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**The Impact of Social Media Influencers on
Consumer Engagement and Well-being**
The Role of Consumer Attachment

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Master Thesis report presented as partial requirement for
obtaining the Master's degree in Information Management.

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THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER ENGAGEMENT AND WELL-BEING

by

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STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism or any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honour from the NOVA Information Management School.

Joana da Silva Correia Duarte de Melo

Carcavelos, 26-02-2023

DEDICATION

Aos meus pais, que nunca me deixaram desistir e sempre a meu lado caminham, respeitando as minhas decisões e ao meu irmão, que em tudo incondicionalmente me apoia. Ao meu namorado e amigos que comigo percorrem esta estrada e à minha orientadora, que me ajudou na concretização desta tese e se tornou numa referência para a minha vida.
Todos vós sois parte de mim e a luz da minha caminhada.

John Maxwell –
“To be an influencer, you have to love people before you can try to lead them.”

ABSTRACT

Nowadays, influencers are a proven fact. It is amazing how important they are as representatives of a brand; how well-known they are and how much people identify with them. Presently, social media platforms serve as platforms for businesses. The influence of online resources has changed how much people intend to exercise during pandemics. Although the interest in exercise and a healthy lifestyle has been growing for a while, it has accelerated since COVID 19. It became clear throughout the lockdown that maintaining a healthy lifestyle was necessary. Given the number of digital influencers present in Social Networks, it is necessary to direct the issue to a target niche – fitness influencers – who are dedicated to sharing a healthy lifestyle, connecting the body with health and wellbeing. The way a company is perceived online these days is challenging to completely control, but by picking the right influencers, it is possible to make sure that they accurately represent the companies' values and aid in attracting customers. This research will include both genders to determine if there are differences in their behaviors. For this reason, this thesis focuses on a variety of topics, such as online influencer marketing, social media influencers, fitness influencer, characteristics of a digital influencer, consumer engagement, consumer attachment and well-being. The primary goal of this thesis is to examine how the characteristics of social media influencers (such as credibility, informativeness, similarity and enjoyability) affect well-being and engagement in the fitness sector. To achieve the proposed goal, this thesis was developed through a quantitative analysis study via an online questionnaire with 827 responses.

KEYWORDS

Fitness Influencers; Social Media Influencers; Consumer Engagement; Consumer Attachment; Well-being.

INDEX

1. Introduction.....	1
2. Literature Review.....	4
2.1 Online Influencer Marketing	4
2.2 Social Media Influencers	5
2.3 Fitness Influencer	7
2.2 Characteristics of a Digital Influencer	8
2.2.1 Credibility	8
2.2.2 Informativeness	9
2.2.3 Similarity.....	9
2.2.4 Enjoyability	9
2.3 Consumer Engagement, Consumer Attachment and Well-Being.....	10
2.3.1 Consumer Engagement	10
2.3.2 Consumer Attachment	11
2.3.3 Well-Being	12
3. Methodology.....	14
3.1 Quantitative Research	15
3.2 Survey And Scales	15
3.3 Sample.....	17
4. Data Analysis.....	19
4.1 Regression Model	21
4.2 Mediation Process Analysis.....	22
4.3 Discussion.....	23
5. Conclusions.....	25
5.1 Theorical Implications.....	25
5.2 Management Implications	26
5.3 Limitations and Recommendations for Future Work	27
Bibliography	28
Appendix	35
Appendix A - Explanation of Survey	35
Appendix B - Survey in English.....	36
Appendix C - Survey in Portuguese	40

LIST OF FIGURES

Figure 1 - Conceptual Model. Source: Author	14
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LIST OF TABELS

Table 1 - Questions 7 to 13 the Description and Measurement of Variables. Source: Author.....	15
Table 2 - Summary of Reliability and Internal Consistency Analysis. Source: Author	19
Table 3 - Sample Population Characteristics. Source: Author	19
Table 4 - Variables Descriptive Statistics. Source: Author	21
Table 5 - Engagement Coefficients. Source: Author	22
Table 6 - Wellbeing Coefficients. Source: Author	22
Table 7 – Process Model by Andrew Hayes v4.2. Source: Author	23
Table 8 - Hypothesis Verification. Source: Author.....	23

LIST OF CHARTS

Chart 1 - Frequency using Social Networks. Source: Author	20
Chart 2 - Frequency SN of Sample Who Follow Fitness DI. Source: Author	20

LIST OF ABBREVIATIONS AND ACRONYMS

SM	Social Media
SN	Social Networks
DI	Digital Influencer
IM	Influence Marketing
SMIs	Social Media Influencers
OIM	Online Influencer Marketing
WOM	Word of Mouth
DCE	Digital Consumer Engagement

1. INTRODUCTION

The usage of Social Media (SM) to interact has become the "new normal." SM is widely used today, and because of this, Social Media Influencers (SMIs) have increased over the past few years, making influence marketing (IM) a crucial component of business planning for organizations. As a result, the usability and attraction of influencer endorsements have significantly increased. A person who expresses an opinion and influences consumers' decisions by leading to changes in their attitudes and habits is known as an influencer. (Vrontis et al., 2021)

IM has been a useful method for achieving goals of products and brands. People regularly view thousands of sponsored posts by influencers on SM, particularly Instagram, where they can choose which accounts to follow. Some Digital Influencers (DI) are sponsored by several brands, and, usually, that fact leads individuals to purchase the recommended goods. Influencers also provide information regarding the most recent trends, goods, and companies, serving as a source of inspiration. (Hudders & Lou, 2022) However many doubts about the reliability of DIs comes up in this modern generation of influencers. Do they have any merit? Do they have a distinct personality? Or do they just advertise a product because they get paid to?

In October 2022 there were 4.74 billion people using SM actively, which represents 59.3% of the world's population. (Digital Around the World, n.d.) The median time spent, daily, on SM, was 2 hours and 27 minutes and the total time spent online was 6 hours and 58 minutes, according to data accessed in January 2022. Because of this, social trends emerged, with creators holding the top spot as brands finally connect with the community through artists. 3.78 billion individuals worldwide use the internet to buy items for their houses. Due to the expansion of e-commerce, SM now represents 33.1% of all digital advertising investment. (Kemp, 2022) Given the magnitude of this industry, there are numerous advantages of Social Networks (SN) for business as they are one of the most effective techniques for reaching specific audiences. Companies may build stronger relationships with their customers through SM, and the potential outcomes reflected on the company reputation, as well as perception, could be extraordinarily positive. It is critical for marketers to have a deeper understanding of what motivates customers to interact with and buy from brands recommended by the influencers they follow.

From nano to superstar influencers, SM has given people the ability to establish their own brand through engaging content and participation. (Campbell & Farrell, 2020) These emerging influencers seem to be more relatable than conventional celebrities, according to the most recent data. (Simon @ DMI, 2022) Nowadays, 49% of consumers trust influencer's recommendations and 40% have made a purchase after watching it on Twitter, YouTube, or Instagram. It is a fact that users are more likely to make a purchase once they trust the advice of the influencers.

The report "The State of Influencer Marketing 2022: Benchmark Report," conducted by Geyser, mentions that the IM has improved as an industry and the estimation of growth is about \$16.4 billion. Many organizations have already adopted this new concept of marketing, as new method for communication, with a steady growth tendency. The influencer marketing sector has expanded, and most respondents consider the IM effective. (Geyser, 2022)

Influencers frequently add their own unique personality quirks and aesthetic touches to the content they create. In this way, they provide entertainment and a funnier customer experience, ultimately

adding value to their followers. The consumer's engagement with the brand or pleasurable purchasing experiences haven during the many steps of the consumer's journey. (Shavitt & Barnes, 2020) Another study states that many qualities, including competence, trustworthiness and attractiveness, influence consumers' purchasing intentions. A key component of persuasiveness is the source or method of communication's legitimacy. (Lou & Yuan, 2019) People receive too much encouragement daily, and it is in this environment that the companies struggle the most to be heard. New marketing tactics were, and are being, developed focused on this demand, such as the word-of-mouth marketing, which seems to better target consumer behavior than the traditional marketing.

The focus of this study will be the fitness industry, to better understand whether a certain brand matches the expectations of customers or whether they have changed their thoughts or beliefs through interactions with the posts of influencers. The fitness and healthy lifestyle industry was chosen because, even though it has a long history, since the COVID-19 pandemic the interest of people has grown more rapidly. The impact of internet resources, such as fitness apps and online workouts, has changed the intentions of people, leading to the engagement in physical activity. (Kolakowski et al., 2021) During the lockdowns, the companies had to start focusing on the healthy lifestyle, to keep their business. (Tomar & Chanda, 2020)

Customer journey is often described like a continuous customer experience with several steps, although clients still search for information after making a purchase, and during the post-purchase period. (Pizzutti et al., 2022) Fitness influencers succeeded in improving their recognition on SM and influencing purchasing habits. The fitness boom, commonly referred known as "fitspiration," encouraged people to aspire healthier lifestyles and to follow fitness accounts. These accounts are almost entirely focuses on sharing images and videos of workouts, meal preparation, and items related to fitness like protein sources, shakers, and detox teas, as well as the dissemination of their body-shape-related accomplishments. (The Editor, 2018)

DIs frequently succeed in promoting brands and products, consequently leading to changes on purchasing intentions of their followers. Additionally, they also have significant impact, with their job, on promoting their lifestyle, wellbeing, and exercise. (Sokolova & Perez, 2021) Influencers are viewed as examples of observational learning and, as a result, have the power to conduct or change the beliefs of audiences when are considered the similarities between a content provider and traditional media characters. It is crucial to comprehend how DIs and their content affect the distinct views, intentions, and behaviors of followers, in addition to, their intended purchases for those reasons. (Folkvord et al., 2020) Fitness influencers encourage physical activity and a healthy lifestyle to their vast number of followers. Behavior intentions of people can be comparable when they are selectively exposed to a model who promotes a healthy lifestyle. (Sokolova & Perez, 2021)

