where decisions are often guided by feelings, personal identification, and perceived lifestyle fit rather than purely rational evaluation. Although several influencer attributes showed strong associations with purchase intention, the regression analysis revealed that not all characteristics had a direct effect when examined together. This indicates that consumers are likely to evaluate influencers as a whole, rather than responding to individual traits in isolation.

A key contribution of this study is the identification of consumer attitude toward the influencer as an important mediating factor. The findings show that influencer characteristics influence purchase intention largely by shaping how consumers feel about the influencer overall. When consumers hold favorable attitudes toward an influencer, they are more open to the promotional messages shared and more willing to consider purchasing the endorsed products. This outcome supports the relevance of the Theory of Planned Behavior in influencer marketing research and emphasizes the role of attitude formation in online consumer decision-making. The study further confirms that hedonic products are mainly associated with emotional appeal, experiential value, and lifestyle expression, rather than functional benefits. Instagram's visual and interactive nature allows influencers to effectively communicate these elements through images, videos, and personal narratives. Influencers who are able to express enjoyment, aspiration, and genuine

personal experience appear to have a stronger impact on consumer behavior, particularly in product categories such as travel, leisure, entertainment, fashion, and lifestyle-related offerings.

In summary, this research adds to existing literature by providing empirical evidence on how influencer characteristics and consumer attitudes jointly shape purchase intention. The findings suggest that successful influencer marketing depends not only on reach or popularity but also on perceived authenticity, emotional connection, and alignment between the influencer's image and consumers' values. These insights offer practical implications for brands seeking to use influencer marketing more effectively within hedonic product markets.

RECOMMENDATION

Based on the findings of this study, a number of practical recommendations can be drawn for digital marketers, brand managers, influencers, and agencies involved in influencer-based campaigns, particularly in industries where hedonic products are promoted.

First, brands should move beyond evaluating influencers primarily on the basis of follower numbers. Consumers today are highly aware of sponsored content and are more likely to respond positively to influencers who appear authentic and credible. Influencers who communicate honestly, maintain consistency in their content, and present products in a realistic way tend to build stronger trust with their audiences. Partnering with such influencers can therefore lead to more favorable consumer responses and stronger purchase intentions.

Second, careful attention should be given to the alignment between the influencer and the brand. Influencers whose lifestyle, values, and personal image match the brand identity are more likely to be perceived as genuine by consumers. This sense of fit helps audiences develop positive attitudes toward the promotional message. For hedonic products in particular, where lifestyle expression and symbolic meaning play an important role, a mismatch between the influencer and the product can reduce credibility and weaken campaign effectiveness. In addition, digital marketing strategies should place greater emphasis on emotional engagement and experiential storytelling. Rather than focusing only on product features, influencers should be encouraged to share personal experiences, emotions, and real-life usage scenarios. Visual storytelling and narrative-driven content allow consumers to imagine themselves enjoying the experience, which is a key factor in motivating hedonic consumption.

Another important implication is the value of long-term influencer partnerships. Building ongoing relationships with influencers, instead of relying solely on one-off promotional posts, can strengthen credibility and deepen audience trust over time. Consistent collaboration helps influencers appear sincerer in their endorsements and allows their followers to develop familiarity with the brand. Marketers should also recognize that influencer campaigns may not always result in immediate purchases. In many cases, their impact is gradual, shaping consumer attitudes and perceptions over time. For this reason, campaign performance should be evaluated

using engagement quality, audience sentiment, and brand perception, alongside traditional sales-related metrics.

Finally, while it is important for influencers to have a clear understanding of the brand and its values, they should also be given sufficient creative freedom. When influencers are well-informed yet able to communicate in their own voice, the promotional message feels more natural and persuasive. This balanced approach benefits not only the brand but also the audience, leading to more effective and credible influencer marketing outcomes.

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APPENDIX

Survey Questionnaire

The survey was conducted via Google forms. All the questions had been set by following structured questionnaire with 5-point Likert scale standard. Total participants of the survey were 194. The survey was conducted with a timeline of more than 2 and half weeks.

Focus Area	<i>Survey Questions</i>
<i>Demographic Section</i>	<p>01. Your Age? <i>Options:</i> [1] 18–24, [3] 25–34, [4] 35–44, [5] 45–54</p> <p>02. Your Gender? <i>Options:</i> [1] Male, [2] Female, [3] Prefer not to say</p> <p>03. Your Nationality? <i>Options:</i> [1] Lithuanian, [2] Other</p> <p>04. Your Residence? <i>Options:</i> [1] Vilnius, [2] Kaunas, [3] Klaipėda, [3] Šiauliai, [4] Panevėžys, [5] Other</p> <p>05. Your Education Level? <i>Options:</i> [1] High school, [2] Bachelor’s, [3] Master’s, [4] Doctorate, [5] Other</p> <p>06. Your Monthly Income? <i>Options:</i> [1] <€600, [2] €600–€1,000, [3] €1,000–€1,500, [4] €1,500–€2,000, [5] €2,000+, [6] Prefer not to say</p> <p>07. Frequency of your Instagram Usage? <i>Options:</i> [1] Multiple times/day, [2] Daily once, [3] Weekly 5-10 times, [4] Rarely</p> <p>08. Number of influencers followed by you? <i>Options:</i> [1] 1–5, [2] 6–10, [3] 11–20, [4] 21–50, [5] 50+</p> <p>09. In the past 12 months, have you purchased or considered purchasing travel, leisure, or entertainment experiences promoted by influencers?</p>
<i>Influencer Characteristics (Independent Variables)</i>	<p><u>Influencer Authenticity:</u></p> <p>1. This influencer appears genuine in the content they share.</p>

