The Effects of Social Media Influencers on a Consumer's Marketing Decision

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Abstract

Our study delved into the effects influencers could have on the purchase behavior of social media users. It is currently one of the biggest trends in viral marketing that has gained traction to resounding results. As a result of good influencer marketing, brands who have resorted to this tactic have seen astronomical growth in market share, and consumer mindshare. With the growing prevalence of social media, we chose to investigate the effectiveness of influencer marketing to determine if there is a correlation between social media influencers helping companies generate higher sales and brand visibility.Through our primary data collection and analysis, we tested if the number of Instagram likes on a post affected the consumer's choice in purchasing the product or not.

Our survey was administered to students from San Diego State University ranging from ages 18 to 25. We randomly assigned the respondents to one of the two independent variables: one Instagram post displaying a small amount of likes and one post displaying a large amount of likes. We chose to feature a dress from Fashion Nova worn by Tammy Hembrow, Instagram model, to see if there were any distinguishable effect on user opinion and purchasability of the product. Each of our respondents were randomly assigned to seeing one picture that featured the same influencer and product, but the likes were being manipulated. Overall, we found that "likes" have minimal to no effect on purchasability for products promoted by social media influencers on Instagram. We also discovered that consumers look at the trustworthiness of the influencer before making a purchase decision. The more likely they trust the influencer, the more their likelihood to buy products promoted by the influencer will increase.

I.   <u>Introduction</u>

Problem Definition

We want to research if there is a genuine connection between social media influencers and the purchase behavior of social media users. With the rise of utilizing social media in marketing, we wanted to focus on the value influencers have on consumer perception. In essence we will investigate how impactful these individuals are in persuading consumers to purchase a product. Our research is going to be focused on seeing how motivated individuals, who are ages 18 to 25, are by the influencers they follow on social media. In 2017, there was a lot of controversy and outrage regarding an event called Fyre Festival, where more than 400 influencers with large social media followings were utilized in order to promote a new and unknown brand. Thousands of millennials were misled and essentially conned out of their money because they supported what "new and trendy" product or service that these influencers were promoting on social media (Hills, 2017). Thus, our problem centers on the very concept that society's' reliance on social media may lead consumers to subconsciously connect to a brand or product based upon the familiarity of the model or person endorsing it.

Research Question

The focus of our research will be centered on the questions, "Do social media influencers have an effect on people's willingness to buy the product being promoted?" As well as, "How does the use of platforms, such as Instagram, influence, create, and affect brand awareness?"

Research Objective

The objectives of this study are to determine whether young adults look toward social media influencers to buy a product, and to establish the overall effect these influencers have on the younger generation who view these social media posts. Perusing influencer activity will help us establish a reasonable scope of influence that these individuals have over their followers. Our research will be focused on Fashion Nova, one of the fastest growing online clothing brands whose marketing is primarily done through the usage of social media influencers. First, through secondary data analysis, we aim to look at how the transition from traditional to present-day advertising impacted the way that companies would try to expand brand awareness and loyalty. In addition, through secondary research, we will analyze whether there is a correlation between Fashion Nova's choice to include influencers in their marketing strategy and the growth their brand has sustained since doing so. Our primary data collection and analysis aims to study how likely young adults, aged 18 to 25, are to trust and purchase a product that an influencer who they follow on social media is promoting. Through our primary data collection, we also wanted to investigate whether the number of "likes" that were shown on the influencer's post persuaded a consumer's purchasing decision or attitude toward the brand.

Action Standard

With the information we obtain, we will be helping the larger community be aware of the affects influencers on social media have on potential consumers. This information can help us, as marketers utilize our growing social media platform to reach and influence existing and new

consumers. Our findings will also allow us a chance to discover new and interesting ways to interact with the consumer in the future.

II.   Secondary Research

Social Media Spotlight

_____The emergence of social media has presented advertisers a key opportunity to connect with the consumer on a vastly new plane. This is an opportunity for companies to develop and expand on their selling concept by creating a lasting connection with consumers. The use of social media offers companies a chance to build relationships that appear more authentic to consumers.