Since DIs are such a broad topic, there are numerous ways to approach them. The present research will study DI's credibility, informativeness, similarity, and enjoyability. Where credibility is defined by Vrintis et al. as a source characteristic where the consequence is posting attitude, brand attitude, brand image and trust. (Vrontis et al., 2021) According to informativeness, media consumers rely heavily on content when making decisions about the products they want to buy. (Ki et al., 2020) Similarity can be explained through the sense of people who develop a deep emotional bond with other SM users, discovers that those users have things in common or share similar hobbies and preferences. (Ki et al., 2020) The last characteristic that will be study is enjoyability where satisfaction

with SM and engagement are both positively correlated with enjoyment in the consumer world. (Magno, 2017) In this thesis, the influence of these 4 key characteristics on customer attachment will be studied. Zhao et al. describes consumer behavior as the act of a group of individuals or an organization deciding to utilize a good or service to meet their requirements. (Zhao et al., 2021) Through the response of consumers, it will be studied how the digital characteristics of a digital fitness influencer impacts the wellbeing and engagement of customers. A customer is more likely to develop a strong attachment to a DI if it meets their demands for relatedness or autonomy. (Ladhari et al., 2020) It will be also verified if the level of individuals satisfaction is related to their level of well-being. (Diener, 2009) Last of all, to verify if content of DI influence engages the follower on SM, it will be study the enjoyability through followers of brands in a digital environment if they are referred to as Digital Consumer Engagement (DCE). (Munaro et al., 2021)

As a result, the primary goal of this thesis is to examine how the characteristics of SMIs (credibility, informativeness, similarity and enjoyability) affect well-being and engagement in the fitness sector. This study also intends to help influencers and small businesses find new digital tactics for their brands or clients by examining typical consumer behavior and, consequently, increase corporate purchases. The objective is to respond to the following query:

“What is the influence of digital influencer characteristics (credibility, informativeness, similarity and enjoyability) in consumers well-being and engagement with the digital influencer?”

This dissertation is divided into four parts. The work begins by discussing the theoretical framework and the creation of hypotheses based on the literature review. The second section will investigate topics related to methodology, in order to end this section, a quantitative approach was used through an online survey, by following a data analysis. The major conclusions, as well as this study's limitations and suggestions for additional research, are presented in the last part.

2. LITERATURE REVIEW

The way we interact on SM platforms may be viewed as a culture that operates in a network and promotes stronger associative relationships between people, fostering a more global and interconnected society. This is particularly true when it comes to the creation of content. (Meisner & Ledbetter, 2020) Recently, SM has emerged as a major channel in DM, driving brand discovery and purchase decisions. For this reason, SM and influencers can directly impact customers' relationship with brands and consumer behavior.

Consumer behavior can be evaluated based on an individual's traits and decision-making process when the consumer is prompted by outside variables and makes a purchase decision. Among these are the selection of a product, a brand, a supplier, the timing, and quantity. The consumer's impression of value and benefit always comes before their purchase intents, and both elements are crucial for forecasting consumer purchasing behavior. (Kotler, 2012) Accordingly to Spears and Singh, the purchase intentions are defined as "a person's deliberate plan to attempt to buy a brand". (Spears & Singh, 2004)

Online media has changed the ways that customers are attracted to brands. By reading, writing, watching, commenting, sharing, and viewing products from several angles, consumers interact with companies and products. For instance, followers are willing to invest more time and effort to establish better connections with the SMI. (Kim & Kim, 2020)

2.1 ONLINE INFLUENCER MARKETING

The Internet created new channels for marketing, sharing, and consuming. When we talk about Web 1.0, we are talking about the World Wide Web (WWW), which only provided information to users in one direction. Contrary to Web 2.0, that enabled users to communicate and generate content. In Web 2.0, SN like Facebook and YouTube emerged, taking the place of the Internet's sole purpose of serving readers and beginning to target writers as well. We are currently during Web 3.0, where smart phones and apps have already been developed, boosting the use of popular social networking sites like Instagram, and where it is now possible for anyone to obtain online followers. Web 3.0 has also given computers the ability to analyze data in the exact same way as humans do, enabling them to provide pertinent and customized content in accordance with the requirements of each consumer. (Goel et al., 2022)

With all the changes that the internet has been having, identifying, and addressing the demands of consumers has always been a number one priority for brands. Brands now have the ability to communicate directly with their customers thanks to SM. More than ever, it is simple for brands to establish connections with their targeted market. Is difficult to have complete control over the way a business is seen online these days, but by choosing the appropriate influencers, it is possible to ensure that they accurately represent the values of the brands and help them to win over customers. (Booth & Matic, 2011) With the emergence of online media, consumer behavior has changed. Today, we make decisions based on our emotions and then look to others for influence and guidance. (Singha et al., 2021)

Online Influencer Marketing (OIM) has evolved in response to changes in consumer behavior. (Lou & Yuan, 2019) Consumers are expressing greater skepticism toward traditional brand marketing with a

growing lack of faith in traditional marketing. (Ertimur & Gilly, 2012) SMIs that advertise brands and products on SM provide an excellent alternative for companies that are having trouble reaching their target audiences. Influencers express their opinions about the businesses they collaborate with, which enhances the authenticity of OIM content and reflects their personal preferences. (Leung et al., 2022)

DI are those who have amassed a following on SM and are seen as digital opinion leaders having a large social influence on their following. Influencers get followers by actively sharing content on SM, unlike superstars who have achieved success in an accredited institutional environment (such as acting, music, or athletics). (Lee et al., 2021) Online influencers produce and share information through blogs, vlogs, or other forms of content creation that ostensibly depicts their daily life, experiences, and opinions. They keep in touch with followers frequently and engage with them in conversation. Influencers work diligently to develop a distinctive personal brand by carefully curating their content and appearance. Because of their affinity for the influencer, followers decide whom to follow. (Argyris et al., 2020)

OIM was defined by Leung et al. as a technique where a business chooses and encourages online influencers to engage with their followers on SM in an effort to promote the special resources of these influencers to promote the company's services, with the goal of enhancing the performance of the company/brand. (Leung et al., 2022)

With the advent of OIM, businesses now deliberately pay online influencers to spread the word about the Word of Mouth (WOM) in order to choose and reward them for doing so. (Lim, 2015) In accordance with the terms of the contract, DIs are selected to produce material and advertise the company's offer through their postings. Fees differ significantly amongst influencers and depend on a number of variables, including the influencer's following, industry, and content type. Additionally, they may receive compensation in the form of complimentary goods or experiences rather of cash. (Silva et al., 2019)

To promote the business's offering and have an impact on their views and actions, OIM tries to engage DIs with their followers. (Ye et al., 2021) OIM enables entrepreneurs by engaging with their networks of followers and utilizing followers' faith in influencers. Contrary to fame, over which the business keeps complete control, or through viral marketing of messages specifically created and shared by the business to promote WOM, OIM requires businesses to give influencers a significant amount of power over how they communicate about the offer. This essential OIM characteristic is both a huge strength and a possible risk. (Leung et al., 2022) With the development of the OIM, the emergence of the SMI was significant. SMI have specific characteristics that allow them to influence the different behaviors of consumers.

2.2 SOCIAL MEDIA INFLUENCERS

If we discuss the beginning of SM development, we can say that it started with appearance of first web location for social connecting. As we know, web search was limited to one-way web browsing on web pages. (boyd & Ellison, 2007) Nowadays SM is different, we are always on. The smartphone is omnipresent and on top of that there are other devices where SN can be accessed at any time and any place. (Raj & Raman, 2017)

SM is defined by the exchange of ideas, content, thoughts, and interpersonal relationships over the internet. SM differs from traditional media in that anyone can make content on them. Nowadays we live in a world with text, sound, video, image and a community of people that talks through a phone. This eliminates the need for intermediaries, such as letters and the traditional media. So, Social Networking is direct and targeted to key segments. (Kietzmann et al., 2011) With the development of SM, a whole new world was possible, new communication capabilities and influencer marketing is one of the most powerful tools that put brands and products in the right context and provide consumers with relevant, more natural, and customized content than traditional advertising.

Due to the speed at which the Internet has developed, some people are able to reach a large audience by garnering lovers and supporters through the guidance they provide, becoming SMIs in the process. Due to the prevalence of SM, the accessibility and attraction of influencer endorsements have greatly expanded, and for some people, being an influencer is a job. The gradual adoption of SMI marketing by professionals has also resulted in the emergence of SMIs as a crucial marketing tool, sparking an increase in study interest in business media. (Vrontis et al., 2021)

Since SMIs have a significant impact on their followers, it is crucial to understand how they are able to forge a link of emotional proximity that motivates others to adhere to their advice and maintain a constant interest in and need for connection. This is because SN enable the SMI to organically forge bonds. (Sánchez-Fernández & Jiménez-Castillo, 2021) The SMIs can now reach their audience thanks to this information highway, which makes it necessary for them to maintain communication with them. As a result, their audience is constantly expecting news that the SMIs are quick to provide. As a result, the SMI message must contain emotion. SMI creates a desire for their followers to be informed on the information they supply by being present all the time. (Jacobson & Harrison, 2021)

SMI may freely define their personality because of the network's ability to publish any kind of material, which influences the target audience and helps them forge an emotional connection that enables active engagement with the followers. Influencer marketing is currently seen as an essential component of digital marketing and a genuine sales technique, capable of producing sizable profits and influencing the consumer's purchasing decision-making process from the very beginning. (Ali & Anwar, 2021) SMIs can therefore influence the behaviors and motivations that cause the public to have empathy for the necessity of the ultimate purchase.

The fulfillment of previously defined needs results in the development of a tight affective link in a social setting, connecting the SMI with its target audience and resulting in a shared identification of goals and a virtual relationship. People who will buy the final product will perceive this relationship as real, which will lead to the creation of a strong tie between the leader and his followers and, finally, the satisfaction of human wants. (Haythornthwaite, 2011)

Brands utilize SMIs to encourage positive consumer reactions to their interests, enabling both SMIs and their followers to take part in the co-creation of the brand's image on SM. It is becoming an important and inevitable topic for academics and practitioners to discuss who these SMIs are and how they affect consumer behavior. In the interests of academic knowledge and commercial practice, a more thorough explanation of this phenomenon is thus obviously required.

SIMs are specifically used by brands to promote positive consumer responses to their interests, allowing SIMs and their followers to participate throughout the co-creation of the brand's online presence. (Vrontis et al., 2021)

2.3 FITNESS INFLUENCER

Influencers may choose to promote brands and goods they do not support in order to further their financial interests, diverting them from sharing genuine and authentic content. (Audrezet et al., 2020) Therefore, it is crucial that followers see their influencers as genuine people who support the causes and businesses they care about.

