



NOVA

IMS

Information
Management
School

MGI

Mestrado em Gestão de Informação
Master Program in Information Management

DIGITAL INFLUENCERS AND BRANDS: WHAT THE CUSTOMERS ARE SEEKING WHEN FOLLOW AN INFLUENCER.

by

Brenno Eccard de Carvalho

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação
Universidade Nova de Lisboa



NOVA Information Management School

Instituto Superior de Estatística e Gestão de Informação

Universidade Nova de Lisboa

**DIGITAL INFLUENCERS AND BRANDS: WHAT THE
CUSTOMERS ARE SEEKING WHEN FOLLOW AN
INFLUENCER.**

by

Brenno Eccard de Carvalho

Dissertation presented as requirement for obtaining the Master's Degree in Information Management, with a Specialization in Marketing Intelligence

Advisor: Pedro Simões Coelho

July of 2021, Lisbon, Portugal

Abstract

New behaviours are showing up, changing the way customers consume brands and communicate with them. New technologies, new players, new devices, new lifestyles are now a reality. With all these changes, new businesses relationships were born.

This project aims to study and understand the patterns who have been guided the partnerships between brands and digital influencers. The first step will lead to the main goal, which is to understand what the customers are seeking when follow an influencer.

The bibliographic research has shown how influencer marketing has space to grow, as the consumer wants someone to trust, among the countless influencers, the market saturation, and the mistrust of online information. This need to trust against the market saturation also raises the question of what is influence, how to measure and how it is valued by the consumers.

After a survey, it is possible to group a set of variables into groups (quantitative and qualitative aspects), which through a factorial analysis, was concluded how the qualitative metrics are more valued by the customers, when they choose to follow an influencer.

The outcomes of this study could be used by professionals who would like to make use of these strategies in their own businesses. The study will also allow generalizations within the B2C market.

KEYWORDS

Digital Influencers; Social Media; Branding; Marketing; Consumer Behaviour; Influencer Marketing

Index

1. INTRODUCTION	5
1.1 BACKGROUND AND PROBLEM IDENTIFICATION	6
2. STUDY RELEVANCE AND PROBLE IDENTIFICATION	8
3. METHODOLOGY	9
3.1 STARTING QUESTION	11
3.2 RESEARCH OBJECTIVES	11
3.3 RESEARCH METHODOLOGY AND CLASSIFICATION	12
3.4 DATA COLLECTION	13
3.5 DATA COLLECTION PROCEDURE	15
3.6 ETHICAL CONSIDERATIONS	15
4. LITERATURE REVIEW REVIEW	17
4.1 RELATIONSHIP BETWEEN BRANDS AND INFLUENCERS	17
4.2 RELATIONSHIP BETWEEN SOCIAL MEDIA INFLUENCERS AND FOLLOWERS	18
4.3 THE MAIN CHARACTERISTICS ONF INFLUENCERS	20
4.4 THE "NEW" KPIS?	21
4.5 THE ROOTS OF CONSUMER BEHAVIOUR	22
4.6 MOTIVATION AND NEED	24
4.7 DECISION-MAKING PROCESS: THE SEARCH FOR INFORMATION	25
4.8 REFERENCES GROUP	27
4.9 MARKETIJNG 4.0	28
5. EXECUTION OF THE STUDY	31
6. CONCLUSION	41
7. REFERENCES	43
8. ATTACHMENTS	47
9. FIGURES, CHARTS, AND TABLES INDEX	52

1. INTRODUCTION

With the unstoppable growing rates of social media usage, a new player has appeared in this context, and they are playing an important role in the marketing scenario. The digital influencers are changing how the brands and consumers communicate and the 'traditional celebrities', which for decades were used by the brands, are no longer the main way, or at least the first option, to get in touch with their audience.

The relation between these influencers and the brands had not had a 'guideline' and it was conducted for a long time in an amateur way, being led many times by the number of followers for example. According to Maria Francisca (2019), the digital influencer has a role as a communicator who influences the purchase decision of the viewers. Digital influence is the ability to cause effect, change behaviour, and drive measurable outcomes online. So, influence needs more than just the number of followers.

This behaviour was left in the past, and the digital influencers now understand their value, and many influencers have become highly professionalized and turn themselves into a "brand". In the other path, the brands now require more from them, creating a more formal relationship. Going beyond, the companies and the influencers are starting to view each other as business partners.

According to Alice Audrezet and Gwarlann de Kerviler (2019) smart companies recognize that social media influencers should be treated as brand ambassadors rather than as an advertising outlet. One of the principle differences between social media influencers and brand ambassadors could be the connection with the organization. An "independent" player from an organization it is generally an influencer, whereas a brand ambassador may be connected through relationships with a company.

In other words, these brand ambassadors are one of the stakeholders' groups that influences the behavior of an organization. A stakeholder is an influencer of an organization's "wealth-creating capacity and activities" (Post, Preston & Sachs, 2002, p. 19). The brand ambassador is an important stakeholder group because they fulfill the role of legitimizing an organization (Post, Preston & Sachs, 2002), by their capacity to humanize a brand (Ambroise, 2014).

The online revolution is currently driven by the active participation of ancient consumers, which forms a very significant online consumption segment (Trivedi & Trivedi, 2018).

Marketers in the consumer electronics category use social media influencers in order to build an interactive environment and a relationship with Generation Y consumers, as interest in traditional advertising has been increasingly lost (Odell, 2015; Fromm, 2018; Lou & Yuan, 2018, Cooley & Parks, 2019).

However, some authors have tried to understand the effect of marketing influencers on various phases of consumer behavior (Godey et al., 2016; Lim et al., 2017; Lou & Yuan, 2018). The effect of influencing marketing on the consumer-brand relationship is poorly analyzed (Schouten et al., 2019).

Note that greater involvement with the message shapes consumer attitudes (Greenwald and Leavitt, 1984; Fernando et al., 2016). Initially, Petty, Cacioppo & Schumann (1983) established the moderating role of the involvement of the message process in advertisements. Their study established that message engagement moderates the relationship between advertising stimuli and consumer attitude. Nevertheless, in highly competitive markets an established brand proves to be a strong competitive advantage, helping to create a consumer attraction (Park, Macinis & Eisingerich, 2016).