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

2. The influencer's recommendations feel honest and not overly commercial.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

3. The influencer presents their real experiences rather than staged content.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

4. I believe this influencer stays true to their personal values while promoting products.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

Influencer Trustworthiness:

1. This influencer provides reliable and accurate information.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

2. I trust this influencer's opinions about travel, leisure, and entertainment experiences.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

3. This influencer seems honest when reviewing or recommending products.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

4. I believe this influencer would not intentionally mislead their followers.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

Influencer Attractiveness:

1. This influencer is visually appealing.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

2. The influencer's appearance enhances the persuasiveness of their content.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

3. I pay more attention to the influencer's recommendations because they look stylish and well-presented.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

4. The influencer's lifestyle and aesthetics are aspirational to me.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

Influencer Relatability:

1. This influencer feels relatable to my lifestyle and interests.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

2. I feel a sense of similarity between myself and this influencer.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

3. The influencer's personal experiences feel relevant to me.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

4. I feel connected to this influencer as if they understand people like me.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

Influencer Expertise:

1. This influencer is knowledgeable about travel, leisure, and entertainment experiences.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

2. The influencer provides useful insights that help me make decisions.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

3. The influencer appears experienced in the type of content they share.

Options: [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree

4. I consider this influencer an expert in their niche.

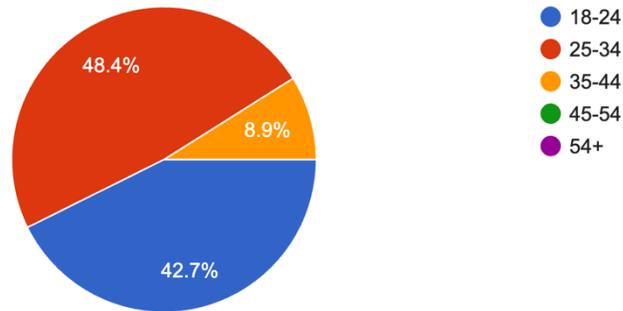
	<p><u>Options:</u> [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree</p>
<p><i>Attitude Toward the Influencer/Product (Mediator Variable)</i></p>	<p>1. I have a positive attitude toward the content shared by this influencer.</p> <p><u>Options:</u> [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree</p> <p>2. I find this influencer’s recommendations appealing.</p> <p><u>Options:</u> [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree</p> <p>3. I enjoy following this influencer’s travel, leisure, or entertainment content.</p> <p><u>Options:</u> [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree</p> <p>4. Overall, I feel good about the products or experiences endorsed by this influencer.</p> <p><u>Options:</u> [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree</p>
<p><i>Purchase Intention Toward Hedonic Products (Dependent Variable)</i></p>	<p>1. I am likely to purchase a travel/leisure/entertainment experience promoted by this influencer.</p> <p><u>Options:</u> [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree</p> <p>2. The influencer increases my interest in purchasing such experiences.</p> <p><u>Options:</u> [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree</p> <p>3. I intend to follow the influencer’s recommendations in the future.</p>

	<p><u>Options:</u> [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree</p> <p>4. I would consider booking a trip, event, or leisure activity after seeing this influencer promote it.</p> <p><u>Options:</u> [1] Strongly Disagree, [2] Disagree, [3] Neutral, [4] Agree, [5] Strongly Agree</p>
<p><i>Product Subcategory Preference</i></p>	<p>1. Which category of hedonic experiences do you engage with the most?</p> <p><u>Options:</u> [1] Travel, [2] Leisure, [3] Entertainment, [4] All of the above</p>

Graphical Responses of the Questionnaire

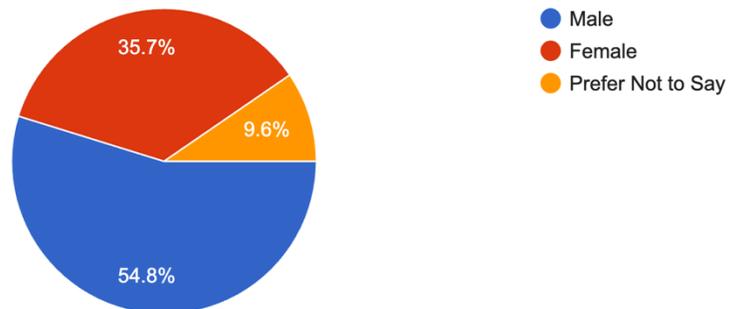
Your Age?