The fitness boom was referred to as "fitspiration," a fad that encouraged people to lead healthier lifestyles by following fit profiles. These accounts are almost entirely devoted to the production and dissemination of images and videos of your workouts, meals, and healthy items, like proteins, shakes, or detox teas, as well as the results you get in maintaining a fit physique. (The Editor, 2018)

The term "fitspiration" (or "fitspo") is then used to describe this fitness-related motivation that surfaced on SM, enabling users to examine photos and videos primarily related to the practice of physical activity and interact with people who share their interests. Given their status as role models, it is presumed that these fitness influencers can have an impact on their followers' decisions to buy healthy items and adopt comparable workout habits. (Murashka et al., 2020)

The "fit" (or "match") between an endorser's behavior and the product they support is acknowledged in traditional marketing, where it is one of the most important variables reflected in brand attitudes. (Park & Lin, 2020) Fit can be defined as how much a product's association with attractiveness and the endorser's physical appearance match. In subsequent research, match was defined in the brand's personality's closeness to their personalities. Fit, in general, refers to a specific degree of agreement between an endorser's traits and those of the things they are endorsing. (Till & Busler, 2000)

As advocates or authorities in a certain area, influencers may refer to themselves as such (e.g., "fitfluencer"), which may make it easier for their brand personalities to naturally correspond with those of the brands and goods they endorse. Recent studies have shown that when an influencer's characteristics align with those of the endorsed product, customers have a more positive perception of the product or brand and are more interested in making a purchase. (Janssen et al., 2021) In this situation, the function of DIs is to portray their bodies as being in good physical shape and capable of performing seemingly impossible physical workouts; their bodies serve as brand avatars to communicate the value of products and services by promoting an ideal body image simply by sharing videos and photographs on SM.

The body is perceived as a spectacle with significance in the modern world; it is described as a location that is both individual and collective, involved in social and cultural dimensions, and that justifies consumer attempts to better it, given that our bodies are causes of worry. Health professionals' statements and our personal experiences with stress, aging, and disease create questions about how well and how long our bodies will last. However, SM posts and our everyday interactions with others serve as a constant reminder that looks can be deceiving. (Pilgrim & Bohnet-Joschko, 2019)

People express their identifying traits, preferences, decision-making processes, and aspirations through their physical appearance. (Moraes et al., 2019) The body acts as a bridge between an

individual's internal and exterior worlds, transmitting the subject's very perception, experience, and sensation. The body that acquires marks from other bodies is precisely a structured and co-constructed body, which reinforces the socially imposed process of body adjustment by helping people form lasting dispositions.

Inducing body exposure that should indicate beauty, health, sensuality, and success while standardizing gestures and routines, the fitness style reflects contextual norms regarding an idealized body, creating stigmas for those whose body elements are not considered acceptable. As a result, it is important to show off the body while demonstrating self-care and efficacy in bodybuilding techniques. Physical conditioning exercises require a strict discipline that can lead to suffering and resignation as well as happiness and change that help shape one's perspective on life. The body might be exposed through video and photo posts on SM, which are crucial instruments for disseminating these narratives. (Silva et al., 2021)

2.2 CHARACTERISTICS OF A DIGITAL INFLUENCER

Selecting the right DI for a brand or product is crucial. To reach the target market and boost visibility and sales, it is critical to use the appropriate DI. Recently, the SN sector has demonstrated to us a notable rise in profitability. (Ancillai et al., 2019)

In order for content to be distributed, influencers now play a significant role. Their followers' perceptions of their authenticity can potentially be influenced through a variety of topics. The necessity to investigate the legitimacy of the influencers' association, as characterized by the willingness of followers to also associate with a cause, as a result of your influencer's dissemination, arises, however, in light of the consumer's growing mistrust. (Vrontis et al., 2021)

According to previous research, both the personal and the content features of SMIs have an equal impact on the relationship between SMIs and their followers. (Ki et al., 2020) The following dependent variables—credibility, similarity, informativeness, and enjoyability—were taken into consideration for this research model.

2.2.1 Credibility

Credibility is defined by Vrontis et al. as a source characteristic where the consequence is post attitude, brand attitude, brand image and trust. (Vrontis et al., 2021) The urge to feel socially linked, which enables one to uphold important relationships with others, might be interpreted as the need for relatedness. When associating with people who are good to them and fun to be around, people might satiate their need for relatedness. This effect has also been observed in internet and SM settings. People want superstars to be fashionable and stylish, but they also expect influencers to be witty and personable, making them feel more approachable than celebs. (Ki et al., 2020) The underdog will perceive a SMI like an influencer who fulfills their need for kinship if they have a humorous, hilarious, and attractive personality.

It was demonstrated in a study by Sokolova & Perez that credibility may be interpreted in terms of the reliability and value of the information coming from a certain source. She continues by saying that when reliable sources are able to provide a message in a compelling manner, their arguments are perceived as being more persuasive. It was also discovered that media users favor reputable sources, with popularity being associated to a higher assessment of the source's reliability. Additionally, it

emphasizes how credible blogs foster a good mindset that draws in more readers. (Sokolova & Perez, 2021) The speaker's perceived competence boosts their appeal and credibility, causing followers to respond to the influencer's authority. This brings us to the following conclusion:

H1. Credibility positively influences consumer engagement with fitness DI.

2.2.2 Informativeness

Informativeness is related to the content attributes of a message. An influencer that is perceived to be an informative source can be seen as an opinion leader. (Vrontis et al., 2021) It is believed that people have an innate demand for competence stemming from their drive to feel competent or effective. The idea of competence has to do with how skilled, competitive, or capable someone feels, and the more knowledge one gains from others, the more competent one is likely to feel. In order to meet people's demand for competence, the media is a crucial route through which knowledge is acquired. According to other surveys, media consumers rely heavily on content when making decisions about the products they want to buy. (Ki et al., 2020) The perception that people have when they are informed, increases the individual's sense of how competent they feel they are to make decisions, this factor makes informativeness relevant when we talk about SMI, because these influencers add information for the follower. This results in:

H2. Perceived informativeness of fitness DI positively impacts consumer engagement.

2.2.3 Similarity

Similarity is a psychological factor, related with influential behavior that ends in a state of engagement, or intention to consume, one attitude towards the ad, a product attitude, a purchase intention, and a relatedness that need fulfilment. (Vrontis et al., 2021) By discussing pertinent or comparable themes and fostering a sense of connectivity that makes followers' understanding of the message simpler, similarity supports individual needs and relationship building. Feelings of familiarity are consequently produced as a result of this. This similarity effect, which is consistent in interactions on SM, satisfies people's desire for relatedness.

People develop a deep emotional bond with other SM users the more they discover that they and those users have things in common or share similar hobbies and preferences. (Ki et al., 2020) As a result, a SMI whose identity is similar to that of his followers would persuade those followers to view the SMI as someone who completely meets their demands in terms of romantic relationships. This prompts us to think about the following:

H3: Perceived similarity between the consumer and the fitness DI positively impacts consumer engagement.

2.2.4 Enjoyability

According to earlier studies, a consumer's perception of their perceived enjoyment of SM is a significant predictor of their attitude toward it. According to Magno the definition of enjoyment, it is "the extent to which the activity is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated." Satisfaction with SM and engagement are both positively correlated with enjoyment in the consumer world. (Magno, 2017) Also, according to the

research from Ki et al., interacting with others who are nice and enjoyable might help people fulfill their need of enjoyability. This behavior was observed in online and SM environments. (Ki et al., 2020)

Most SN users are people that use the platforms to either share content with their SN or to enjoy content created by others. On SM, content is displayed in a variety of formats, but most of them adhere to the concepts of the "Following" feed which displays the content of users may enjoy the user is following, such as DIs and the "For You" feed where they make suggestions for you. (Haenlein et al., 2020)

Enjoyment results from the experience of spending time and having pleasure on SN. Consequently, it is essential that people intrinsically value their interaction with SM. A sense of belonging is sparked by enjoyment, which leads to blog readers becoming totally engrossed and integrating the blog into their lives. (Magno, 2017) In research of Magno, emotional factors like satisfaction, fun, and pleasure also have a direct bearing on the likelihood that readers would stick around and read more of SN. Additionally, enjoyment directly influences whether one plans to use mobile chat services and other new technology. Because of this, the stronger the intention to follow advice given in this SN, the better the perceived enjoyment. (Magno, 2017) On the basis of previous arguments, the following theory is put forth:

H4: Perceived enjoyability of fitness DI positively impacts consumer engagement.

The characteristics of a DI previously described prompt the following responses from consumers: attachment, engagement and well-being which will be discussed next.

2.3 CONSUMER ENGAGEMENT, CONSUMER ATTACHMENT AND WELL-BEING

Zhao et al. describes consumer behavior as the act of a group of individuals or an organization deciding to utilize a good or service to meet their requirements. (Zhao et al., 2021) Through SM, interacting with influencers has never been easier because there are no physical barriers. Followers are able to fulfill their psychological needs, such as happiness, as well as build a strong relationship with the influencer, which includes identification with and commitment to him. (Vrontis et al., 2021)

In general, people are interested in relevant information, therefore, they also consider influential behavior on SM, which only use the intention to choose a certain behavior greater only in their intention when their own profiles. (Tien et al., 2019) In order to like or detest, avoid, or approach persons, attitudes are connected to states of mind. It is a persistent negative opinion of a person, motivated emotions, and conduct toward a thing or an idea, which causes reasonably consistent behavior toward things that are similar. (Kotler & Keller, 2011) There is a connection between the comparable actions that followers of digital fitness influencers take and body dissatisfaction, which is mostly a problem for women. As a result, followers feel the urge to get in shape like influencers. (Fitzsimmons-Craft et al., 2016) Comparing a public figure/model who appears in advertising to a fitness influencer, there is a sense that the latter's ability to accomplish the same physical results is more feasible.