1.1 BACKGROUND AND PROBLEM IDENTIFICATION

In general, social networks are considered tools for organizations and as consumers turn to their mobile devices as a means of research and online shopping, managers should focus on marketing and digital representation as a basic tool for success, being essential the effective use of social media in relation to the evolution of the purchase pattern of current consumers (Messik, 2012).

The internet is spread around the world. According to the International Telecommunications Union (ITU), until the end of 2020, 57% around the world would have internet access. The traditional means of communication is no longer the only way to promote your product, service or even your brand. New means of media, social networks, mobile devices, and so on, has appeared. According to a report published by IBOPE Intelligence (2019), in Brazil, 92% of the houses has a smartphone and 52% of Brazilians recognized themselves following a digital influencer in 2019.

Beyond that, the consumer now has information, voice, and power. Due to this, the brands must now create new ways to interact with their reluctant audience. According to a report released by the website Statista in 2019, consumers are reluctant to trust online brand messaging: up to 25.2% of U.S. internet users blocked ads on their devices in 2018.

“A decade ago, the influencer marketing arena was limited only to celebrities and a few dedicated bloggers. Now, it seems like we’ve seen influencers rise, saturate the market and even get caught up in fraud.” - Jenn Chen, 2019.

Regarding this influencer market saturation, it is also important to establish the importance of trust in a scenario where multiple influencers suddenly emerge. Luhmann (1979) defined trust as an attitude towards uncertainty, complexity, and inability to predict the future. For Luhmann (1979), trust occurs in an interaction structure influenced such by the individual personality as the social system. So, it is important to understand what the customers are seeking individually and also in a big picture sight what occurs at the moment on the social environment which may affect the trust.

Facing this scenario, the companies had to come up with new ideas and strategies on how to reach their audience and it was at this moment the influencer marketing started to be extremely important day by day.

One of these ways is through the image of digital influencers, where the challenge is to ‘transfer’ the image of the influencer to the “brand personality”. But how to identify what influencers have more in common with the brand? According to a report from Experticity (2019), 82% of consumers “highly likely” to follow a recommendation made by an influencer. However, the image of an influencer which really influences on a purchase depends on the social group of the individual.

The influencer marketing environment is full of uncertainties and few of accuracy. The brands don’t know how to choose an influencer and how to precisely measure their efforts on influencers. It is unknown yet if the influencer marketing has changed the consumer behavior indeed. There is an entire gap to be filled in this subject and validate the consumer dependency of what influencers say regarding their purchases is extremely important to companies to maintain their resources pointed to influencer marketing.

The scenario is optimistic, but it is important for the brands understand that it is not just about buy a promoted photo from an influencer. The consumers see this as fake and unnatural, and this is prejudicial for the brand as well as for the influencer.

The study aims to identify what are the most important aspects, behaviours, and particularities, different social groups most value when following an influencer.

2. STUDY RELEVANCE AND IMPORTANCE

The customers are anxious to confide in individuals of high impact before buying an item. Due to this, influencer marketing has seen a touchy development over the previous years. Brands have understood that the correct communication effort can expand deals, so they put a greater spending plan in finding the best influencers for their battles.

Kotler (2010) agrees with this way of thinking when he presented the Marketing 3.0. The companies are searching how to influence their customers, by inserting their products and services in a meaningful context. So, understand the strategies and the theory behind it, it is crucial nowadays for a successful marketing strategy.

With this 'boom', many users are trying to be a digital influencer. With this opportunity for the brands, versus this proliferation of 'micro-influencers', a clear confusion shows up: What is influence and how to measure it?

Influencer marketing is suitable for companies with different sizes, once the influencers also have different audience sizes. The study will try to identify what consumers are seeking when following an influencer, to help brands in their selection process, making them have a more critical look on the influencer, not analyzing only quantitative metrics.

A brand which can understand what is influence, how to measure it, how to identify the correct influencer for its audience, and being able to create strategies for turn an influencer into an ambassador is one step further than the competition.

Although existing theoretical models in the literature are applicable to multiple domains, adaptations to the emerging use of social media and the role of social media influencers may be necessary (Kapitan & Silvera, 2016; Voorveld, 2019).

Source characteristics such as those of social media influencers are known to have a marked influence on communication effects. The basis for selecting social media influencer characteristics in research studies can be facilitated by the various results. Furthermore, the concept of a close relationship between respondents and their social media influencers suggests a concept little explored in the marketing literature.

3. METHODOLOGY

The purpose of this chapter is to present and support the methodological options that guided the empirical investigation. The approach to questions related to the methodology is essential for scientific studies, as it allows evaluating its validity. Since, the "interest in the validity of the path chosen to end up proposed by the research goes beyond the description of the procedures (methods and techniques to be used in the research), indicating the theoretical choice made by the researcher to address the object of study" (Gerhardt & Silveira, 2009, p. 13).

The method represents "the set of mental processes or operations that we must employ in the investigation". It is the line of reasoning adopted in the research process. It also represents the "way of thinking to arrive at the nature of a given problem, whether to study it or explain it" (Prodonov & Freitas, 2013, p. 126).

We can also understand the method as "the set of systematic and rational activities that, with greater safety and economy, allows reaching the objective - valid and true knowledge, tracing the path to be followed, detecting errors and assisting the scientist's decisions" (Marconi & Lakatos, 2003, p. 126).

For the study, the qualitative methodology was chosen, and it "considers that there is a dynamic relationship between the real world and the subject, that is, an inseparable link between the objective world and the subject's subjectivity", "the natural environment is the source directly for data collection and the researcher is the key instrument, with the process and its meaning being the main focus of the approach" (Kauark, Manhães, & Medeiros, 2010, p. 26), "is Silveira with deepening understanding of a social group, of an organization, etc." (Gerhardt & Silveira, op cit, p. 13), that is, "it goes far beyond the visible and the concrete. It goes deep into the meaning of human actions and relationships, which cannot always be transformed into mathematical equations and presented in statistical tables" (Neves & Domingues, 2007, p. 19).