157 responses



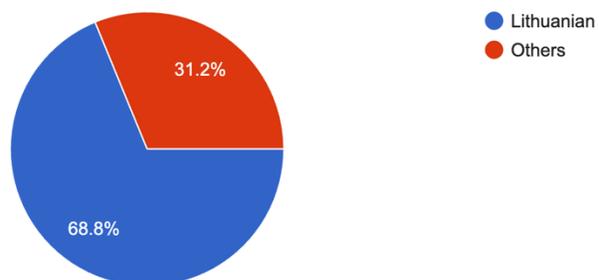
Your Gender?

157 responses



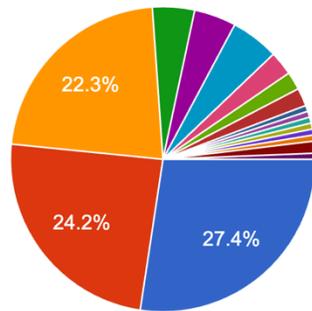
Your Nationality?

157 responses



Your Residence?

157 responses

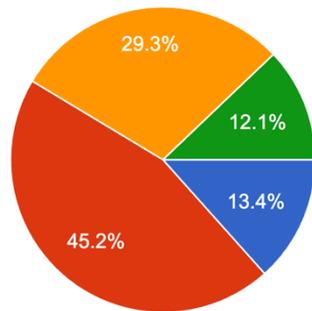


- Vilnius
- Kaunas
- Klaipėda,
- Šiauliai
- Panevėžys
- Asia
- India
- USA

▲ 1/3 ▼

Your Education Level?

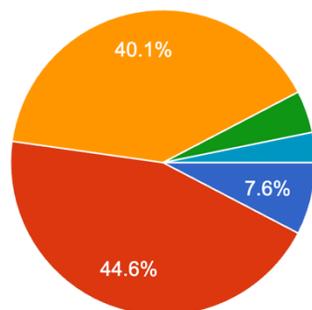
157 responses



- High School
- Bachelors
- Master's
- Doctorate

Your Monthly Income?

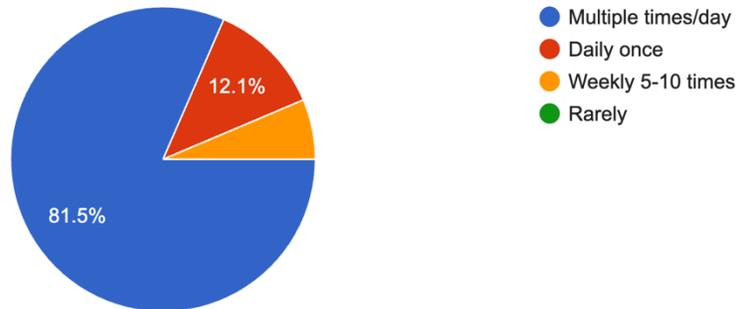
157 responses



- <€600
- €600–€1,000
- €1,000–€1,500
- €1,500–€2,000
- €2,000+
- Prefer not to say

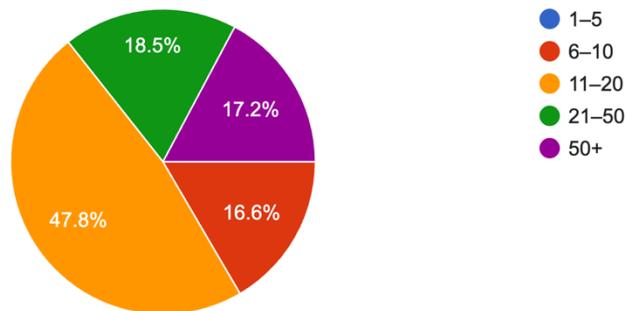
Frequency of your Instagram Usage?

157 responses



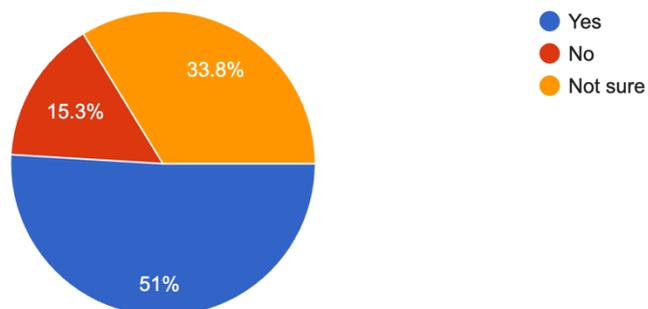
Number of influencers followed by you?