2.3.1 Consumer Engagement

Numerous research has shown that consumer engagement induces behavioral and/or attitudinal outcomes. The findings also show that engagement requires interactivity and that it can be described

by the interactions that users have when they browse a website and interact with two parties. (Uzunoğlu & Misci Kip, 2014)

It is challenging for brand managers to directly influence the discourse on SM, nevertheless, they have the chance to do so by using DI as intermediates. Therefore, the management of the DI engagement process must be strategic, efficient, and sustainable. (Uzunoğlu & Misci Kip, 2014) Instead of focusing primarily on conventional media, businesses are now searching for ways to use this power in order to engage with online stakeholders and generate attention and dialogue. (Uzunoğlu & Misci Kip, 2014)

Understanding how people made decisions amid all the options was the focus of numerous studies. According to the "Users Theory," people choose their media depending on their requirements and are motivated by the desire to satisfy unmet demands. As a result, the satisfactions that media provide are used to evaluate it. The same media may be used for many purposes by different people, and the same content may serve various purposes. There are many different types of gratifications, including hedonic (pleasure-oriented), utilitarian (rational and goal-oriented), and social ones, according to earlier studies. (Sokolova and Peres 2021)

Consumer engagement is defined by Vivek et al., as “the intensity of an individual’s participation in and connection with an organization’s offerings and/or organizational activities, which either the customer or the organization initiate” (Vivek et al., 2014) Consumer contacts with brands in a digital environment are referred to as DCE. DCE intensifies its commitment to the brand and the online content at various points and in diverse ways to generate measurable responses like clicks, likes, comments, and shares. Clicking on posts by users is purely for the purpose of consuming the content, which requires little effort on their part. Since information is mostly reviewed for personal and recreational purposes in this weak kind of DCE, consumers tend to be less engaged. (Munaro et al., 2021)

Due to the widespread availability and quick development of digital technology, marketers are increasingly focused on using digital content marketing to increase brand engagement on online platforms. (Delbaere et al., 2020) Customers' emotional investment increases when they click the "like" button, which is a sign that they are interested in the content and have a modest level of DCE. (Munaro et al., 2021) In the multimedia age, people are more emotionally and psychologically engaged with celebrities, which amplifies their social influence. Young people form relationships with celebrities online and offline as a result of privileged positions to influence and instill values and beliefs. SM systems offer information that is interesting, audience-specific, simple to understand, and simple to share with peers. (Sokolova and Peres 2021)

People are cognitive misers, they like reading remarks that other readers have "liked". Online users' initial perceptions of material can be shaped by the quantity of views and likes, which can act as a heuristic signal. A user's ability to identify with the material or brand and experience a positive impact on their own sense of worth and self-esteem is another benefit of enjoying it. (Munaro et al., 2021)

2.3.2 Consumer Attachment

Consumer attachment is an emotional relationship between a person and another person or object that is focused on a particular objective and is characterized by strong emotions. The research provides strong support for the idea that consumers may form bonds with brands on an emotional level.

Stronger ties are linked to more intense emotions of love, connection, and passion. The relationship between parents and children has been extensively explored and used as a theoretical framework. A customer is more likely to develop a strong attachment to a DI if it meets their demands for relatedness or autonomy. (Ladhari et al., 2020)

According to academic research, consumers' motivation, judgment, and purchasing decisions are influenced by their sentiments and emotional states. Consumers might be inspired by emotion to connect with a brand or product. As a result, brand's emotional connection with a consumer may be a good indicator of that customer's commitment and loyalty. Positive and noteworthy impacts of emotional attachment to a traditional celebrity on likelihood of brand purchase in the context of SM. The amount of commitment made to the DI on SN, for example on YouTube predicted how much time was spent viewing their vlogs. As a result, the fans anticipate that a vlogger's perceived popularity would grow as a result of an emotional connection. (Ladhari et al., 2020)

The sensation of emotional connection that SMIs provide as a precedent is seen to be relevant because it enables SMIs to amass a large following. (Scott et al., 2017) Nowadays, there are numerous people utilizing SM to feel close and connected to each other. According to a study by Ki et al., customers who have grown attached to a certain brand are more inclined to accept its product extensions, demonstrating an automatic transfer of positive affect from one branded product to another. This brings us to the realization that the attachment we have to an influencer makes it easier for that influencer to effectively transmit pleasant feelings from that influencer to the products/brands that influencers promote. (Ki et al., 2020)

The term "attachment transfer" refers to this effect. One of the main problems with branding has always been getting people to connect emotionally with a product or service. Thus, it is crucial to comprehend how SMIs foster a close relationship with their followers and generate powerful marketing results. A strong level of consumer connection can be attracted to a brand if it can adjust its image to be more similar to the ideal image of the consumer. Like this, when a SMI satisfies its adherents, they become more motivated to work toward being their ideal selves. When people's needs for relationships are met, attachment is also produced. (Ki et al., 2020) When an influencer, meets the desires of their followers for ideality and connection, the followers will get very attached to the SMI.

2.3.3 Well-Being

Defining happiness or wellbeing has been a topic of discussion for many philosophers and social scientists. Using criteria of happiness and well-being, Diener classified three distinct categories in his book. First, happiness has traditionally been measured by extraneous standards like virtuousness or holiness. Different ideal conditions have been seen differently throughout cultures and time periods. In normative definitions, happiness is viewed as a desired attribute rather than a subjective condition. Secondly, social experts have focused on subjective well-being, now described as life satisfaction, refers to a person values to define what makes for a good existence. Happiness's third definition, which indicates that positive affect outweighs negative affect, is the one that most closely resembles the way the word is used. This concept of subjective well-being is therefore centered on the importance of positive emotional experiences. This may suggest that the person is generally experiencing good sensations at this moment in their lives or that they are predisposed to feel good feelings regardless of whether they are now present. (Diener, 2009)

The satisfaction individuals perceive related to their own lives is referred to their level of well-being. Social networking sites have the potential to enhance people's wellbeing through fostering exchanges or personal contacts with others, such as a SMI and its followers. Considering this, it is possible to explain followers' well-being by examining how their perceived well-being is influenced by followers who engage with their favorite SMI on SM. This is due to the fact that by interacting with the SMI, SM users can maximize their happiness, raising their overall levels of pleasure. (Kim & Kim, 2020) To satisfy their needs for knowledge, entertainment, mood management, and socialization, users of SM engage with the content and other users. The user's pleasure would rise with information, social interaction, and amusement, which would encourage him to return to the platform. (Sokolova and Peres 2021)

According to empirical research, additional studies have discovered that social connections and exchanges with users through SM activities result in favorable psychological results. As a result, because these activities meet followers' demands for SMI, followers' sense of well-being frequently develops through contact and conversation with their favorite celebrity on influencers' SM channels or pages. According to this reasoning, when fans experience high levels of wellbeing through online interactions with their favorite SMI, they also experience gains in happiness and life satisfaction in their actual, everyday lives. Additionally, it has been discovered that friendships are essential for both psychological health and life happiness. (Kim & Kim, 2020)

According to the human flourishing theory, SM users have a propensity to interact with and subscribe to social media SMIs for their psychological well-being, which can lead to the development of positive virtual interactions with others. Because they believe they can build and sustain the relationship with their favorite SMI, followers are more likely to feel joyful and achieve life pleasure. As a result, if followers believe they have a close relationship with their SMI and are supported by that relationship because of interactions with the SMI on social media, the perceived relationship will counteract negative influences on their daily lives, such as work stress. Such a connection becomes a key factor in how people build opinions of their everyday well-being and life quality. (Kim & Kim, 2020) We assume that DIs characteristics will work as antecedents of consumer attachment, which will in turn positively impact consumer well-being. Hence:

H5: Consumer Attachment mediates the relationship between fitness DI's characteristics and consumer perceived well-being, where:

H5a: Consumer attachment mediates the relationship between DI credibility and consumer well-being.

H5b: Consumer attachment mediates the relationship between DI informativeness and consumer well-being.

H5c: Consumer attachment mediates the relationship between DI similarity and consumer well-being.

H5d: Consumer attachment mediates the relationship between DI enjoyability and consumer well-being.

3. METHODOLOGY

This chapter incorporates three main parts, which has the purpose of answering the research question. “Building your research on and relating it to existing knowledge is the building block of all academic research activities, regardless of discipline” (Snyder, 2019). It is important to look upon the quantitative research after deep research through academic journals, scientific articles and some other important documents, hypotheses were raised to accomplish the objectives of this study.

According to Geyser, as the influencer marketing landscape continues to change so quickly in the fitness industry, companies need to carefully choose influencers. It takes a lot more than a big celebrity to deliver a powerful message regarding wellness. This information can change the way that we live. When we are dealing with topics of this significance, certain issues need to be addressed accurately. Otherwise, it can be a problem for all parties. (Geyser, 2022b)

In order to examine how the characteristics of SMIs (credibility, informativeness, similarity and enjoyability) affect well-being and engagement in the fitness sector, the current study was conducted as a descriptive study of a quantitative nature. (Saunders et al., 2010) The goal of a descriptive study, according to Saunders et al., is to accurately depict a person, event, or circumstance. This study utilizes a deductive methodology, in which hypotheses are formed and a data analysis plan is created to verify them (Saunders et al., 2010)

Given the number of DIs present on SM, it is necessary to direct the issue to a target niche – fitness influencers – who are dedicated to sharing a healthy lifestyle, connecting the body with health and wellbeing. In this sense, and due to the fact that it is a current and relevant topic, the main question that this research seeks to answer with this behavior is the following: “What is the influence of digital characteristics (credibility, informativeness, similarity and enjoyability) in consumers well-being and engagement with the digital influencer?”

The variables that were developed and utilized in this study are linked up with the variables in the research model that was previously given by the synthetic indexes that were constructed. These have the purpose of testing the proposed hypothesis. The conceptual model can be seen in “Figure 1”.

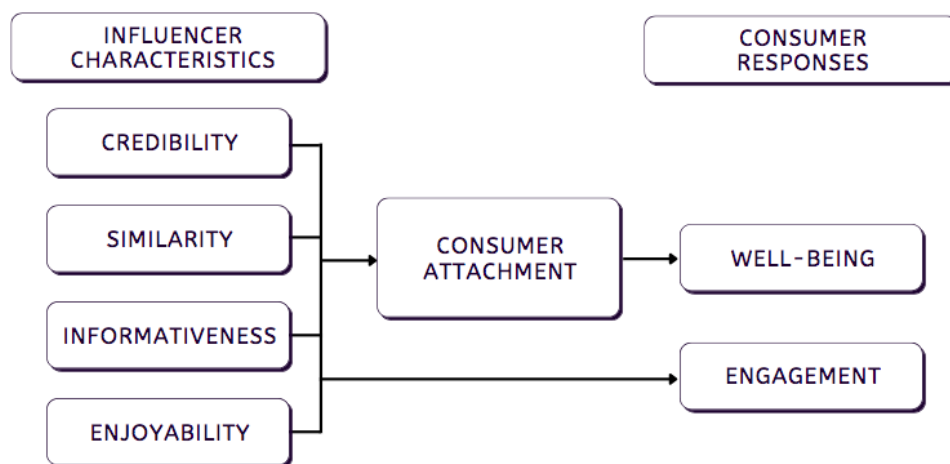


Figure 1 - Conceptual Model. Source: Author

3.1 QUANTITATIVE RESEARCH

This study will also be supported by primary data collected through quantitative research. In this part of the thesis, there will be an analysis of the correspondences among feelings and collaborations concerning the hypotheses.