This development allows companies to accumulate higher levels of goodwill, decipher new trends as they develop, and direct consumers toward new and more convenient products and services. In this new technological age, a shift toward more "authentic," relationship based marketing is proving to be more lucrative for companies willing to put forth the effort to connect with the consumer online. In 2015, the Global Web Index reported that people spend approximately 1.72 hours a day on social media platforms, and at that time that accounted for around 28% of all online activity recorded (Bennet, 2015). It is safe to say that this trend is not dying down anytime soon. The days where brands can only be seen or interact with potential consumers via magazines, television, and billboards are over. In his study, aimed at influencer marketing, Morgan Gluckman notes that influencer marketing allows the consumer to "directly

interact" with brands via their favorite online personalities, which are treated as "trusted sources" (Gluckman, 2017).

Today platforms such as Instagram, Twitter, and Youtube support influencers and brands by allowing a steady stream of content for users to interact with in new and innovative ways. There has been a drastic shift in the type of advertising being used and companies that are new to the market have been adapting by shifting to these strategies in the last few years. Millennials' have also stated that they do not trust traditional advertising, thus a new lane of marketing that focused on building a relationship and trust was created. Social media marketing itself came about out of necessity; however, due to Instagram's initial policy against brands integrating their content on the platform, leading companies were challenged to find another way to spread their presence across Instagram (Woods, 2016). Essentially, this obstacle forced companies and brands to find another avenue in order to reach consumers on social media.

Finding a way to tap into the large following influencers have on social media, allowed brands to circumvent the limitations platforms, such as Instagram, placed on brands. This strategy also enabled brands to alleviate the task of developing trust with consumers, because that is now primarily left to the influencer. Woods states that influencers are incredibly attractive investments for brands because an efficient and reliable influencer will keep their following attentive with a consistent stream of content that is perceived as authentic by their audience. (Woods, 2015). This led to the rise of social media platforms such as Instagram, Twitter, Facebook, and YouTube playing an immense role in social media being utilized to attract target markets and generate brand awareness and loyalty amongst Millennials.

For our research, we focused primarily on the age demographic of those aged 18 to 25 and the effect social media influencers on Instagram have on this particular market segment. About 71% of Americans in this age group now use Instagram. In today's marketing, "social media influencers have emerged as a dynamic third-party endorser" (Freberg, 2011) and have proven to be a valuable asset to companies with a presence that is primarily online, such as Fashion Nova.

Fashion Nova

An article written by Marc Bain in 2018 states that no brand has embraced influencer driven marketing like Fashion Nova, within the first five months of 2018 Fashion Nova was the top-performing brand in earned media value. The value in question is in regard to the publicity that was gained through their promotional efforts, and it totaled over 125 million dollars (Bain, 2018). Fashion Nova's utilization of their 3,000 "Nova Babes," their social media influencers, contributed to pushing more of their consumers towards a purchase decision. In fact, according to their CEO, their Instagram page receives thousands of direct messages every day of people hoping to work with the growing company.

A quick look through their catalog demonstrates Fashion Nova's shrewd social media policy. By sending out free clothing items to certain figures online, Fashion Nova capitalizes on the notoriety and exposure their "Nova Babes" bring to each product. One single post by Kylie Jenner can generate "up to $50,000 in sales" (Valentine, 2018) for the clothing brand. Perhaps it is the brand's affordable prices that is a big contributor in this sense, but Fashion Nova has a different take on it. They believe that their main appeal is the fact that they are constantly

keeping up with fashion trends and catering to this cultural trend of people, specifically those 18 to 25 years old, aspiring to be a Internet-celebrity or gaining a large following on social media. Essentially, patrons of Fashion Nova can frequently buy clothes from the site and post their outfits on social media just as much as affluent celebrities. These posts work as a form of advertisement that spreads the brand name and image out to a wider array of potential consumers. Fashion Nova's ability to maneuver influencers to be a part their brand has become a successful tool for them and one we will further investigate through our own primary data collection and analysis.

Fyre Festival

While the use of influencer marketing has been an unequivocal success for Fashion Nova, it would be negligent not to mention the negative aspects of this emerging form of marketing. One of the best and most recent example of this is none other than the highly publicized Fyre Festival. With the use of 400 prominent influencers, the organizers were able to sell out the first time festival by selling multiple tickets for roughly one thousand dollars each. That in of itself can easily be considered a success for a marketer, but unfortunately all those who purchased tickets were misled and fell victim to the power of influencer marketing. The festival not only failed, but the organizers were accused of defrauding festival attendees for advertising the event on social media falsely. There were certainly several reasons that led to this debacle; however, the absolute trust placed on influencers was undoubtedly one of the most important. In an article, MuseFind reported that 92% of millennials judge influencers as more trustworthy than traditional celebrity endorsed marketing (Shaw, 2019) and Fyre Festival illustrated how trusting consumers were of social media influencers, especially of a brand or company that is new in the market.