157 responses



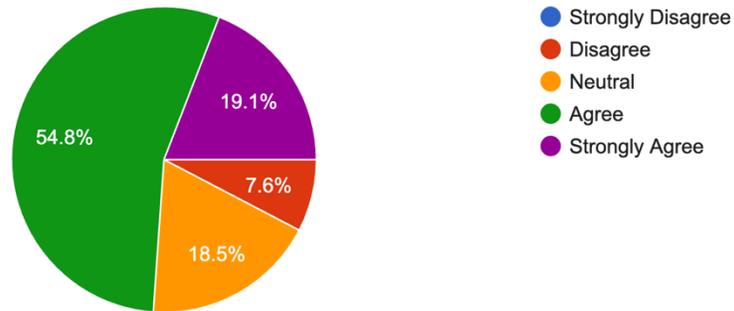
In the past 12 months, have you purchased or considered purchasing travel, leisure, or entertainment experiences promoted by influencers?

157 responses



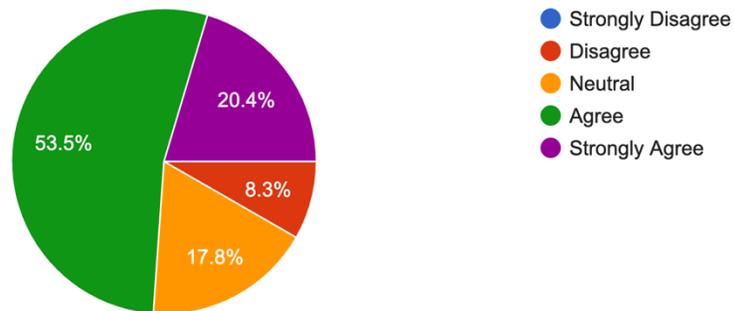
This sort of influencer appears genuine in the content they share.

157 responses



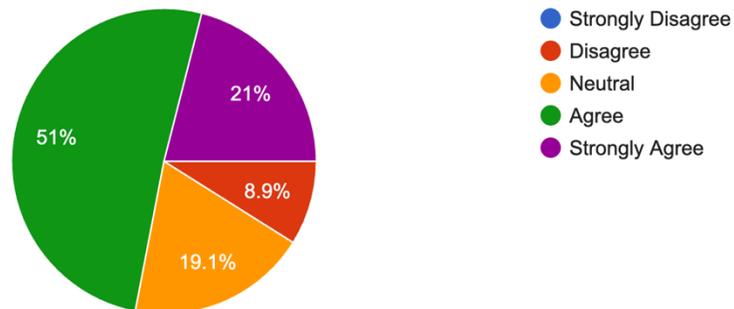
The influencer's recommendations feel honest and not overly commercial.

157 responses



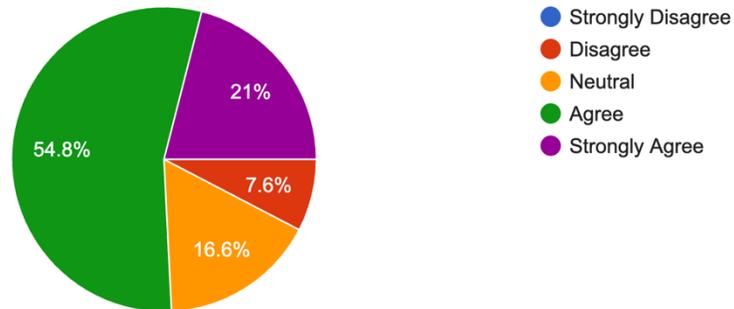
The influencer presents their real experiences rather than staged content.

157 responses



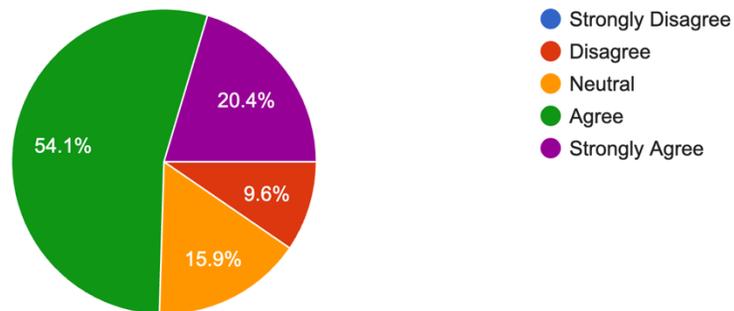
I believe this influencer stays true to their personal values while promoting products.

157 responses



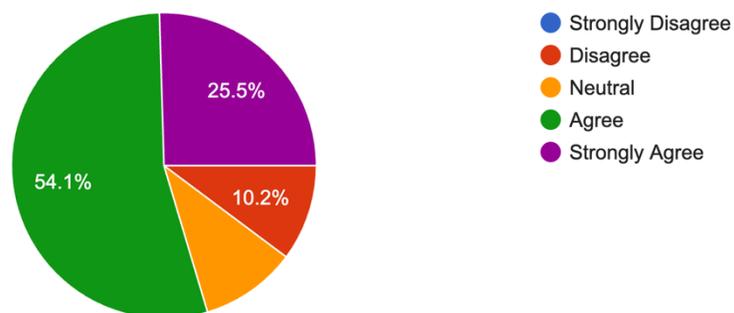
This influencer provides reliable and accurate information.