In this data analysis, topics are investigated by collecting numerical data, which are then analyzed using methods with a mathematical foundation, especially statistics. (Creswell, 1994) Due to its unique ability to reveal insights that other types of studies cannot, quantitative research is crucial. Quantitative research uses data from the real world to test theories against. Theories are built on interpretations and comprehensions of the world by humans. It is essential to update and improve theories after conducting world-wide tests on them. These tests require the empirical techniques of quantitative research. (McCaffrey, 2023)

To verify the conceptual model, this research was verified through a questionnaire-based survey. A questionnaire-based survey is described as "structured schedules used to obtain mostly quantitative information, by way of direct questions, from informants, either by self-completion or via interview." (Hing et al., 2011).

To evaluate how current information is used, a well-designed survey might point to unexplored areas for future research. (Hing et al., 2011) Jepson et al. refers that it is frequently vital to keep questionnaires brief when mailing surveys to people, because they are usually quite busy and are not likely to be greatly motivated by the payout levels typical of survey research. (Jepson et al., 2005)

The deductive approach is typically utilized while using questionnaire surveys as a research method. Manfreda et al. claim that this method has some benefits, including ease of administration, consistent results due to replies being restricted to the options provided, low cost, and relatively straightforward development, analysis, and interpretation. A pre-test was conducted to check whether the questionnaire was clear to reduce the inaccuracy in the perception of the answers to 10 respondents chosen by convenience. (Manfreda et al., 2006), which is also a worry. The sample will be non-probabilistic as a result for convenience.

3.2 SURVEY AND SCALES

The questionnaire is made in two languages, English, and Portuguese (appendix B and C respectively), almost entirely made up of closed-ended questions with only two choices where the respondent can write an answer if he chooses the option "other". This questionnaire is divided into four sections. First section is to explain the purpose of the questionnaire's introduction, there the respondent can find the study's objectives, the confidentiality of the data and the informed consent. In order to ensure that only persons who follow DIs on SM respond to the survey, a selection and exclusion question is asked at the outset. The second section is about the use of SN, along with how frequently respondents consult them. In the third section were created questions to measure the variable in the conceptual model. The last section is related to general questions about the interviewed such as personal data.

Table 1 - Questions 7 to 13 the Description and Measurement of Variables. Source: Author

Variable	Scale	Source	Question	Author
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Credibility	Likert-scale	When looking at [SMI]'s content, I find he/she is an expert.	The influencer is an expert.	Ki et al. 2020
		When looking at [SMI]'s content, I find he/she is knowledgeable.	The influencer is knowledgeable.	
		The influencer is skilled.	The influencer is skilled.	Durau et al. 2022
		The influencer is trustworthy.	The influencer is trustworthy.	
Informativeness		I find [SMI]'s content informative.	The influencer content is informative.	Ki et al. 2020
Similarity	Likert-scale	I find [SMI] to be quite a bit like me.	I find fitness digital influencer to be quite a bit like me.	Ki et al. 2020
		I find [SMI] to have similar tastes and preferences as me.	I find fitness digital influencer to have similar tastes and preferences as me.	
		I find [SMI] to have a lot in common with me.	I find fitness digital influencer to have a lot in common with me.	
Enjoyability		I find [SMI] funny.	I find fitness digital influencer funny.	Ki et al. 2020
		I find [SMI] hilarious.	I find fitness digital influencer hilarious.	
Consumer Attachment	Likert-scale	I find [SMI] to be a part of me.	I find fitness digital influencer to be a part of me.	Ki et al. 2020
		I feel personally connected to [SMI].	I feel personally connected to fitness digital influencer.	
Well-Being	Likert-scale	I feel emotionally attached to [SMI].	I feel emotionally attached to fitness digital influencer.	Kim and Kim 2020
		My favorite celebrity's social networking pages satisfy my overall needs.	The influencer satisfies my overall needs.	
		My favorite celebrity's social networking pages play a very important role in my social well-being.	The influencer plays a very important role in my social well-being.	
		My favorite celebrity's social networking pages play a very important role in my leisure well-being.	The influencer plays a very important role in my leisure well-being.	

Engagement	Likert-scale	I like to know more about ____	I Like to know more about the content of the influencer.	Vivek et al. 2014
		I like events that are related to ____	I Like the content that are related to the influencer.	
		I pay a lot of attention to anything about ____	I pay a lot of attention to anything about the influencer.	
		I keep up with things related to ____	I keep up with things related to the influencer.	
		Anything related to ____ grabs my attention.	Anything related to the influencer grabs my attention.	
		I am passionate about ____	I am passionate about the content of the influencer.	
		I enjoy spending time ____	I enjoy spending time following the influencer.	
		My days would not be the same without ____	My days would not be the same without the influencer.	

The structure of survey differs by age, abilities, and current situation. Also, it is interesting for this study to characterize the sample by knowing the frequency of how many times the interviewed uses SN, monthly, weekly, or daily. If they follow fitness DI and which characteristics take them to follow them. If the interviewed trusts the influencer's content and gives them credibility. Furthermore, if the interviewed feels informed, and if the content is enjoyable. If the interviewed follows the influencer's recommendations or buys products just because an influencer does. For this survey, a predominant Likert-Scale of 5 points was considered. Research claims are typically made using Likert-scale surveys to best express their opinions, respondents select one of the response alternatives. (Yamashita, 2022)

3.3 SAMPLE

Individuals that follow online fitness influencers are the study's target group. Convenience sampling, a non-probability methodology, was used as the sample method in the study. (Malhotra & Birks, 2023) The Convenience sampling method selects at random the components that are most convenient to obtain. (Saunders et al., 2010) It is possible to see the explanation of the survey who support this thesis in attachment 7.1.

Online surveys that were made available through the college email system, as well as through the various SN Instagram, WhatsApp, Facebook, and LinkedIn, were used to direct the study at a later stage because they were more likely to reach participants in another digital context. On January 12, ten personal connections were sent the questionnaire as a pre-test via WhatsApp. Before the survey was

distributed, a pilot test was conducted to make sure it did not cause any issues or questions for the 10 different people who took part in it. The questionnaire did not need to be modified.

The link to the survey was made public via WhatsApp groups and the other social SN mentioned above in order to encourage certain people to spread the link to the survey in order to collect more responses. The QR code that Qualtrics offers was also a means of disseminating the questionnaire as I frequent the gym and am accompanied by a personal trainer. Gym customers scanned the QR code to answer the questionnaire. Between January 12 and January 21, the survey was open, and 827 people responded. The study, however, only considered 344 because against a sample of 827 only 615 inquirers were followers of DI on SN and from 615 sample, only 409 followed fitness influencers but 65 people did not finish their survey, which takes us to 344 responses.

4. DATA ANALYSIS

Primary data collection was supported using the online survey tool Qualtrics, and results analysis was carried out with the help of SPSS. By analyzing the reliability of the questionnaire, Cronbach's alpha was calculated, a coefficient ranging from 0 to 1, with values of 0.6 or less being unsatisfactory. (Malhotra & Birks, 2023) Following the table 2, the present survey value in each variable with more than 3 scales is above 0.8, which translates into good reliability and internal consistency. It was also studied the Cronbach's alpha of the entire survey which is 0.915.

Table 2 - Summary of Reliability and Internal Consistency Analysis. Source: Author

Cronbach's Alpha	Variables
0.806	Credibility
0.858	Similarity
0.868	Engagement
0.891	Consumer Attachment
0.845	Well-Being

To comprehend the correlation between two variables about enjoyability, it was analyzed the correlation (r of Pearson), which is near to 1 (0.718) and the relationship is significant (<0.001).

As it relates to the questions "Are you present on social networks?" and "Are you a follower of digital influencers on social networks?" which served as a filter for the varied analysis cases, it was checked against a sample of 827 that only 615 inquirers were followers of DI on SN. Also, it was asked "Do you follow fitness digital influencers on social media?" and only 409 people followed. Within these sample, 65 people does not finish their survey, so were not considered. The study sample was composed of 344 individuals, most of whom were female (71.2%) and aged between 18 and 25 years (64.8%), which allows us to conclude that most of the sample is composed of young adults. As for individual current situation, there is no majority of respondents, they are between students, working students and full-time employees (28,8%, 32% and 34,9% respectively). Table 3 summarizes the socio-demographic characterization of the study sample.

Table 3 - Sample Population Characteristics. Source: Author

Sample	Options	%	N
Gender (N = 344)	Male	28.5	98
	Female	71.2	245
	Non-binary / third gender	0	0
	Prefer not to say	0.3	1
Age (N = 344)	< 25	64.8	223
	26 - 41	29.1	100
	42 – 57	4.9	17
	58 – 67	1.2	4

		> 68	0	0
Current situation (N = 344)	Student	28.8	99	
	Working Student	32	110	
	Full-Time Employee	34.9	120	
	Part-Time Employee	1.2	4	
	Unemployment	3.2	11	

In order to better understand the study sample, it was tried to understand the behavior of followers who follow DIs. On average, it was found that respondents most use the social network Instagram and it is used 95.1% daily, following YouTube and this is divided into 43.6% daily and 41.6% weekly, following Facebook 36.9% daily and 25.6% weekly, Twitter will be not consider because 56.7% never use this SN and TikTok is divided into 43.6% daily and 35.8% never use it, some people selected the option others, but none of the selected has an impact on this study.