The qualitative methodology "works with the universe of meanings, motives, aspirations, beliefs, values, and attitudes, which corresponds to a deeper space of relationships, processes and phenomena that cannot be reduced to the operationalization of variables" (Minayo, 2004, p. 22 apud Neves and Domingues, 2007, p. 18), "qualitative research goes far beyond the visible and concrete" (Neves & Domingues, 2007, p. 19), "it is not concerned with numerical representation, but, yes, with the deepening of the understanding of a social group, of an organization" (Gerhardt & Silveira, 2009, p. 31).

Therefore, it is concerned with aspects of reality that cannot be quantified, focusing on understanding, and explaining the dynamics of social relations (Gerhardt & Silveira, 2009, p. 32). And as a research strategy, the Case Study, which “contributes, in an unparalleled way, to the understanding we have of individual, organizational, social and political phenomena” (Yin, 2003, p. 21).

In order to analyze the follower's susceptibility to the Influencer, it is important to identify the useful time that the follower is active on the social network, given that it will be during this time period that the contact between the Influencer and the Follower will occur.

This work intends to analyze the role of influencers and the social network in the business environment, at the level of promotion, market positioning, and target audience, while verifying the relationship between the products advertised by them and the effect that produces on the consumer.

In statistical studies, factor analysis reveals the interrelationship between a large number of variables and explains these variables in terms of their underlying dimensions (factors). It is an interdependence testing technique, in which all variables are considered simultaneously. According to Charles Spearman (1904), it is a statistical method that describes the dependency structure of a set of variables; in which it creates latent factors or variables. The analyzed data are generally considered to be interval measures and the scales, which range from 1 to 5 in the present study, are considered interval measures.

“Factor analysis is a popular multivariate technique. Its goal is to approximate the p original variables of a data set by linear combinations of a smaller number k of latent variables, called factors. This must be done in such a way that the covariance matrix (or the correlation matrix) of the p original variables is fitted well. The factor analysis model contains many parameters, including the specific variances of the error components.” (Greet Pisona, Peter J. Rousseeuwa, Peter Filzmoserb, & Christophe Croux, 2003)

To conclude the study, a quantitative research will be done with a heterogeneous sample aiming to understand what customers seek when following an influence. This sample have people from both genders, from 18 years up to 80 years, who has access to the internet, and are living in Brazil and they are from social classes A, B or C.

The questionnaire will have 18 questions. Specifically, with the results of the 13th question, a factorial analysis will be done, trying to group these variables into smaller groups. Then, with

the other answers, characterize these smaller groups regarding their demographic's aspects, their behaviours and preferences.

According to the Institute for Digital Research & Education of UCLA, the factor analyses could be divided into two types of factor analyses, confirmatory and exploratory. Exploratory factor analysis (EFA) is a method to explore the underlying structure of a set of observed variables.

EFA is used when a researcher wants to determine the number of factors that influence variables and analyse which variables "fit together" (DeCoster, 1998). A basic hypothesis of EFA is that there are common "latent" factors in the data set that need to be discovered, and the goal is to find the smallest number of common factors that explain the correlations (McDonald, 1985).

The factor analysis will be conducted using the IBM SPSS Statistics software, version 28.000(190) and with all outcomes provided by the tool.

The EFA will test 15 variables present on the 13th question of the questionnaire. As a general rule, the sample has to have at least 5 times more answers than the number of variables (Silva, Paludo, Vieira, & Cerbaro, 2019). For this reason, the minimum acceptable for the sample is 75 participants.

3.1 STARTING QUESTION

Starting question, scientific question, or research question, among others, are some of the terms that describe the specificity of the research problem or (the identification or formulation) of the problem – phenomenon, fact under study.

The starting question is: The relationship between them and what customers are seeking when following an influencer.

3.2 RESEARCH OBJECTIVES

Regarding the objectives of the work, according to Prodanov & Freitas (2013, p. 124) "they must always be expressed in action verbs". These authors classify the objectives into two categories:

□ General: "it is linked to a global and comprehensive vision of the subject. It is related to the intrinsic content, whether of phenomena and events, or of the ideas studied. It is directly linked to the meaning of the thesis proposed by the project. It must start with an action verb.

□ Specific: they have a more concrete character. They have an intermediary and instrumental function, allowing, on the one hand, to reach the general objective and, on the other, to apply it to particular situations”.

The general objective is to determine the relationship between them and the impact on consumer behavior.

Specific objectives:

- what factors affect the consumers information search
- which factors influence the influencer and consumer relationship
- assess which aspects/characteristics (behavioral or other) are most valued in influencers;

3.3 RESEARCH METHODOLOGY AND CLASSIFICATION

Knowledge is only valid and validated when it is acquired using appropriate procedures for it, usually methodology that is understood as the set of methods, techniques, and instruments that can be used for (the collection, treatment, analysis, interpretation, or discussion of data and information and presentation of results) identification and resolution of a problem. In this aspect, Prodanov and Freitas (2013, p. 172) mentions that Demo (2000) considers all research as ideological,

“at least in the sense that they imply implicit positioning behind concepts and numbers; practical research does this explicitly. All research lacks theoretical and methodological foundation and only stands to gain if they can, in addition to categorical restriction, point out possibilities of intervention or concrete location”.

The methodology is quantitative insofar as it results from the combination of quantitative techniques and instruments. According to Prodanov & Freitas (2013), quantitative research conspires that every phenomenon or artifice of man can be quantifiable”, that is to say, everything that we observe, feel, think, opine and inform and practice can be translated into numbers of in order to sort them, classify them and analyze them, as long as they make use of statistical techniques and instruments such as percentage, mean, mode, median, standard deviation, correlation coefficient, regression analysis, etc.