157 responses



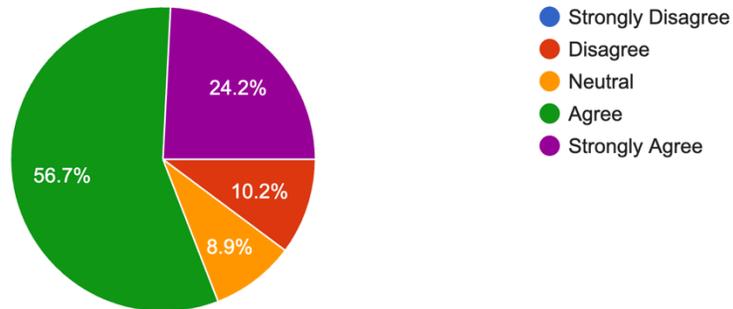
I trust this influencer's opinions about travel, leisure, and entertainment experiences.

157 responses



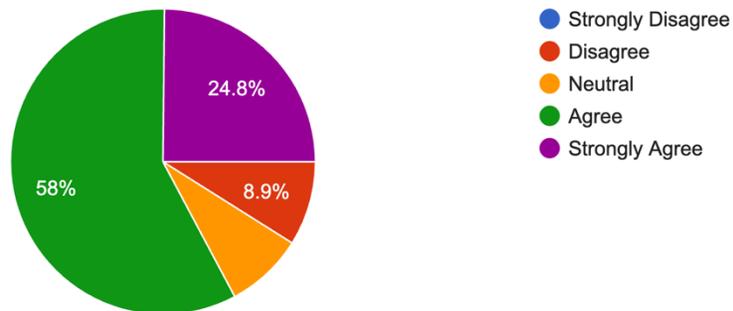
This influencer seems honest when reviewing or recommending products.

157 responses



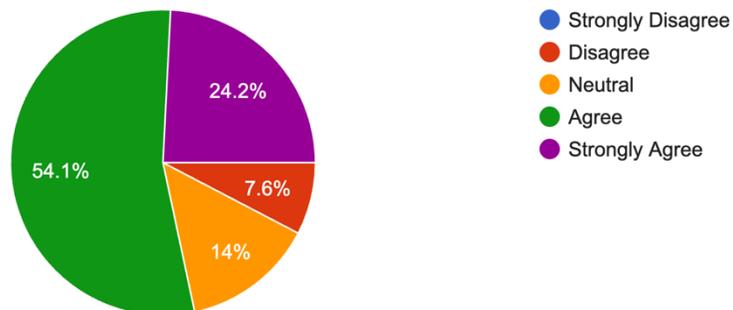
I believe this influencer would not intentionally mislead their followers.

157 responses



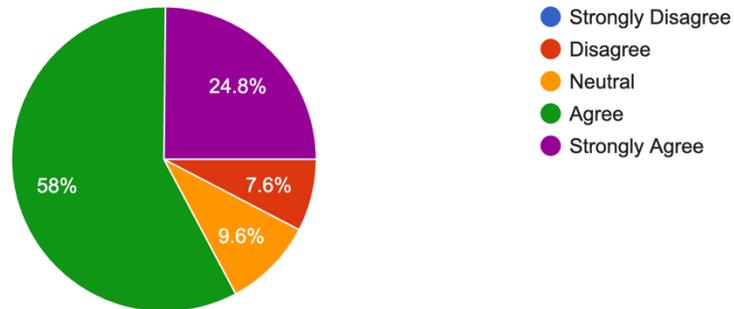
This influencer is visually appealing.

157 responses



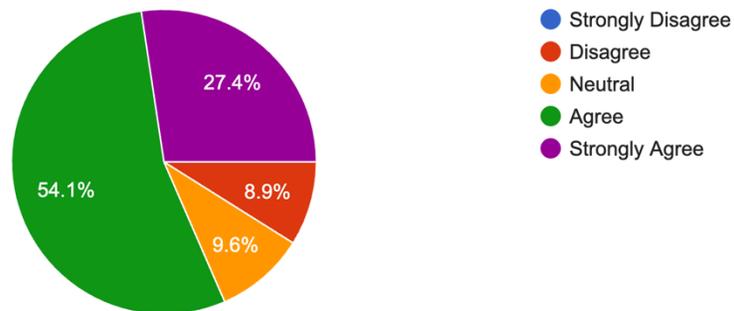
The influencer's appearance enhances the persuasiveness of their content.