Because of situations like this one, the Federal Trade Commission (FTC) now regulates influencers and require them to disclose when they are being paid to promote a product or service to protect the consumer, thus helping the influencer maintain their credibility.

Albert Bandura's Learning Theory

A study within an article by Cheah Jun Hwa highlights the impact influencers have on consumer attitudes and purchase intention. The study uses Albert Bandura's theory of Social Learning to explain the relationship between social media influencers and the effect that they have on consumers. (Hwa, 2017). The Social Learning Theory states that people learn through observing others' behaviors and attitudes; moreover, this theory combines aspects of cognitive and behaviorist learning theories as it encompasses attention, memory, and motivation. For example, when people notice an influencer with a large following on Instagram consistently tagging a particular brand that they are wearing, it may cause them to mimic the attitude of the influencer and attribute a positive feeling towards that brand. On social media, the online personality that influencers possess functions as a trusted source for perspective consumers (Gluckman, 86). The consumer may also be more motivated to go towards a purchase decision upon continuous exposure to social media postings from an influencer.

According to an article written by Louise Richardson, 71% of people are more likely to make an online purchase if the product or service has been recommended by others (Richardson, 2019). What makes influencer marketing so appealing to consumers is the fact that they are seeing these products being posted and worn by people that they admire or want to mimic in regard to lifestyle. Another researcher, Jin and Phua, also studied this subject and found that people heavily rely on the influencers who have more followers to assess one's popularity. They

also discovered that influencers who are more popular are perceived as more attractive, extraverted, trustworthy, approachable and possess other socially desirable characteristics (Hwa, 2017). Therefore, consumers are more subconsciously drawn to trust and buy a product that an influencer who has a popular social media platform promotes.

Instagram Influencer Advertising

A perusal of MediaKix's exposé on influencer marketing denotes that as of 2016, brands spend approximately $1.5 billion on influencer marketing, with projected revenue expected to reach $15 billion to $20 billion by 2020 (MediaKix, 2016). It is considered so effective because the instagram influencers are perceived as the perfect balance between authenticity and reliability. Even when the post is a sponsored ad, the followers will still see it as an organic post and trust the products that are being advertised. This consumer trust is generated by the idea that most influencers are experts within the fields that they promote (Gluckman, 2017). For example, if the instagrammer is focused on being a fashion influencer, then their followers will view them as an expert in fashion. When asked about the benefits of including influencers in their marketing strategy 81% of marketers said it was effective, and 37% reported better retention rates due to the consumer's trust of the influencer that they first saw the product on (Burgess, 2016). These studies highlight how much influencers have become an incredibly powerful and effective new wave of marketing used today, and a valuable tool brands can use to reach larger audiences in what appears to be more "authentic" ways. We are going to investigate this widely new tool in marketing through our own data collection and analysis by the manipulation of Instagram likes on a post advertising Fashion Nova clothing. The survey we conducted features a well known fashion influencer who often promotes Fashion Nova clothing along with other brands. Within

our primary research we are concentrating on one main factor-- whether our respondent's likelihood of purchasing the product is affected by the high or low number of Instagram likes the post receives.

III.   <u>**Research Method and Data Collection Plan**</u>

Research Method

Our main mode of research will be an online questionnaire made through Qualtrics. The online questionnaire will be sent out to numerous people at SDSU through emails, as well as friends and family. Our key focus will be on college students, specifically those who are 18 to 25 years old, as our target market. We believe that the individuals a part of this target market are ones who are frequent users of social media. By making the survey online accessible survey allows participants to take it at a time convenient for them, at their own pace, and without an interviewer. The questionnaire will help us turn our research objectives into questions that can help us obtain quantitative data. In order to eliminate non-responses of our survey, we have an incentive of choosing a participant at random for an Amazon gift card. We have also allowed for our participants to state whether or not they wish to be considered for the gift card.