In short, the ex-post-facto research method combined with the quantitative method has, in many cases, been used in the pursuit of research of this nature, especially when seeking:

- a) Cause-effect relationship between phenomena;
- b) Ease of being able to describe the complexity of a given hypothesis or problem;
- c) Analyze the interaction of certain variables;
- d) Understand and classify dynamic processes experienced by social groups;
- e) Provide contributions to the change process;
- f) Creation or formation of opinions of a certain group and allowing, in a greater degree of depth;
- g) The interpretation of the particularities of the behavior or attitudes of individuals (PRODANOV & FREITAS 2013, p. 69).

3.4 DATA COLLECTION

Based on the concept of Prodanov & Freitas (2013, p. 97) about data collection, we understand that “the phase of the research method, whose objective is to obtain information from reality. (...) It is the phase of the research in which we gather data through specific techniques”, we used to collect data related to this investigation the bibliographical research and the inquiry using the questionnaire with closed questions and multiple choice.

As for the type of study we carried out, we chose a qualitative methodology, which results from the characteristics of the phenomenon that we intend to explore and understand since, as Fortin (2003) points out, the objective of the case study is to report facts, describe situations and provide answers about the phenomenon studied.

Literature Review

Bibliographical research was used to review the literature and the theoretical foundation of the problem, for the due effect several materials already published available in physical and data format were used, sometimes acquired in bookstores, sometimes consulted in libraries and digital platforms, such as a website and blogs that address the topic in question.

It is important to understand the first step as a source of data and information for the second step. This is a simple methodology, aiming to extract content from the stakeholders and transform this spread data and information into knowledge, and posteriorly becoming wisdom if used correctly.

According to Knowledge Management studies, presented in the DIKW Pyramid (Clark, 2014), the differences between 'data', 'information', and 'knowledge' are:

- Data is raw. Isolated facts that have little or no meaning. Gathering of parts. In our study context: Isolated answers from different stakeholders.
- Information is data presented in a meaningful way. Connection of Parts. In our study context: Summarize the answers and identify similarities and differences as source for the next step.
- Knowledge is the best way to interpret facts and use information. Formation of a Whole. In our study context: Validate the changes, putting all in a consumer behaviour model.

Interviews

- Exploratory methods were used as this field of study has a lot of dark areas, so the research tried to uncover new discoveries, providing insights and understand the patterns which guide these alliances between brands and influencers. This section contained a few qualitative interviews made with different stakeholders from these processes. Two marketing managers, a specialist from a media agency and several influencers were listened. About the influencers, trying to cover all the types, the interviews were made with profiles from 50.000 up to 5.000.000 followers, from fashion to comedy, from B2C to B2B relations.

Survey by Questionnaire

The survey is a technique for obtaining data and information, using the interview and questionnaire as instruments. According to Mesquita and Duarte (1999, p. 118) using the questionnaire when it is "the survey is extensive (...) to obtain a representative sample, studying large groups of individuals, although the data is collected limited and superficial. The questionnaire defines, is the research technique organized by a series of questions submitted to certain subjects, to gather data or information "about knowledge, beliefs, feelings, values, interests, expectations, aspirations, fears, present or past behavior, etc." (Gil 2008, p. 121). Still, according to this author, elaborating a questionnaire is mainly to represent the research objectives in clear questions. Since, the answers to the questions provide the data intended to characterize the population surveyed or test the hypotheses formulated during the research project.

3.5 DATA COLLECTION PROCEDURE

The data collection process began in July of 2021 where the selected study subjects (e.g., intentional sample) were individually reached, to:

- Make known the subject of the study, the objectives, the method that will be used to record the information (the recorder), combining the place, date, and time when the interviews will take place.
- Guarantee the secrecy and anonymity of the study subjects and they must give their informed consent as to the perspectives and purpose of the investigation.

The previously elaborated Interview Guide was used to allow participants to express themselves freely, spontaneously follow the line of their thoughts and experiences and, at the same time, allow them not to deviate from the problem under study, according to the Themes proposed.

3.6 ETHICAL CONSIDERATIONS

Research activities should be planned and conducted based on research questions/problems that allow for the addition of relevant knowledge on a given topic, developing new methods/instruments with potential for application, or improving existing methods/instruments.

When participation is in person, the obtaining of an informed consent signed by the participant must be privileged, except in situations of incapacity (eg, literacy or mobility difficulties), or when personal identification may imply risks for the participant (eg, studies with participants with illicit behavior). In these cases, the participant can express their consent verbally or through a behavioral signal, which must be duly registered. For this study, the participants expressed their consent by accepting to share their data on the questionnaire.

In addition to obtaining informed consent, this investigation meets other ethical principles that the investigation must respect:

- Charity: under the principle of “doing good” for the participant and for society;
- Non-Maleficence: under the principle of “do not cause harm” and therefore, assess the possible and foreseeable risks;

- Loyalty: with the principle of “establishing trust” between the researcher and the study participant or research subject;
- Justice: with the principle of “proceeding with equity” and not providing differentiated support to one group, to the detriment of another;
- Truthfulness: following the ethical principle of “telling the truth”, informing about the risks and benefits, associated with free and informed consent.

4. LITERATURE REVIEW

4.1 THE RELATION BETWEEN BRANDS AND INFLUENCERS

The patterns that have been guiding the relationship between brands and influencers and how these alliances have changed during the past few years is a secondary goal to be answered in this study. To analyse it, the answers should be taken from the two points of view; brands/agencies on one side, and influencers on the other side.

It is important to understand how this has started and where we are now. Jose Cazar, Marketing Manager at a big educational group in Brazil, believes in a natural transition from the old-fashioned way to nowadays:

“Talk with our audience always was and will be mandatory for any business. Historically, suddenly the brands found themselves deposed from their traditional means of contact with their target. In a short space of time, a fast migration of the audience to new digital channels has occurred. After this moment, without knowing how to act, the brand gradually understood their audience had moved for these new “places” because they may find there, people who they identify themselves and trust.” (Cazar, 2020)

From the advertising company side, a digital specialist from Ogilvy, one of the most important advertising agencies in the world, started defending that the brands have evolved, and this was one of the most important changes that could be appointed. As noticed on the quote said by Jose Cazar, even the brands did not know how to react in the very beginning.