157 responses



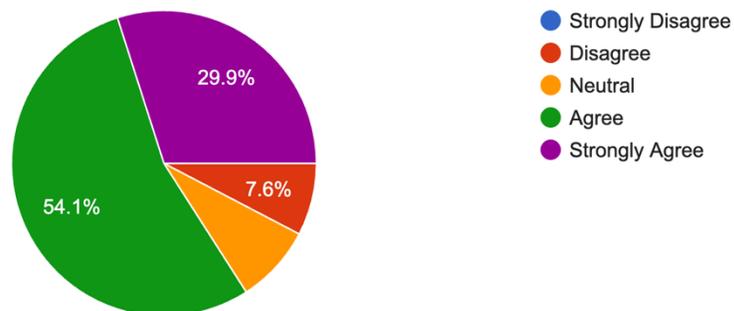
I pay more attention to the influencer's recommendations because they look stylish and well-presented.

157 responses



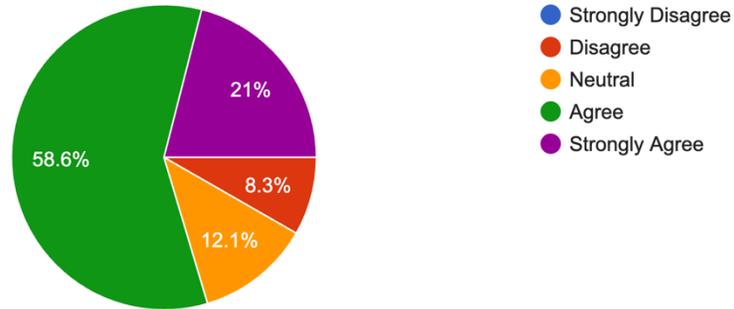
The influencer's lifestyle and aesthetics are aspirational to me.

157 responses



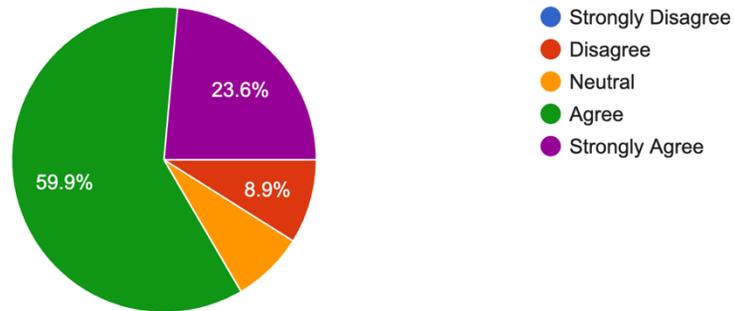
This influencer feels relatable to my lifestyle and interests.

157 responses



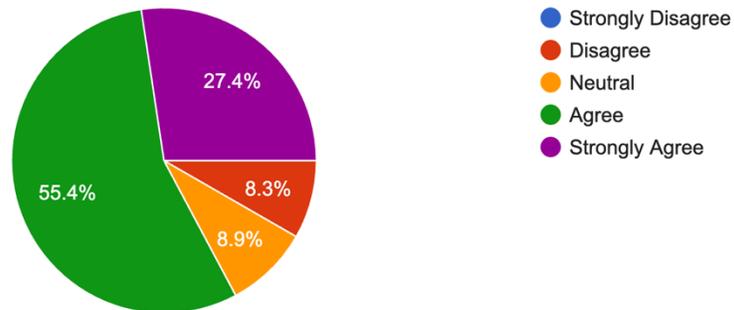
I feel a sense of similarity between myself and this influencer.

157 responses



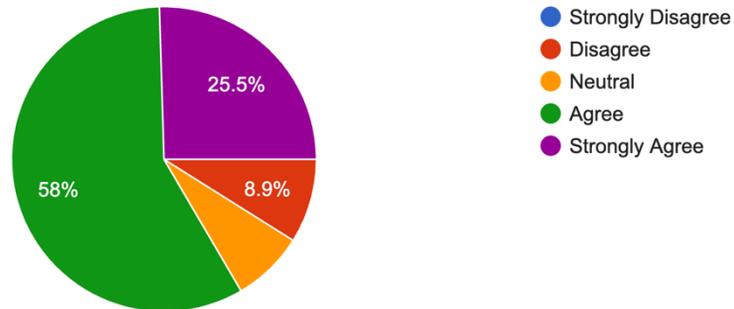
The influencer's personal experiences feel relevant to me.

157 responses



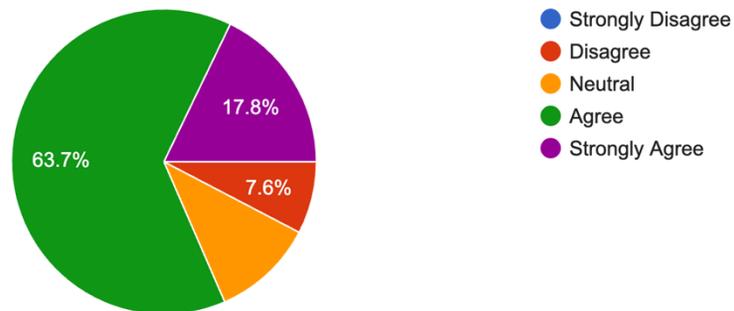
I feel connected to this influencer as if they understand people like me.