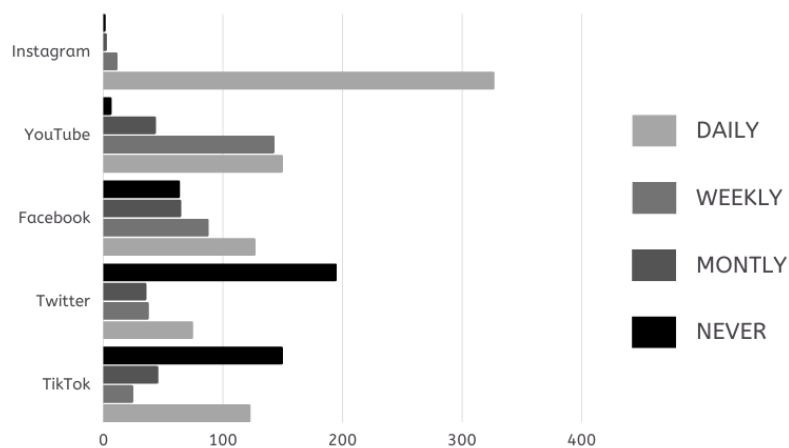


Chart 1 - Frequency using Social Networks. Source: Author

From the sample, about DIs that they like most to follow in order are Lifestyle Influencers (N=232, 67.4%), Travel Influencers (N=194, 56.4%), Fitness Influencer (N=188, 54.7%), Beauty Influencers (N=125, 36.3%) and some people selected the option others, but none of the selected has an impact on this study.

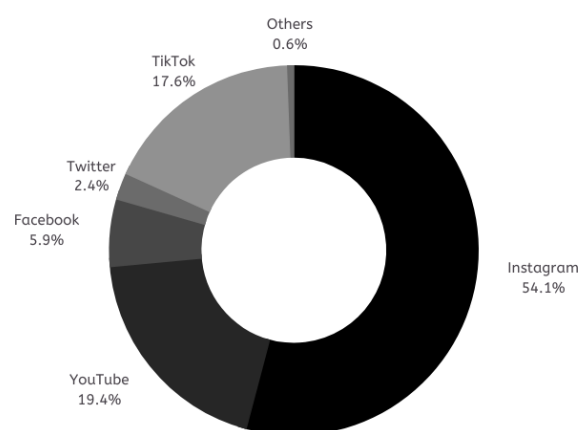


Chart 2 - Frequency SN of Sample Who Follow Fitness DI. Source: Author

Above it is possible to see the chart 2 from the sample who followed fitness DIs, it was found that according to the information provided, the most chosen network is Instagram (54.1%), followed by YouTube (19.4%) and TikTok (17.6%). Then it was tried to understand the importance of the sample population cares about adopting healthy habits where the mean is concerned ($\bar{X} = 4.13$; $SD = 0.735$).

It was aimed to get insight into the respondents' opinions if the follower considers of the characteristics of a fitness DI (credibility, informativeness, similarity, and enjoyment) in consumer well-being and engagement with the DI through the questions in group 3 of the questionnaire (appendix B and C, respectively). The table below provides specifics regarding the descriptive statistics of these indices:

Table 4 - Variables Descriptive Statistics. Source: Author

Variables	N	Min	Max	Mean	Standard Deviation
Credibility (4 items)	344	2	5	4.30	0.667
Informativeness (1 item)	344	1	5	4.34	0.793
Similarity (3 items)	344	1	5	2.87	1.079
Enjoyability (2 items)	344	1	5	3.12	1.153
Consumer Attachment (3 items)	344	1	5	2.25	1.115
Wellbeing (3 items)	344	1	5	2.67	1.104
Engagement (8 items)	344	1	5	3.09	0.748

Regard to the analysis of the 7 variables and considering that respondents were asked to assign a value from 1 to 5 to each of the variables, it was concluded that informativeness was the one which obtained a higher mean value ($\bar{X} = 4.34$; $SD = 0.793$), followed by credibility ($\bar{X} = 4.30$; $SD = 0.667$).

4.1 REGRESSION MODEL

To do the hypothesis H1 to H4 it was used a regression model, where the independent variables were the influencer's characteristics (credibility, informativeness, similarity and enjoyability). First, a regression analysis was performed with the dependent variable engagement and then it was running a new test with wellbeing.

According to the table 5, looking at engagement construct, it is possible to state that credibility, similarity and enjoyability positively impact engagement with $p < 0.05$. However, we cannot say the same for informativeness whose $p = 0.338$. Also, according to the Beta, the similarity and credibility variables have the greatest impact on engagement intention.

Table 5 - Engagement Coefficients. Source: Author

Model	Beta	t	Sig
(Constant)		4.357	0.000
Credibility	0.235	4.129	0.000
Informativeness	-0.055	-0.960	0.338
Similarity	0.347	6.851	0.000
Enjoyability	0.163	3.211	0.001

As for the regression model identified, this translates into a moderate positive correlation between the variables ($R = 0.488$). By the analysis of the coefficient of determination (R Square) it is observed that the independent variables are the explanation of 23.9% of the total variation in engagement.

According to the regression model where the variable dependent is wellbeing in table 6, we can state that credibility and similarity positively impact wellbeing with $p < 0.05$. However, we cannot say the same for informativeness and enjoyability. Also, according to the Beta, the similarity and credibility variables have the greatest impact on wellbeing.

Table 6 - Wellbeing Coefficients. Source: Author

Model	Beta	t	Sig
(Constant)		0.194	0.846
Credibility	0.162	2.773	0.006
Informativeness	0.025	0.427	0.670
Similarity	0.364	6.985	<0.001
Enjoyability	0.073	1.398	0.163

By analyzing the coefficient of determination (R Square), the independent variables explained the variation in wellbeing in 19.4%.

4.2 MEDIATION PROCESS ANALYSIS

To verify hypotheses H5a to H5d, the model process by Andrew Hayes v4.2 – the simple mediation conceptual model was used (model 4). Four different tests were conducted where influencers' characteristics were the independent variables, wellbeing was the dependent variable, and the mediator was consumer attachment. As we can analyze in the mediation table 7 below, we can state that credibility, similarity and enjoyability are significant except for informativeness which is not significant.

Table 7 – Process Model by Andrew Hayes v4.2. Source: Author

Independent Variable (IV)	Effect of IV on Mediator (a)	Mediator on DV (b)	TOTAL Effect	Indirect Effect	CI		MEDIATION
					BootLLCI	BootULCI	
Credibility	2.359(0.211)*	13.462(0.577)**	3.667(0.087)**	0.074	0.014	0.132	Significant
Informativeness	0.798(0.061)	13.767(0.588)**	2.352(0.176)*	0.026	-0.035	0.085	Not Significant
Similarity	10.129(0.496)**	10.827(0.524)**	7.996(0.406)**	0.254	0.182	0.329	Significant
Enjoyability	6.678(0.329)**	12.927(0.591)**	3.896(0.197)**	0.203	0.136	0.271	Significant

Notes: Dependent variable = Well-being | Mediator = Consumer attachment

*<0.05

**<0.01

Through the table above, we can state that there is mediation in credibility, consumer attachment enhances the impact of credibility on well-being, in the regression model where the direct effect was analyzed, the effect of credibility on well-being already existed ($t=2.773$), but when we consider mediation, this effect becomes stronger ($t=3.667$). About informativeness the mediation is not significant, however when we analyze the correlation between informativeness and wellbeing $p < 0.01$ which means that it has a positive impact, however when we analyze it with the mediation attachment it has no impact. We can affirm that there is mediation in similarity and that attachment potentiates the effect of similarity on wellbeing, which means if I perceive someone as more similar to me, I will feel more attached to that fitness influencer. To finalize the analysis, regarding enjoyability we can say that there is full mediation, that is, enjoyment only impacts wellbeing when there is attachment.

4.3 DISCUSSION

This section presents the conclusions of this research, and compares the results obtained with the existing literature. The research problem of this study is to understand the impact that certain characteristics of DIs, when shared on SN, have on consumers' behavioral intentions regarding wellbeing and engagement. With this, it is intended to analyze the relationship between certain characteristics of the influencer with engagement, as well as the relationship between these same characteristics with wellbeing and how they influence consumer attachment through the content shared by DI.

After analyzing the results, it is possible to verify the hypotheses tested in this research. It is possible to draw the following conclusions thought the table 8 from the analysis carried out earlier using SPSS:

Table 8 - Hypothesis Verification. Source: Author

Hypothesis	Verification
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H1. Credibility positively influences consumer engagement with fitness DI.	Confirmed
H2. Perceived similarity between the consumer and the fitness DI positively impacts consumer engagement.	Confirmed
H3. Perceived informativeness of fitness DI positively impacts consumer engagement.	Rejected
H4. Perceived enjoyability of fitness DI positively impacts consumer engagement.	Confirmed
H5a: Consumer attachment mediates the relationship between DI credibility and consumer well-being.	Confirmed
H5b: Consumer attachment mediates the relationship between DI informativeness and consumer well-being.	Rejected
H5c: Consumer attachment mediates the relationship between DI similarity and consumer well-being.	Confirmed
H5d: Consumer attachment mediates the relationship between DI enjoyability and consumer well-being.	Confirmed

As we can analyze, two of the hypotheses - H4 and H5b - were not confirmed and therefore rejected. Which can be interesting since credibility, similarity and enjoyment have an impact on engagement unlike the informativeness. According to Vrontis et al., 2021 and Ki et al., 2020, the literature shows that informativeness is important, being this a characteristic of the influencer that must be considered. However, taking into consideration the issue of similarity and appearance, which are important concepts nowadays, it seems that the concept of informativeness ends up losing its relevance on consumer intentions to engage with DI when it comes to the information transmitted to us by fitness influencers. The results show that what matters is what the fitness influencer transmits, regardless of whether this information is useful or not. On the other hand, this can become dangerous, because the followers may be following a person who is considered a "fitness influencer" for sharing fitness related content and who may also be providing wrong information to his or her followers. This means that when it comes to fitness influencers, the user does not attach importance to the quality of the information they consume and is more influenced by the way it is transmitted.