Just a few years ago, the brands were used to force the influencers to use a pre-assembled content, which most of the time, clearly had no similarities with the influencer content. Going back to Alice Audrezet & Gwarland de Kerviler (2019) view, they also said that influencers are more than an “advertising outlet”.

This new behaviour from the companies’ side is already present on the new marketing scenarios. Tiago Mascarenhas, CEO and Marketing Director at SEDA College, understand the importance of finding an influencer who has compatibility with the brand values and who deliver their own value as well for their audience. So, when they set up an alliance, they try to maintain the influencer on their “area of actuation” and do not force a content.

On the influencers' perspective, regardless of their audience size, they also believe these relations has changed indeed, but it still has some brands that are only focused on the number of followers:

Maria Clara, a fashion influencer with 100.000 followers, believes the relationship is closer now. But, according to her, several brands are still looking for influencers who have a huge number of followers, regardless their correlation with the brand.

Thomas Santana, an influencer who has more than 5 million followers, said that now the brands are setting partnerships with him under a new perspective. But, looking backwards, when he had less followers, the brands did not want to set a proper partnership. He was seen just as a space to promote a product in exchange of this very same product.

4.2 THE RELATIONSHIP BETWEEN SOCIAL MEDIA INFLUENCERS AND THEIR FOLLOWERS

Social media influencers are users who have a substantial network of followers who post texts and visual narrations of their daily lives and who have influence over a specific group (De Veirman et al., 2017; Abidin, 2016).

These influencers are identified on most social networks such as Facebook, Instagram, Snapchat, Twitter, Tik Tok, and YouTube and use them to present their brands, including their ideas, images, experience, and sponsored products (Varsamis, 2018). They may be well-known celebrities, but not all of them are social media influencers.

Social media platforms allow influencers to make a profit from the human brands they create, and social media has enabled users to build and manage a network of followers, allowing some users to monetize the exposure they can offer to businesses and brands. Most companies understand the power of persuasion of influencers over their followers, and as a result, brand managers are investing an increasing share of their advertising budgets with influencers to promote their products and services through influencer marketing (Hall, 2015).

Influence marketing is similar to electronic word-of-mouth marketing (eWOM) but does not strictly involve recommendations or mentions (De Veirman et al., 2017). It should be noted that the influencer marketing industry is projected at \$6.5 billion in 2019 with hundreds of thousands of influencers worldwide (Stokel-Walker, 2019).

While social media influencers build a network of followers, they create and manage their brands, generally establishing a specific niche market. As an example, James Charles, a

makeup, and beauty influencer, has about 14.7 million followers on Instagram. He was known for his tutorials on cosmetic application and beauty tips. James was sponsored by CoverGirl and his rise to become a valuable influencer was built on his human brand and exclusive beauty tips for his accumulated followers.

It should be noted, however, that for these social media influencers to maintain their personal human brands is online status and it is important to understand why these consumers follow influencers and what information and features they are looking for.

In this sense, a set of studies has focused on celebrities (Bergkvist & Zhou, 2016; Choi & Rifon, 2012). As social media influencers get involved and persuade followers lack theorization and empirical validation that warrants deeper investigation.

Although the theoretical models identified in the literature remain applicable, adaptations may need to adjust the emerging use of social media and the role of influencers (Kapitan & Silvera, 2016; Voorveld, 2019). The main characteristics of the source, such as those of social media influencers are known to have a marked influence on the effects of communication. The basis for selecting the characteristics of influencers supports their inclusion in most studies.

Attractiveness, friendliness, and similarity were identified as recurrent themes in the responses of some studies. In addition, the concept of close relationship between followers and their social media influencer suggests a little explored conceit previously explored in marketing literature.

Thus, influence marketing represents a marketing strategy that relies on companies to invest in identified influencers to create or promote brand content for their followers (Lou & Yuan, 2019; Scott, 2015).

Influencer marketing literature has focused on celebrity influencers (Djafarova & Rushworth, 2017; Wood and Burkhalter, 2014), although social media influencers often have some experiences in specific areas such as healthy living, travel, food, lifestyle, beauty, and fashion (Lou & Yuan, 2019).

Social media influencers should manage their personal brand and online presence. The human brand has evolved as a marketing communication tool for individuals to manage their identities to maintain their image in the market. It is important that influencers keep in mind the increase of their followers, building a network of followers and can generate an online presence, because their popularity and strengths are usually measured by the amount of involvement of the follower they receive, including the number of likes, comments, or shares (Freberg et al.,

2011). The celebrity literature suggests that the effects may be beneficial for celebrities who have many followers on social media. For example, Jin & Phua (2014) identified that the more followers a celebrity has, the greater their social perception and influence.

4.3 THE MAIN CHARACTERISTICS OF INFLUENCERS

Attractiveness is a common *characteristic identified in the pilot study and* is supported by the selection of marketing literature, besides that the marketing literature has paid much attention to this characteristic (Amos et al., 2008). Attractiveness refers to the physical attractiveness of the social media influencer, being considered as an important characteristic that influences advertising and product evaluations (Choi & Rifon, 2012; Stanley et al., 2011). Some previous studies have shown a preference for assigning more positive qualities to people who are attractive compared to unattractive ones (Till & Busler, 2000).

Sympathy is another characteristic of influencers and an affection one has for a person because of physical appearance, behaviour, or other characteristic. Regarded as a tactical persuasion and a self-representation scheme, sympathy is known to have positive effects on persuasion (Kapitan & Silvera, 2016).

Probability is equally important because it is believed to have positive effects when transferred from the product influencer (Reinhard & Messner, 2009). Probability is important to social media influencers when managing their human brands.

Similarity is also recognized as adjustment or congruence, refers to the degree of similarity between the follower and the influencer and represents an important consideration in the selection of the influencer (Bergkvist & Zhou, 2016; Silvera & Austad, 2004).

Choi and Rifon (2012) argued that consumer relations with the influencer should not be forgotten. Marketing studies discussed the role of attachment between consumers and human brands (Moulard et al., 2015). Based on psychology, attachment theory helps explain the interpersonal relationships between humans in the long or short term (Mikulincer & Shaver, 2008).