IV.   <u>**Experimental Design and Procedure**</u>

We will conduct a true-experimental design, more specifically a factorial design, in our survey. This will be a one factor, 2 level experiment. Our sample will consist of students aged 18

to 25, which will be representative of the demographics that we are looking to study. The students in our experiment will be randomly assigned to one of the two pictures that both feature the same woman wearing the same Fashion Nova dress, but displaying a different number of Instagram likes on each picture. The factor is the influencer wearing the Fashion Nova product. The two levels will include one picture that has a high number of Instagram likes, and another picture of the same influencer but this picture has a lower number of Instagram likes. After this experiment we will be able to determine what influence Instagram influencers working for Fashion Nova has on potential purchasers. Our independent variable in this experiment will be the amount of Instagram likes shown to individuals taking the survey, and the dependent variable will be their response to the pictures and their willingness towards buying the product for themselves or another person.

V.   Data Results

Demographics

Through our primary data collection and analysis we investigated how effective social media influencers are on a consumer's purchase decision. We created our own survey and administered it to SDSU college students. At the conclusion of our data collection, we obtained about 66 valid surveys that we could utilize for our analysis. We ran multiple types of analysis in order to reveal if there is a correlation between Fashion Nova's use of social media influencers and the growth of their brand awareness and loyalty. The target market that we focused on were college students aged 18 to 25 because that is the demographic that is most prevalent on social

media. The average age of the respondents was 22 years old, which fell into the target market

that we were investigating. Another key demographic from the survey was gender. The gender

options that participants could choose from were "female, male, prefer not to say, and other."

From our sample of 66 respondents, 22 were male and 44 were female. Moreover, our sample

included 33.3% males and 66.7% of females. The demographics of Instagram users illustrate that

females make up the majority of Instagram users, and our sample also reflects that (Bain, 2018).

Predictive Variables

We ran a multiple regression analysis with the variables: age, gender, and testing if the

respondent has ever purchased a product after being exposed to it on social media. We also tested

how likely respondents were to make a purchase from brands that influencers promoted. Each of

these variables were being tested against how likely the respondent was in buying the dress

featured in the Instagram post that they were exposed to in the survey, regardless of the

Instagram likes. Contrary to our expectations, the results all came back as insignificant. These

results illustrate that none of the variables we tested were valid ways to predict the likelihood of

purchasing the dress promoted by an influencer.

Differences Between Control Groups

To determine the effect that the number of Instagram likes had on purchase behavior, we

ran a test that compared the number of likes the picture received with different results for certain

variables such as likelihood to purchase item, and the product's desirability. We compared the

following survey questions with the different dress pictures: "Can you estimate how many it took

for you to view that post before making the purchase?" "How likely are you to buy from a brand

after seeing an influencer promote it on social media?" "How likely are you to purchase this dress for yourself or for someone else?" and lastly we had respondents rate the following statements " I look for purchase inspiration on instagram" (Figure 1.1), and "I trust instagram influencers opinions/reviews on products" (Figure 1.3). After running an independent samples T-test, our results were all p-values that concluded that none of these variables were greater than 0.05, thus there is no significant evidence to support that the desirability to buy the dress changes with the amount of Instagram likes.

Trust and Purchase Behavior

Next we examined the relationship between gender and how likely the consumer believed that they look for purchase inspiration on Instagram. Through the use of a row percentages Cross-Tabulation table illustrated in Figure 1.4, we found that there is a significant association between gender and likelihood to look for purchase inspiration on Instagram as shown in the output table in Figure 1.5. The p-value is 0.010 which is less than 0.5, but we are unable to know the direction of the relationship from our given output. Looking at the pattern of the table in Figure 1.4 shows that the majority of females agreed with the statement, while more than half of the males who responded disagreed. This alone was not enough to demonstrate a correlation with with the influence of purchase decisions, but it did illustrate the pattern between males and females and their likelihood of looking to Instagram for purchase inspiration.

Internal Reliability of Data

From our data we were able to surmise that there could be a problem in our data or inconsistency in the data we collected shown in Figure 1.6. Our Cronbach's Alpha Test score

when we included the main variables in the analysis was at a 0.56 (Figure 1.7). The questions in

our survey regarding brands featured by influencers, purchase inspiration found on Instagram,

and trust placed on influencers were not consistent with each other, which made us go back and

review our data again. Going further into the analysis, we discovered that the question "How

likely are you to purchase this dress for yourself or for someone else?" was adversely affecting

the score (Figure 1.8). Once we removed that item our score increased, and further tests also

eliminated additional unnecessary variables. Our score improved to 0.692, which is still below

the 0.80 threshold (Figure 1.9).