Regarding hypothesis H5b, the truth is that consumer attachment is little researched. Ladhari et al., 2020, states that consumer attachment is based on emotions, which makes this construct a measure of credibility, similarity and enjoyability, when we talk about wellbeing. However, because it is a more emotional relationship, regarding the enjoyability characteristic, it only has an impact on wellbeing when there is consumer attachment, which makes sense because we need to have some connection with the fitness influencer to find enjoyability, considering what Scott et al. said in the literature review. As for informativeness in wellbeing, once again, this construct does not seem to have such a relevant impact on well-being, as it was also mentioned before, and there might not be an apparent reason for these results, maybe because the respondents' ages are more in the young phase, until 25 years old, which is characterized by the Z generation, being less aware or more interested in the engagement that fitness influencers generate and are not interested in what is behind all the dynamics of what fitness DIs share but rather in what they publish and how they interact with their followers. (Pradhan et al., 2022)

5. CONCLUSIONS

Following the exposure of the problem and the study goals, a number of solutions to the problem were analyzed, and a number of findings were made. The conclusions will contribute to a deeper understanding of the themes addressed in this study, as well as provide answers to the central research questions initially developed.

5.1 THEORICAL IMPLICATIONS

SN has recently opened new opportunities for the dissemination of thoughts and created an opportunity for social movements to gain more traction. At the academic level, this study contributes to a greater knowledge about the use of SM, more specifically by DIs, as an online source of information.

In SN, people gain a voice and create relationships. The consumer's feeling that an influencer is their friend depends on what is shown by them in their day to day, in the way they live and especially with what they agree or disagree with. In the face of so many urgent changes that address important points in society, the theme of influencers and influencer marketing are the most important topic to adjust to the new demands of the public.

My work has added value to the literature on engagement and wellbeing by testing certain characteristics in the context of the fitness influencer where few have spoken about these topics. Followers of influencers seek the truth about the thoughts and opinions of DIs through the content they generate. Being an influencer has become a responsibility where credibility, likability and enjoyability are characteristics that fitness influencers must present. It is also necessary to recognize the great responsibility that fitness influencers have, due to the impact they can have on their target audience, since the information they share is not important to the follower.

Many times, we look at an influencer with the purpose of increasing sales, in this work we also looked at wellbeing, because an influencer does not have to generate only sales. Following an influencer must be positive also for the follower, it is not enough just following the influencer because you want to. The fact that my work demonstrates the relevance of communication through DIs where greater credibility, similarity and enjoyability are recognized, is important because it was also verified that informativeness is not important when it comes to wellbeing when there is consumer attachment, which makes it necessary to take extra care when choosing a fitness influencer, because it is necessary to know that the information we are consuming is true.

The study by Ki et al, was predominant in this thesis, this study refers to the importance of information in building influencer credibility and trust. We understand their conclusion, but it is important to note that there are different opinions and perspectives regarding the importance of information versus engagement in fitness influencing. In the case of Ki et al, although I have used the characteristics of DI that they propose, and investigated attachment, I look at engagement in the fitness context which was not their focus. In this case, for the fitness influencer engagement is a more important measure of success. The importance of information versus engagement will depend on the influencer's goal and strategy, as well as the audience they want to reach and engage. It is important to keep in mind that informational content and engagement can go hand in hand and complement each other, and that a good influencer is likely to seek to strike a balance between the two. However, for fitness influencers,

my study proposes that informativeness may not be as relevant since a fitness influencer's image may be more relevant.

Kim and Kim are also prevalent in my literature review, the study they did contributed to my research as they brought insights in this regard as they analyzed how the content posted by influencers can impact people's well-being and identified certain topics and approaches that tend to have a positive impact. Kim and Kim are one of the few authors who have investigated well-being as a consequence of the use of SN. However, they did not investigate how influencer's characteristics and attachment can impact on well-being, this was my contribution to this study.

Additionally, this study becomes relevant as a starting point for investigations related to the fitness influencers industry, taking advantage of the data obtained in this research.

5.2 MANAGEMENT IMPLICATIONS

In business terms, the analysis of the relationships established in this study is relevant, considering that many consumers can read the content that influencers publish on SN. Understanding consumer behavior thus becomes crucial for companies. As studied, there are already many viewers of influencers' content on SN around the world, so understanding consumer behavior is crucial for companies.

The study also reveals that consumers value the content of a fitness DI if it is useful and credible. In this sense, managers and marketers should take these aspects into consideration when reflecting on the content they want to transmit, as well as consider the use of DIs WOM as a means of communication. At the same time, both companies and DIs can see that information and ratings from influencers have a direct effect on the decisions of their followers.

Thus, alliances between companies and influencers can be strategic for increasing not only awareness about the product or brand, but also sales and in their well-being. The influencers that have many followers are a potential for advertising brands, services, and others. Everyone benefits from it, both the brands that gain more notoriety and the influencers that can win products such as sweepstakes and influencing people to buy or even make hobbies where they offer these products to their followers that win the sweepstakes in which to participate must share the publication or identify friends so that your profile is seen by more people still gaining more followers.

This work also generates insights for policy makers, where it is not just purchase intentions that are talked about, we cannot just look at an influencer as a brand, but with well-being has mental health issues - transformative research enhances wellbeing as a tool not only to sell products, but also to improve people's quality of life in general. Policy makers can use the information collected to develop policies and programs that promote the psychological well-being of citizens. For example, they can create awareness campaigns about the importance of taking care of mental health and provide resources to help people deal with stress, anxiety, and other emotional problems.

The major research that this paper brought was related to wellbeing, this being the main topic of differentiation from the other thesis. In this case informativeness was less relevant but this can bring the risk of a fitness influencer talking about what he does not know. Therefore, it is important that fitness influencers have a solid knowledge about wellbeing and how to promote it in a safe and healthy way. It is important that they are able to provide accurate, evidence-based information to their

followers so that they can make informed decisions about their own health and wellness. In addition, it is critical that fitness influencers are transparent about their own lifestyle and wellness practices, and do not promote an idealized or unrealistic image of themselves. This can lead to unrealistic expectations among their followers, resulting in frustration and dissatisfaction.

5.3 LIMITATIONS AND RECOMMENDATIONS FOR FUTURE WORK

I recognize some limitations in this work, regarding the fact that there are few studies focused on the influencers in fitness linked to consumer attachment, which made the whole work more challenging. Also, because there are more studies in relation to a specific influencer than in this more general way.

Also, regarding the SN, due to their constant evolution and change, made the research difficult, since the reality of today can be different from the next day, and consequently changing the data. Moreover, this study approached the networks in a more general way. It could certainly have been interesting to focus this study specific SN, such as YouTube as it is a network widely used by fitness influencers for demonstrations of exercises. This could have helped to understand if the perceptions of followers are similar to other networks or not.

The results of the study cannot be generalized to the full population due to the use of a non-random and, consequently, non-probabilistic sample. Furthermore, the sample is predominately female, which hinders accurate gender comparisons.

It might be prudent to utilize additional variables in future studies on this subject, even though longer questionnaires can result in lower response rates, to gain a deeper understanding of how various factors affect wellbeing and involvement. It should be noted that just a quantitative data analysis was performed, even though it would have been fascinating to additionally include a qualitative component to round out the study.

Regarding the conceptual model used, it is recommended to replicated it to different SN, also it would be interesting to relate this study to some practical case of advertising. On the other hand, and in order to investigate possible differences between age groups, a study related to why the younger public follows more influencers than the older public would also be relevant, considering that it was found that the young public follows DIs unlike the older public.

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APPENDIX

APPENDIX A - EXPLANATION OF SURVEY

The survey starts with "Welcome" where it is explained the survey and it is asked for the consent form. In addition to agreeing with the conditions of this questionnaire in order to proceed with it, the two questions following were the eliminatory questions and were based on a dichotomous nominal scale:

Q1. Are you present on social networks and are you interested in the topic of fitness influencers?

Q2. Are you a follower of digital influencers on social networks?

No; Yes; If the respondent ticks the answer option "No", the questionnaire ends.

Next were the second section, questions about the topic of social networks:

Q3. How often do you use the following social networks?

For question 3, a Likert scale was used and adapted with the options of frequency "Never; Monthly; Weekly; Daily" and, in addition to the social networks presented, the option "Other. Which?" in case the respondent to add another social network. The question nº4 intends to better characterize the type of respondent taking into account the aspect under study where they were asked which type of influencers they preferred to follow.

Q4. Which digital influencers do you most follow/like to follow?

- ☐ Fitness influencer
- ☐ Travel influencers
- ☐ Lifestyle influencers
- ☐ Gaming influencers
- ☐ Beauty & makeup influencers
- ☐ Other. Which ones?

Q5. Do you follow fitness digital influencers on social media? No; Yes.

Question 5 intends to better characterize the type of respondent taking into account the study in this research through a dichotomous nominal scale with the options "Yes; No". For those who answered "Yes", the following multiple-choice option question appears to know in which social media did they use to follow:

Q6. In which social media?

Following the next question which aimed to understand if the individual respondent cares about his own healthy habits:

Q7. How much do you care about adopting your healthy habits?

In order to characterize the respondents' concern about adopting healthy habits, a 5-point Likert scale was chosen with the following response options: "very unconcerned" to "very concerned".

The next section it was created through different studies talked on the literature review that can be explained in the chart 3 for the questions 8 to 12 which one related to the different variables of the conceptual model of this study.

The last section was to characterize the sample obtained following questions were of a sociodemographic nature:

Q14. How old are you?

Q15. How do you describe yourself?

Q17. Which of the following best describes your current situation?

The end of the survey.

APPENDIX B - SURVEY IN ENGLISH

Dear participant,

The purpose of this study is to evaluate what are the main characteristics of the digital influencer that influence their followers through social networks and the impact these have on consumer responses.

None of the following questions carry any risk when answered. Please note that your participation in this survey is completely optional, at no cost, and you can stop at any time. However, your responses are important to this study, completely anonymous and will be used for academic purposes only.

Thank you for your contribution.

Informed Consent Form:

I declare that I am 18 years of age or older and willing to participate in this study. I certify that I have been informed that participation in this is completely optional and that I may discontinue it at any time. I am aware that my answers will be evaluated and that this study does not present any risk to me.

- ☐ Yes, I agree to participate
- ☐ No, I do not agree to participate.

Q1. Are you present on social networks?

- ☐ No
- ☐ Yes

Q2. Are you a follower of digital influencers on social networks?

- ☐ No
- ☐ Yes

Q3. How often do you use the following social networks?

	Never	Montly	Weekly	Daily
Instagram	☐	☐	☐	☐
YouTube	☐	☐	☐	☐
Facebook	☐	☐	☐	☐
Twitter	☐	☐	☐	☐
TikTok	☐	☐	☐	☐
Other. Which ones? 	☐	☐	☐	☐

Q4. Which digital influencers do you most follow/like to follow?