Thus, understanding how humans establish connections with other human beings is an important concept to be considered in the social area of media relations between influencers and followers. It has been established that consumers have psychological and emotional ties to human brands, including autonomy, relationships, and competencies, and how these relationships influence perceptions and behaviors through social media.

The attitude towards the influencer may not be well defined and constructed, and for this reason it is important to understand the opinions of consumers for cognitive social media influencers (Chan et al., 2013). The design of the attractiveness model (McGuire, 1985) effectiveness of communication including the formation of positive attitudes may depend on the characteristics of social networks and the source of influencers of attractiveness, friendliness, and similarity. Current studies on social media influencers have also defended the importance of attitudes about buying intentions (Lim et al., 2017).

4.4 THE “NEW” KPIS?

Number of followers and number of likes. These are the mandatory KPIs when talking about influencer marketing. It is impossible deny it. But, nowadays, the brands claim to seek something else when trying to establish partnerships with influencers. What is it?

Jose Cazar puts the criteria of selection through a qualitative and a quantitative approach. Both sides are complementary. When a brand will run an influencer campaign there is a set of variables that could be analyzed. Even being complementary, Cazar believe the qualitative one is the most important and the brands must start analyzing them, and after the choose of an influencer, the brand should verify the selection through the quantitative rates.

The qualitative aspects are much more difficult to measure and even to select what you should measure. According to Tiago Mascarenhas, the brand must select influencers who have the same “lifestyle” that the brand seeks in their customers. This thought is highly related with Cazar’s thought when he says that the brand first has to know itself. The brand must know how the customer see the brand, know how the brand wants to be seemed, or at least, has some ideas of how to get there.

The brand awareness and image are another KPI that brands claim to seek when hiring an influencer. But, among all the communication efforts, is almost impossible to identify the impact of these specific efforts on awareness.

That is why the merge of qualitative and quantitative metrics are essential for this evaluation. But, when looking at the influencer perspective, most of them continue believing that brands are mostly looking at their quantitative numbers.

Most of times, metrics used to evaluate qualitative aspects are not presented by the brands. This does not mean that brands do not make use of them. But how important is to make the relationship transparent to make the influencer part of the business?

Isis Castro, under a B2B perspective, believe that her relationship with a specific brand could be a model to be analyzed. The quantitative steal important in their partnership, but she says that they are on a level that the two players are playing as one team. Isis Castro owns an online photographer course with 70.000 followers, and she is always promoting their partner products in their courses. In other hand, the brand promotes Isis as a brand as well, always inviting her for the brand events, generating opportunity for Isis to create new contents for herself and even for the brand.

For Thomas Santana, the brands now understand who he is, and who his audience also is. This makes with brands use their qualitative insights and of course, his impressive qualitative numbers.

Maria Clara stands for the same. Some brands know how the influencers are important, they know that they are more than a space of advertising and are taking advantage of it, but again, number matters.

When talking about KPIs, rather qualitative or quantitative, it was unanimous among brand, agency, and influencer that the main metric is credibility. That is what brands are looking for when hiring an influencer what takes us for the very beginning, when choosing the influencer goes beyond number of followers.

In other words, a fashion influencer has credibility on this field of interest. If a tech brand tries to use a huge fashion influencer, regarding their quantitative metrics, the relationship is faded to fail.

4.5 THE ROOTS OF CONSUMER BEHAVIOUR

Consumer behavior studies were first written in the 60s according to Mowen and Minor (2003). However, the need to study consumer behavior was recognized only with the concept of marketing. One of the Marketing' approaches assume that "industry arises with the customer and his needs, and not with a patent, raw material, or sales ability". (Mercer, 1994 apud Mowen; Minor, 2003, p.3).

The study of consumer behavior allows marketers to know and predict consumer behavior in the market; this study deals not only with what consumers buy but also why, when, where, how, and how often they buy. (Schiffman, 2009, p.11).

For Churchill Jr. & Peter (2000), consumer behaviour seeks to understand the reason that leads consumers to buy certain products and not others and, for this, marketers study

consumers' thoughts, feelings and actions, as well as the influences on them that drive change. "Consumer behaviour is the study of the processes involved when there are or groups select, buy, use or explore service products, ideas or experiences to satisfy needs and desires." - Solomon (2002, p.24)

So, it is commonly understood the importance of consumer behaviour on the study and understanding of marketing, as a powerful source of data, information, and knowledge.

The aspiration for agile and successful business plans promoted the business intelligence that was debated in parallel with the internet of things and big data within organizations, allowing companies to obtain useful information from customers and make efficient decisions through the identification of opportunities and threats, especially when focusing on customers, suppliers and competitors in real time (Olszak & Zurada 2015; Oláh et al. 2018).

One of the most important developments that has evolved with the application of big-data analytics is that customers have become actively involved in pricing decisions in the online marketplace. Advanced search engines, web crawlers, e-commerce templates and group shopping provide customers with opportunities to be part of the pricing process (Mokrysz 2016).

In this sense, consumer behaviour has been a very important topic in market research since the beginning of the 21st century. The studies focused essentially on consumer behaviour and attitudes towards different brands, offers, sellers and business strategies. In this regard, Deksnyte & Lydeka (2012) discussed the factors that form an adequate dynamic pricing strategy. The study points out customer behaviour and characteristics, fair prices, market structure, product need and product perception as some of the most important factors that help in setting the right prices.

The study by Le & Liaw (2017) on social media and its impact on consumer behaviour of items used as the user's ability to identify useful information on the website, as well as their perception of how their privacy is protected. In this study, the various self-development items were also identified in relation to the online shopping experience and privacy measures. In all, six items were adapted or newly developed to measure consumers' online shopping experience and privacy concerns in a dynamic way in the pricing environment.

4.6 MOTIVATIONS AND NEEDS

The study of motivation is extremely correlated with the purpose of this study as an essential field to understand what leads consumers to buy a product, purchase a service or even follow a specified page on a social network.

According to Mowen & Minor (2003), motivation starts with a stimulus – which could be internal or external - that drives the recognition of a need. The internal stimulus comes from the consumer himself, such as hunger or the pursuit of a goal. The external stimulus, on the other hand, comes from sources external to the consumer, such as an advertising message or a comment from a friend about a certain product.