Out of all of the variables we tested the three most consistent variables found in our data

were, inspiration found on instagram, trust in influencer reviews, and finally the purchasability of

a product after it was featured by an influencer. (Figure 1.10) Finally, we narrowed down the

tests to the two most consistent variables," inspiration found on instagram" and "trust in

influencer reviews", we attained a score of 0.768 (Figure 1.11and 1.12). None of these scores

were above the threshold, which led us to conclude that our data has latent inconsistencies in the

answers provided by our respondents. We believe that a portion of our respondents may not have

been completely honest with their replies due to choosing socially desirable answers in regards to

the overarching question of how much they are influenced by influencers.

VI. Conclusions

Through our study, we were able to ascertain that a portion of social media users were

influenced to buy products promoted by influencers. We were also able to confirm Gluckman's

findings, the trustworthiness of an influencer plays an integral role in effective influencer marketing. Our study was also able to conclude that the number of Instagram likes has little bearing on determining the purchasability of products promoted by influencers. It is a result we were not expecting to find but as it pertains to the world of fashion, users between the ages of 18 to 25 are not easily swayed by the number of Instagram likes a post may have. This result demonstrates that users of social media platforms may be more savvy in regards to the influencer marketing that they are exposed too. Although finding the right influencer may help a brand get visibility, that alone does not guarantee purchases.

VII. Recommendations

For brands looking to use influencer marketing to enhance or build a brand image for their product it is imperative that they research potential candidates. Researching each candidate can help determine which personality fits the corresponding brands and products. Finding the right personality for the right brand can make or break the effectiveness of the advertisement. Making the wrong decision can irrecoverably taint the image of a brand for consumers. It is also important to note that companies must also research the type of content produced by perspective personalities. If an influencer promotes a brand in a way that does not align with the industry or product category it falls under that could have disastrous effects for the brand. Companies should look for personalities that maintain a steady flow of content with their followings and for various innovative ways to enhance interaction with the brand through influencers. A good variety of

personalities tasked with promoting products deemed desirable can place a brand in the minds of consumers long after an advertisement has been observed, if done so successfully.

VIII. Limitations

As we have concluded our research and data collection, we also encountered certain limitations that affected the overall outcome of our results. Before we even began conducting research for our topic, we realized that our respondents along with us already have our own biases regarding what we are influenced by on social media. There is an upward trend of different brands using influencers to market their products, and we assumed that our results from the survey would support our biases. As researchers, it is important to minimize biases and try to be as neutral as possible.

After administering the survey, we also received feedback on the type of dress that we chose to feature. Some of our respondents told us that the dress that we featured is "out of style" or did not appeal to a clothing item that they would choose to purchase for themselves or another individual. We suspect that this could have had an impact on our results and shifted the focus from the number of Instagram likes to whether or not the dress appealed to them. If we had the opportunity to conduct this survey again we would try to choose a clothing article that is more popular and appeals to our target market.
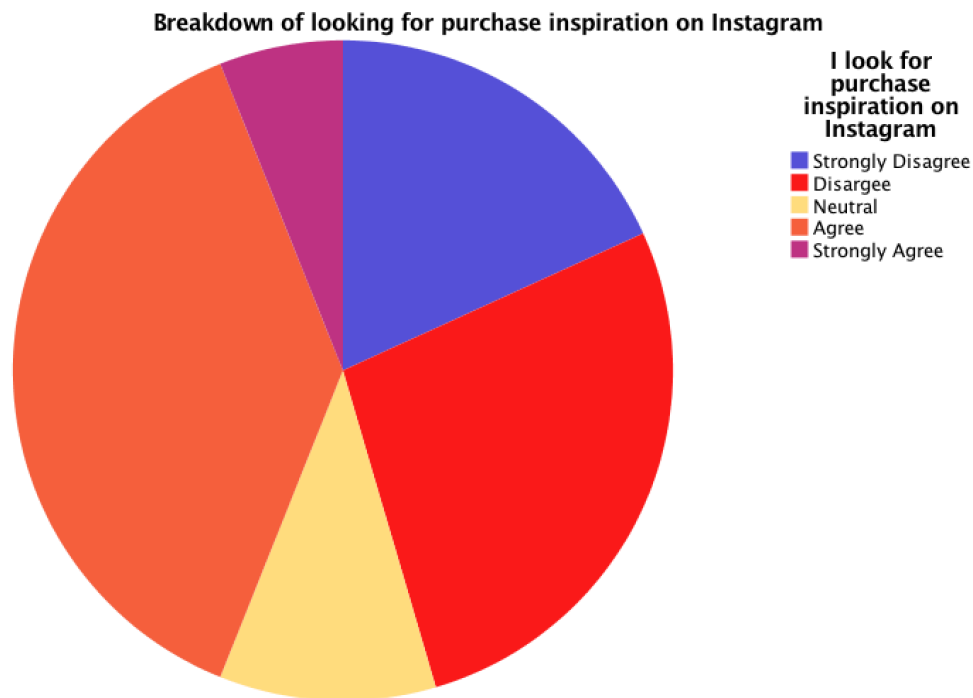
In addition to the limitations stated above, we also had a large quantity of non-responses within our data, which we were not able to use. This surprised us because we did emphase the anonymity of the survey and provided an incentive for our respondents if they completed the survey. To minimize this, we could have included the use of third person techniques and