- ☐ Fitness influencer
- ☐ Travel influencers
- ☐ Lifestyle influencers
- ☐ Gaming influencers
- ☐ Beauty & makeup influencers
- ☐ Other. Which ones?

Q5. Do you follow fitness digital influencers on social media?

- ☐ No
- ☐ Yes

Q6. In which social media?

- ☐ Instagram
- ☐ YouTube
- ☐ Facebook
- ☐ Twitter
- ☐ TikTok
- ☐ Other. Which ones?

Q7. How much do you care about adopting healthy habits (e.g.: exercise, eating healthy food, etc.)?

- ☐ Very unconcerned
- ☐ Unconcerned
- ☐ Neutral

- Concerned
- Very concerned

Based on the fitness digital influencers you follow, please answer to the following questions:

In your opinion how important these characteristics of a fitness digital influencer are:

	1. Not important at all	2	3	4	5. Extremely Important
The influencer is an expert.	☐	☐	☐	☐	☐
The influencer is knowledgeable.	☐	☐	☐	☐	☐
The influencer is trustworthy.	☐	☐	☐	☐	☐
The influencer is skilled.	☐	☐	☐	☐	☐
The influencer content is informative.	☐	☐	☐	☐	☐

In your opinion how important these characteristics of a fitness digital influencer are:

	1. Not important at all	2	3	4	5. Extremely Important
The influencer is like me.	☐	☐	☐	☐	☐
The influencer has similar tastes and preferences as me.	☐	☐	☐	☐	☐
The influencer has a lot in common with me.	☐	☐	☐	☐	☐
The influencer is funny.	☐	☐	☐	☐	☐
The influencer is hilarious.	☐	☐	☐	☐	☐

In your opinion how important these characteristics of a fitness digital influencer are:

	1. Not important at all	2	3	4	5. Extremely Important
The influencer seems to be a part of me.	☐	☐	☐	☐	☐
I feel personally connected to the influencer.	☐	☐	☐	☐	☐
I feel emotionally attached to the influencer.	☐	☐	☐	☐	☐

In your opinion how important these characteristics of a fitness digital influencer are:

	1. Not important at all	2	3	4	5. Extremely Important
The influencer satisfies my overall needs.	☐	☐	☐	☐	☐
The influencer plays a very important role in my social well-being.	☐	☐	☐	☐	☐
The influencer plays a very important role in my leisure well-being.	☐	☐	☐	☐	☐
The influencer helps me to achieve my goals.	☐	☐	☐	☐	☐
The influencer helps me to feel good.	☐	☐	☐	☐	☐

Please indicate how much do you agree with the following statements about the fitness digital influencer.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I Like to know more about the content of the influencer.	☐	☐	☐	☐	☐
I Like the content that are related to the influencer.	☐	☐	☐	☐	☐
I pay a lot of attention to anything about the influencer.	☐	☐	☐	☐	☐
I keep up with things related to the influencer.	☐	☐	☐	☐	☐
Anything related to the influencer grabs my attention.	☐	☐	☐	☐	☐
I am passionate about the content of the influencer.	☐	☐	☐	☐	☐
I enjoy spending time following the influencer.	☐	☐	☐	☐	☐
My days would not be the same without the influencer.	☐	☐	☐	☐	☐
I purchase products recommended by fitness influencers.	☐	☐	☐	☐	☐
I think that the Brands and Products recommended by fitness influencers have good quality.	☐	☐	☐	☐	☐

Population Characteristics:

Q13. How old are you?

- ☐ < 25
- ☐ 26 – 41
- ☐ 42 – 57
- ☐ 58 – 67
- ☐ > 68

Q14. How do you describe yourself?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

Q15. Which of the following best describes your current situation?

- ☐ Student
- ☐ Working Student
- ☐ Full-Time Employee
- ☐ Part-Time Employee
- ☐ Unemployment

We thank you for your time spent taking this survey. Your response has been recorded.

APPENDIX C - SURVEY IN PORTUGUESE

Estimado(a) participante,

O objetivo deste estudo é avaliar quais são as principais características do digital influencer que influenciam os seus followers através das redes sociais e o impacto que estes têm nas respostas dos consumidores.

Nenhuma das seguintes perguntas apresenta qualquer risco quando respondidas. Considere que a sua participação nesta pesquisa é totalmente opcional, não apresenta custos, podendo parar a qualquer momento. No entanto, as suas respostas são importantes para este estudo, totalmente anónimas e usadas apenas para fins académicos.

Obrigado pela sua participação.

Formulário de Consentimento:

Declaro que tenho 18 anos ou mais e que estou disposto a participar neste estudo. Certifico que fui informado de que a participação neste é totalmente opcional e que posso interromper a mesma em qualquer altura. Estou ciente de que as minhas respostas serão avaliadas e que este estudo não apresenta qualquer risco para mim.

- ☐ Sim, concordo em participar.

- ☐ Não, não concordo em participar.

Q1. É utilizador das redes sociais?

- ☐ Não
- ☐ Sim

Q2. Segue digital influencers nas suas redes sociais?

- ☐ Não
- ☐ Sim

Q3. Com que frequência usa as seguintes redes sociais?

	Nunca	Mensalmente	Semanalmente	Diariamente
Instagram	☐	☐	☐	☐
Youtube	☐	☐	☐	☐
Facebook	☐	☐	☐	☐
Twitter	☐	☐	☐	☐
TikTok	☐	☐	☐	☐
Outros. Quais?	☐	☐	☐	☐

Q4. Que tipo de digital influencers mais gosta de seguir?

- ☐ Fitness
- ☐ Viagens
- ☐ Lifestyle
- ☐ Gaming
- ☐ Beleza e maquilhagem
- ☐ Outros. Quais?

Q5. Segue fitness digital influencers nas suas redes sociais?

- ☐ Não
- ☐ Sim

Q6. Em que redes sociais?

- ☐ Instagram
- ☐ Youtube
- ☐ Facebook
- ☐ Twitter

- ☐ TikTok
- ☐ Other. Which ones?

Q7. Qual a importância que dá na adoção de um estilo de vida saudável (ex: fazer exercício, comer comida saudável, etc.)?

- ☐ Nada preocupado/a
- ☐ Pouco preocupado/a
- ☐ Nem preocupado/a nem pouco preocupado/a
- ☐ Preocupado/a
- ☐ Muito preocupado/a

Com base nos fitness digital influencers que segue nas suas redes sociais, responda às seguintes perguntas:

Q8. Na sua opinião, quão importantes são estas características de um fitness digital influencer:

	1. Nada importante	2	3	4	5. Muito Importante
O influencer é experiente.	☐	☐	☐	☐	☐
O influencer tem conhecimento.	☐	☐	☐	☐	☐
O influencer é credível.	☐	☐	☐	☐	☐
O influencer é especialista.	☐	☐	☐	☐	☐
O conteúdo do influencer é informativo.	☐	☐	☐	☐	☐

Q9. Na sua opinião, quão importantes são estas características de um fitness digital influencer:

	1. Nada Importante	2	3	4	5. Muito Importante
O influencer é parecido comigo.	☐	☐	☐	☐	☐
O influencer apresenta gostos e preferências semelhantes aos meus.	☐	☐	☐	☐	☐
O influencer tem muito em comum comigo.	☐	☐	☐	☐	☐
O influencer é engraçado.	☐	☐	☐	☐	☐
O influencer é hilariante.	☐	☐	☐	☐	☐

Q10. Na sua opinião, quão importantes são estas características de um fitness digital influencer:

	1. Nada Importante	2	3	4	5. Muito Importante
Considero que o influencer faz parte de mim.	☐	☐	☐	☐	☐
Sinto-me pessoalmente ligado ao influencer.	☐	☐	☐	☐	☐
Sinto-me emocionalmente ligado ao influencer.	☐	☐	☐	☐	☐

Q11. Na sua opinião, quão importantes são estas características de um fitness digital influencer:

	1. Nada Importante	2	3	4	5. Muito Importante
O influencer satisfaz todas as minhas necessidades.	☐	☐	☐	☐	☐
O influencer desempenha um papel muito importante no meu bem-estar social.	☐	☐	☐	☐	☐
O influencer desempenha um papel muito importante no meu bem-estar de lazer.	☐	☐	☐	☐	☐
O influencer ajuda-me a alcançar os meus objectivos.	☐	☐	☐	☐	☐
O influencer ajuda-me a sentir-me bem.	☐	☐	☐	☐	☐

Q12. Por favor, indique o quanto concorda com as seguintes frases sobre o fitness digital influencer.

	Discordo Totalmente	Discordo	Não concordo nem discordo	Concordo	Concordo Totalmente
Eu gosto de saber mais sobre o conteúdo do influencer.	☐	☐	☐	☐	☐
Eu gosto de conteúdos relacionados com o influencer.	☐	☐	☐	☐	☐
Eu presto muita atenção a qualquer assunto sobre o influencer.	☐	☐	☐	☐	☐
Eu acompanho tudo o que está relacionado com o influencer.	☐	☐	☐	☐	☐
Qualquer coisa relacionada com o influencer chama a minha atenção.	☐	☐	☐	☐	☐
Eu estou interessado no conteúdo do influencer.	☐	☐	☐	☐	☐
Eu gosto de passar o tempo a seguir o conteúdo do influencer.	☐	☐	☐	☐	☐
Os meus dias não seriam os mesmos sem o influencer.	☐	☐	☐	☐	☐
Eu compro os produtos recomendados pelos fitness influencers.	☐	☐	☐	☐	☐
Eu acho que as Marcas e os Produtos recomendados pelos fitness influencers são de boa qualidade.	☐	☐	☐	☐	☐

Q13. Qual a sua idade?

- ☐ < 25
- ☐ 26 – 41
- ☐ 42 – 57
- ☐ 58 – 67
- ☐ > 68

Q14. Como se caracteriza?

- ☐ Masculino
- ☐ Feminino
- ☐ Não-binário / terceiro gênero
- ☐ Prefiro não dizer

Q15. Qual das seguintes opções melhor descreve a sua situação atual?

- ☐ Estudante
- ☐ Trabalhador-Estudante
- ☐ Empregado
- ☐ Empregado em part-Time
- ☐ Desempregado

Agradecemos a sua participação neste inquérito. A sua resposta foi registada.