In this study, the external stimulus is highly effective, where an influencer can stimulate a need. Consumers in the digital environment are increasingly affected by external stimuli, which are emitted with high frequency due to the amount of information that the internet and social networks can deliver to users. The trick question is to understand how an influencer can stimulate more a consumer than a regular ad, and this will be tested through The Stages of Change Model.

The stimuli can cause the consumer to recognize a need, which causes a state of tension, driving the consumer to try to reduce or eliminate this need. (Solomon, 2002). As Solomon defends, these needs can be whether natural or caused on an individual.

People are born with a need for certain elements that are essential for sustaining life, such as water, air, and shelter. These are called biogenic needs. But people have many other needs that are not innate. Psychogenic needs are acquired in the process of becoming a member of a culture. – (Solomon, M.R., 2002, p.96.)

In the same way that the digital environment brought to the consumer stimuli that boost the recognition of their needs, this environment also provided means by which these consumers can satisfy them, especially as psychogenic, which when satiated, generates the feeling of belonging to culture to the individual. (Solomon, 2002).

With the internet, consumers can participate in successful groups on blogs, online communities or even follow influencers they admire, connecting and becoming closer to being members of a culture without having to leave their homes. More than being part of a group, now it is extremely easy to buy a product which an influencer is using, to increase this feeling of being part.

Among the Internet environment, the Fear of Missing Out (FOMO) is an ongoing trend extremely present on the Millennials mainly.

4.7 DECISION-MAKING PROCESS: THE SEARCH FOR INFORMATION

The constant and uncontrollable changes in business in the contemporary environment require permanent adaptations and adjustments in products and production and management procedures, and those who seek to adapt to new environmental conditions will face difficulties to grow and survive (Lamb, Hair & McDaniel, 2008; Drucker, 2011).

Marketing Set of activities that focus on the analysis, planning, implementation, and control of programs aimed at obtaining and serving the demand for products and services, in an adequate way, with quality and profit for the company, meeting the desires and needs of consumers. According to Kotler: (1999, p. 41) "Marketing is the social and management process through which individuals and groups obtain what they need and want through the creation and exchange of products and values". According to Peter Drucker: "The process by which the economy integrates into society serving human needs."

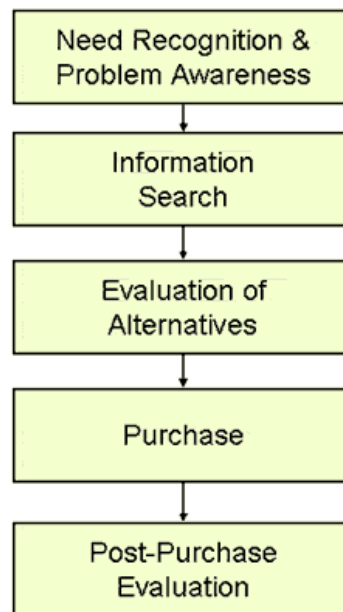
However, it reveals a globalized world that contains emerging technologies such as the Internet. Taken by the revolution brought about in this environment in the marketing mix, men and business organizations have as their reach to meet the needs of the greatest possible number of customers in different markets, offering a greater variety of goods and services (Huang, Tzeng & Ho, 2011)

The human being is constantly faced with situations that require decision making. Even if these are simple issues, involving family dynamics or professional situations for example, or even the purchase of some product, or subscribing for a service.

Consumer decision-making consists in the set of processes involved in the recognition of problems, the search for solutions, the evaluation of alternatives, the choice between options and the evaluation of the results of the choice. (Mowen & Minor, 2003, p.191).

To illustrate the way consumers, make their decisions, Mowen & Minor (2003) created a flowchart that focuses on their actions and reactions when faced with the need for decision making.

Figure 1 - Generic Mowen and Minor Consumer Decision Making Model



Source: Mowen & Minor, 2003, p.192.

As shown above, after identifying the need, there is a search process made by the customers. Consumer search behavior is defined by Mowen & Minor (2003) as the set of actions taken to identify and obtain ways to solve a consumer's problem.

Researchers have identified two types of consumer search processes - internal and external search. In the internal search, consumers retrieve information about products or services that can help solve a problem from their permanent memory or conscience. They use their previous knowledge about some subject to solve a problem. On the other hand, in external search, consumers obtain external information, such as friends, advertising, packaging, research reports, salespeople and others. (Mowen & Minor, 2003, p.197).

The process of this external search is increasingly intense due to the high level of information that is available to the consumer, especially in digital media. When a consumer starts to collect external information, there is a huge field of opinions, evaluations and conceptions about a product, and the influencer marketing has a powerful influence in the external search as well.

"Online services offered three major benefits for consumers: convenience, information, greater convenience." – Kotler, P., 2000, p.682.

It is important to highlight that information, feedback and opinions which one day was collected at the external search, could be absorbed becoming an internal conscious as well as the experience the consumer had with this product or service.

4.8 REFERENCES GROUPS

To elucidate the dynamics of the great influencers that inhabit the internet, it is necessary to understand how the consumer behaves in relation to the stimuli that are requested on social networks. The consumer alone conducts an external and an internal search to make decisions and opinions, and this search can be done through groups or opinion leaders on certain issues.

With the increase in active participation on the internet, the confidence of a greater number of citizens on blogs that seek to keep themselves informed about matters of their special interest or to know as opinions of superusers, the leaders of the conversations of the virtual communities, grows more and more. (Wright, 2008, p. 46).

According to Schiffmann (2009), a reference group is any person or group of people relevant to the formation of values and attitudes, whether by comparison, because it serves as a reference; or that acts as a specific behavior guide. So, it is possible to assume the influencers as references groups, both acting individually, both as a group of influencers from the same segment.

The reference groups are subdivided into two: The normative, which consists in the definition of values or standards defined in a general and broad way. In the other hand, the comparative, which is guided by parameters for specific attitudes or patterns. (Schiffmann, 2009).