questioning in our survey. Although we were not able to utilize more data from the target market we administered the survey to, we believe our conclusions and analysis of our data is accurate. The data that we eliminated from our research enabled us to have accurate and efficient support for our findings.

The final significant limitation that we faced was the lack of time we had to conduct this research and administer the survey, as we only had time to test out two independent variables. Given more time, we would add in additional variables such as the number of followers the influencer has or whether or not Instagram has verified their account. An Instagram verification is only given to accounts that they have deemed as authentic for the public figure, celebrity or global brand it is representing. Another variable that we wanted to test was gender, which would be split up by male and female. The questions would primarily be the same for both groups, but they would each get a picture with an influencer who the same gender as them. In this case, we would have four independent variables: a female influencer and a post displaying high likes, a female influencer and a post displaying low likes, a male influencer and a post displaying high likes, and a male influencer and a post displaying low likes. Doing this would mean that we would have to survey more people and collect more data, but we would also be able to look closer at the differences that lie between a respondent's gender and how much they are influenced by influencers on social media.

IX. Appendices

Figure 1.1

Breakdown of looking for purchase inspiration on Instagram

I look for purchase inspiration on Instagram
- Strongly Disagree
- Disargee
- Neutral
- Agree
- Strongly Agree

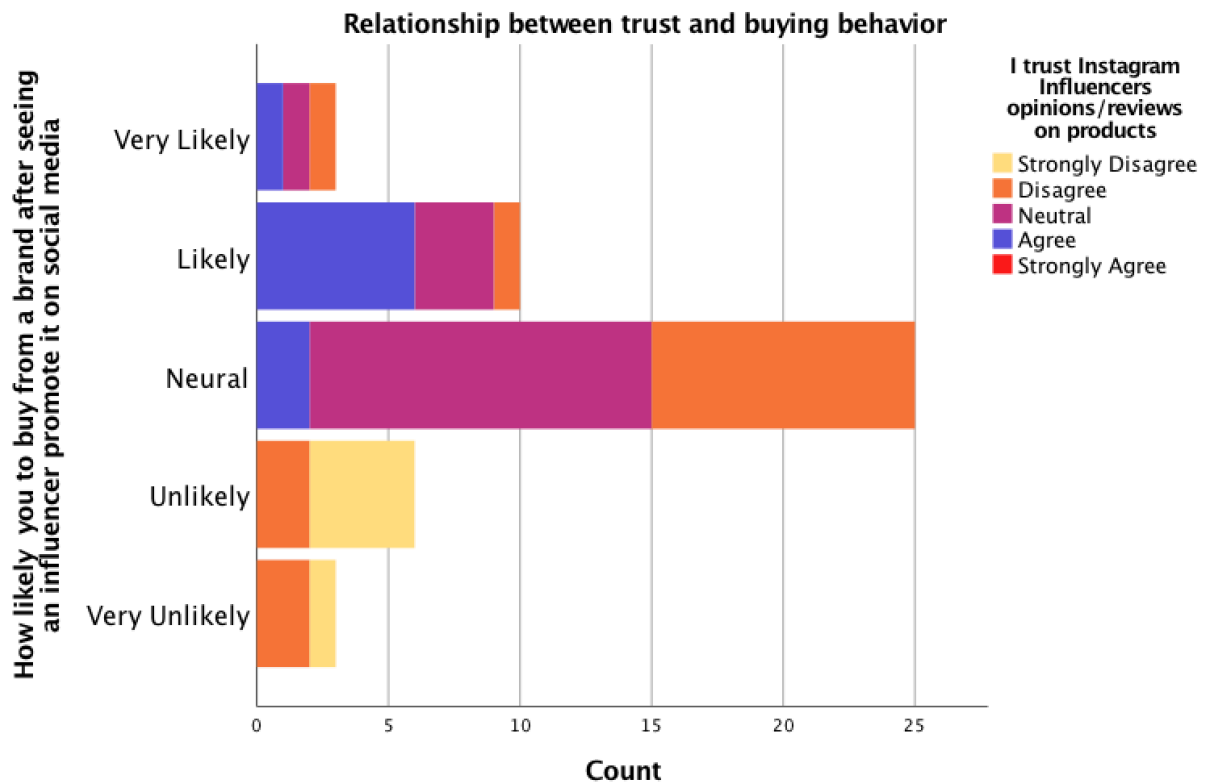The majority of the respondents reported that they agree with the notion of looking at Instagram for purchase inspiration. The next biggest result were responses disagreeing with the idea of looking for purchase inspiration on Instagram, which are conflicting answers. We believe that some of our respondents choose socially desirable answers based on what biases they have regarding social media influencers.