157 responses



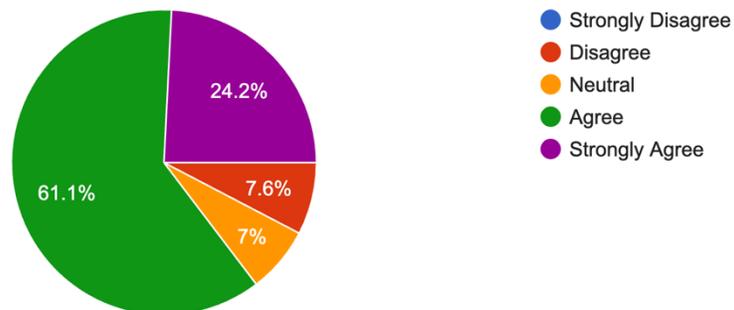
This influencer is knowledgeable about travel, leisure, and entertainment experiences.

157 responses



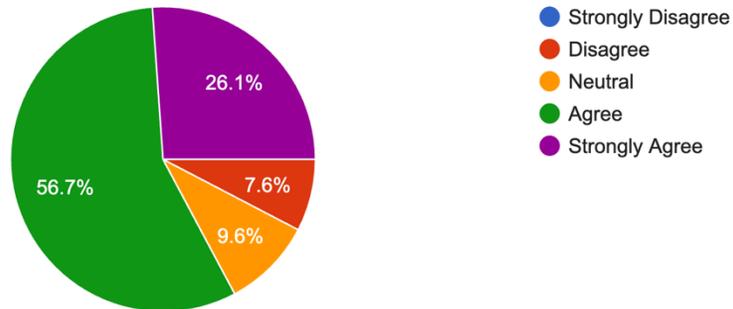
The influencer provides useful insights that help me make decisions.

157 responses



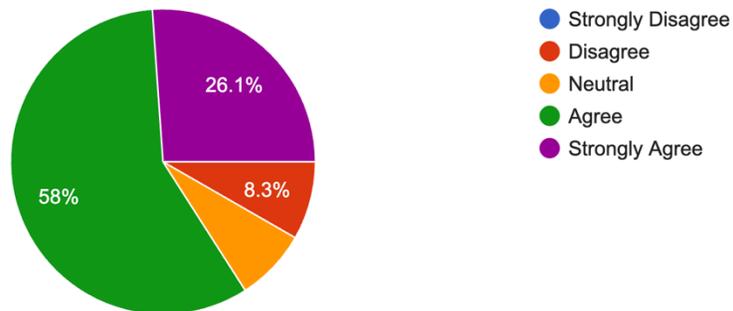
The influencer appears experienced in the type of content they share.

157 responses



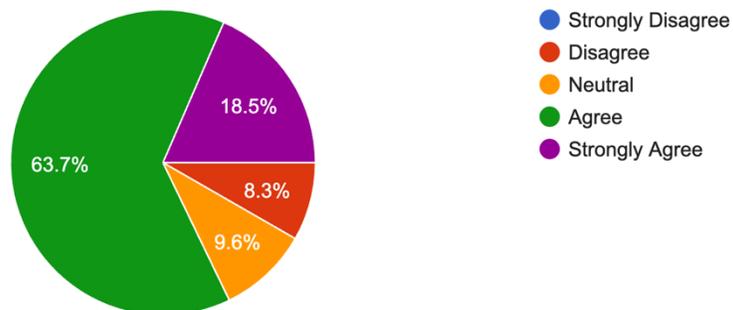
I consider this influencer an expert in their niche.

157 responses



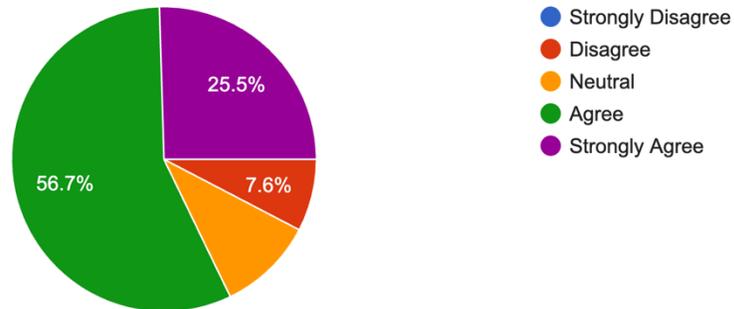
I have a positive attitude toward the content shared by this influencer.

157 responses



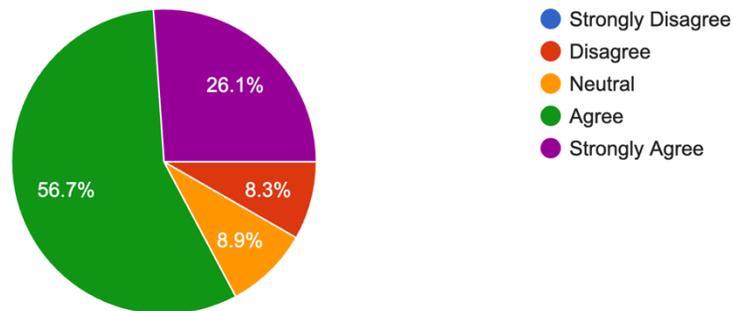
I find this influencer's recommendations appealing.