Figure 1.2
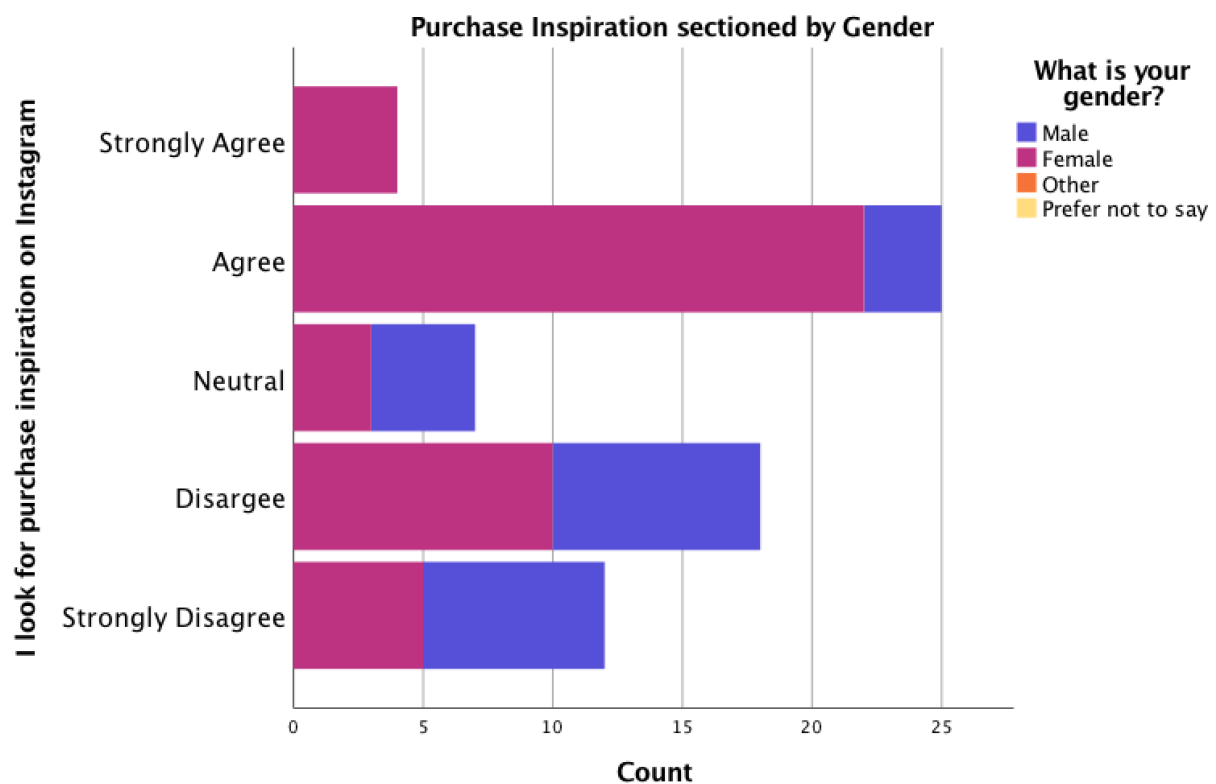
Of the majority of respondents, demonstrated above, were female and our research showed that females are more likely to rely on Instagram for purchase inspiration in comparison to men.

Figure 1.3

The majority of respondents reported that influencer reviews did not affect purchase likelihood, even though most respondents earlier did report that they look to Instagram for purchase inspiration. Our data suggests there is an association between respondents who trust influencers opinions on products and the likelihood that respondents would purchase items seen promoted by influencers.

Figure 1.4

Crosstab

			What is your gender?		
			Male	Female	Total
I look for purchase inspiration on Instagram - 1	Strongly Disagree	Count	7	5	12
		% within I look for purchase inspiration on Instagram - 1	58.3%	41.7%	100.0%
	Disargee	Count	8	10	18
		% within I look for purchase inspiration on Instagram - 1	44.4%	55.6%	100.0%
	Neutral	Count	4	3	7
		% within I look for purchase inspiration on Instagram - 1	57.1%	42.9%	100.0%
	Agree	Count	3	22	25
		% within I look for purchase inspiration on Instagram - 1	12.0%	88.0%	100.0%
	Strongly Agree	Count	0	4	4
		% within I look for purchase inspiration on Instagram - 1	0.0%	100.0%	100.0%
Total		Count	22	44	66
		% within I look for purchase inspiration on Instagram - 1	33.3%	66.7%	100.0%

The result of the Crosstab table demonstrates the associative pattern between the two nominal variables: gender and likelihood to look on Instagram for purchase inspiration. The table shows a pattern of female respondents agreeing with this statement and male respondents disagreeing.

Figure 1.5

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.281[a]	4	.010
Likelihood Ratio	15.082	4	.005
Linear-by-Linear Association	10.726	1	.001
N of Valid Cases	66		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.33.

This Chi-Square Test demonstrates that there is a significant association between gender and likelihood to look for purchase inspiration on Instagram. The p-value is 0.010 which supports that there is significant association present between the two, illustrating that the majority of females agree with this statement and males disagree.

Figure 1.6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
How likely are you to buy from a brand after seeing an influencer promote it on social media? - 11	7.34	4.056	.531	.465	.339
How likely are you to purchase this dress for yourself or for someone else? - 4	8.87	6.070	.024	.026	.692
I look for purchase inspiration on Instagram - 1	7.28	3.509	.390	.199	.458
I trust Instagram Influencers opinions/reviews on products - 1	7.79	4.171	.502	.400	.365

The first Cronbach's Alpha Test that we ran demonstrated the wide spread of results from our

data. We then saw that we had to remove certain variables that were adversely affecting our score

and putting us below the 0.80 threshold.

Figure 1.7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.560	.554	4

Our first Cronbach's Alpha Test Result demonstrates that our data is below the 0.80 threshold for

consistency.

Figure 1.8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
How likely are you to buy from a brand after seeing an influencer promote it on social media? - 11	7.34	4.056	.531	.465	.339
How likely are you to purchase this dress for yourself or for someone else? - 4	8.87	6.070	.024	.026	.692
I look for purchase inspiration on Instagram - 1	7.28	3.509	.390	.199	.458
I trust Instagram Influencers opinions/reviews on products - 1	7.79	4.171	.502	.400	.365

This Cronbach's Alpha Test item total statistics is highlighting the variable that is affecting our

data the most.

Figure 1.9

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.692	.717	3

This is the next score we received after eliminating troublesome variables that were adversely

affecting the consistency and reliability of the data.

Figure 1.10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
How likely are you to buy from a brand after seeing an influencer promote it on social media? - 11	5.79	3.128	.633	.454	.460
I look for purchase inspiration on Instagram - 1	5.72	2.770	.417	.195	.768
I trust Instagram Influencers opinions/reviews on products - 1	6.23	3.444	.522	.390	.591

The table of variables our Cronbach's Alpha Test leaving the three most consistent variables.

Figure 1.11

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.768	.768	2

This table shows our two most consistent variables score, which is still below the Cronbach's Alpha Threshold.

Figure 1.12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
How likely are you to buy from a brand after seeing an influencer promote it on social media? - 11	2.64	.845	.623	.388	.
I trust Instagram Influencers opinions/reviews on products - 1	3.09	.862	.623	.388	.

The final Cronbach's Alpha Test which narrowed down to the two most consistent variables in our data.

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