157 responses



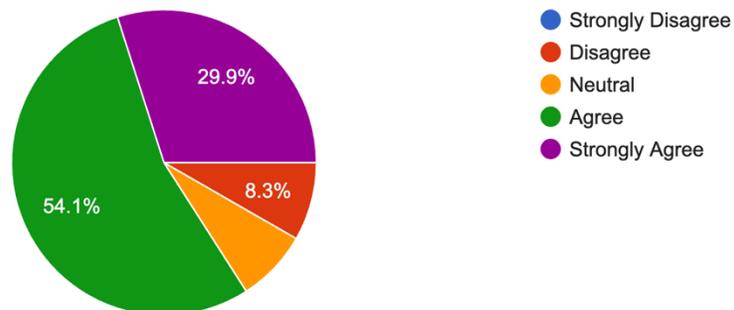
I enjoy following this influencer's travel, leisure, or entertainment content.

157 responses



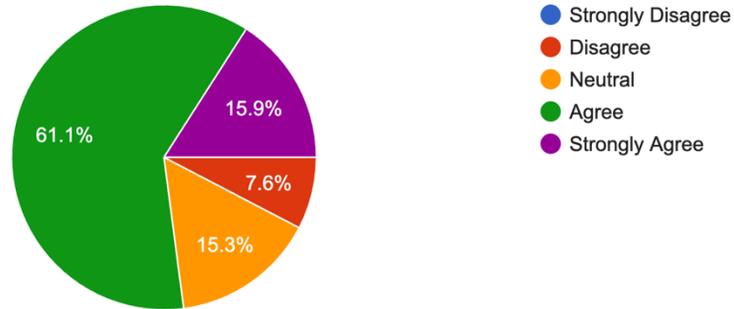
Overall, I feel good about the products or experiences endorsed by this influencer.

157 responses



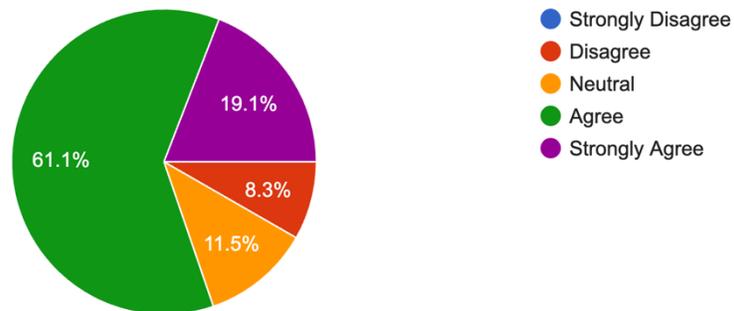
I am likely to purchase a travel/leisure/entertainment experience promoted by this influencer.

157 responses



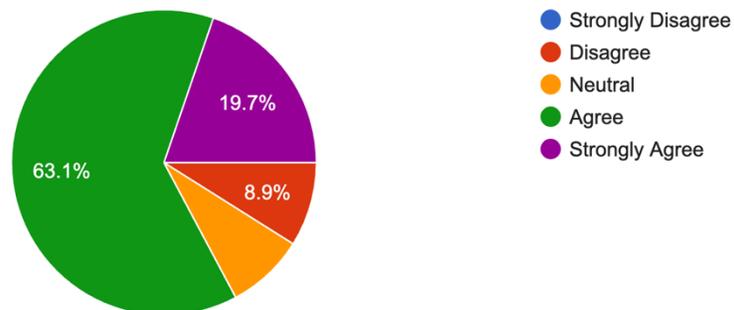
The influencer increases my interest in purchasing such experiences.

157 responses



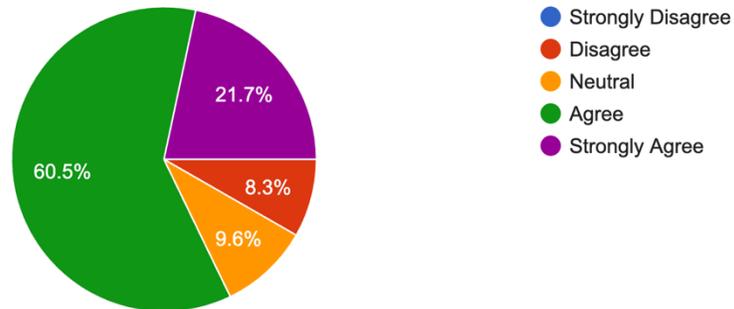
I intend to follow the influencer's recommendations in the future.

157 responses



I would consider booking a trip, event, or leisure activity after seeing this influencer promote it.

157 responses



Which category of hedonic experiences do you engage with the most?

157 responses