We can establish a connection between the theory of reference groups and the influencer power of the influencers created and sustained on social networks, as these influencers act as parameters for the behavior of a large group of people.

For Solomon (2002, p. 261) "the reference groups have a social power that implies the ability to influence others to the point of changing their actions", and there are different reasons why one person can exercise that power over another, being they:

- **Referential power:** if a person admires as someone or group categories, he will try to imitate those qualities by copying the referring behavior.

- **Information power:** a person can have the power simply because he knows something that others would like to know.

- **Legitimate power:** sometimes people gain power due to social agreements, such as the power granted to police and teachers;

- **Knowledge power:** originates from the specific knowledge domain of a content area;

- **Rewarding power:** when a person or a group has the means of providing positive reinforcement;

- **Coercive power:** a threat is often effective in the short term, but it cannot produce a permanent change in attitude or behavior.

It is important to highlight that these concepts were not used and are not present in the results.

4.9 MARKETING 4.0

Innovation can be defined as the application of new ideas to products, processes or other aspects of a company's activities that lead to increased value. This value is defined comprehensively and includes the highest added value for the product, and benefits consumers or businesses.

The expression "Innovation" originates from the Latin "innovacione" which means renewal and, according to the dictionary of the Portuguese language, to innovate means to introduce any novelty in the management or the way of doing something, or to create something new. Innovation therefore represents an important strategy for economic development and growth, as well as for improving the quality of life of populations.

Schumpeter & Drucker, on the other hand, associated it with entrepreneurship. It was Schumpeter who referred to the different ways that innovation can be, inter alia, as a new product, a method of production, a market, materials, and company (Swedeberg, 2009). And Drucker pointed out that innovation is an important tool for entrepreneurs (Drucker, 1993 cit in Sakar, 2009, p.28).

With the increase of competitors inserted in the market, associated with the various transformations that occur at strenuous speeds, they represent the main factors that base the need for organizations to seek alternatives of competitive advantage in order to remain in the market (Morgado & Oliveira, 2010).

The innovation of a sustained product necessarily involves the development of multiple innovations. Sustained innovation means that the organization must provide resources to

monitor a few different projects at different stages of development at once and should also develop some procedures for effective management (Austin et al., 2006).

The need for frequent innovation represents a given in the business environment today. It is the regular and incremental innovations that give the organization the sustained growth that needs to cope with fierce competition.

In innovation-oriented economies, it is expected that the emphasis on activity can gradually change the determined sector as an increase in wealth occurs. The SME sector is undergoing a few changes and improvements that identify in terms of variety and sophistication, and these improvements are generally associated with more intensive development activities (Stosic, & Stosic, 2013). Progress paves the way for the development of an innovative entrepreneurial activity, geared towards the use of opportunities, innovative small businesses often benefit from a productivity advantage over large enterprises innovation, allowing these small actors to operate as "agents of creative destruction". Depending on the degree to which economic and financial institutions, created during the economic period of strong industrialization, are able to integrate and respond to entrepreneurial activity based on opportunity, new innovative companies may emerge, assuming themselves as important drivers of economic growth and wealth creation (Leenders. & Dolfsma, 2016).

Product innovation is a primary means to adapt to new markets, technologies, and competition. Innovative organizations are more profitable, grow faster, create more jobs, and are more productive than their non-innovative competitors, even in mature industries (Huebner et al., 2015).

The association between theoretical innovation and the competitiveness of companies, based on a long-term perspective can be contextualized through strategic adaptation. According to this research chain, the strategy process is considered as a dynamic process, being the necessary key to achieve competitive advantage (Costello & Prohaska, 2013).

The adaptation process is not contextualized as an uncontrolled phenomenon, but as the result of complex interactions and changes in the external environment on the one hand, and, on the other hand, the internal environment, in which there are resources, organizational structure and managers, company profiles, company characteristics, size, asset structure, etc. Finally, the adaptation process is affected by previous decisions on strategic positioning. This "systemic" approach tries to reconcile contingency theory and strategic positioning thinking, and distinguishes between two interconnected dynamics: an internal structuring (internal actions directed to adapt organizational agents to new environmental conditions) and, an

external structuring (actions that modify the company's relationship with the environment, such as the launch of new products or change suppliers) (Farinha et al., 2016).

For this reason, innovation is often referred to as the specific set of activities that offers competitive advantages for the company. As such, an increased interest on the part of researchers has been placed on the understanding of which practices most substantially affect innovation and the company's capacity. Innovation can be identified directly with the concept of strategic adaptation. Thus, the same literature on innovation practices gives details on how specific innovation practices or capabilities can be integrated into each dimension of strategic adaptation (Fri et al., 2013).

Over the years we have seen important global changes that have influenced the way of life and consumption of citizens. Marketing is one of the areas of knowledge that has changed over time, going through several phases, namely marketing 1.0, marketing 2.0, marketing 3.0 and, currently, marketing 4.0 (Kotler, Kartajaya, & Setiawan, 2017).

The internet has a fundamental role in the evolution of the concept of marketing, considering social networks as one of the most striking effects (Rez, 2018). Social media platforms, such as Facebook, are the most popular way for a person to connect socially on the internet (Kotler et al., 2017), becoming a means of sharing experiences, comments, and evaluations (Nusair & Bilgihan, 2013).

Marketing 4.0 thus has its origin in the digital age and focuses, essentially, on the online interaction between consumers and companies, which must be established on a constant basis, and on the interaction of consumers with the product, allowing them to know other experiences consumers and access comments and opinions about a specific product (Jara, Parra, & Skarmeta, 2012).

Currently, consumers ask for advice on social networks and trust more in the opinion of these people than in the information that comes from advertising and experts (Kotler et al., 2017), exercising this influence an often motivating and decisive power in the decision making and purchase of a product / service.

Innovation in the Marketing 4.0 era is understood differently by the authors, Lu (2017) and Witkowski (2017), who emphasized that innovation is based on the development of the internet and the existence of Big-Data, and the main innovations include the internet of things (IoT) cyber-physical systems, information and communication technologies, and enterprise

architecture. On the other hand, marketing innovations are like flexible linking of products and services over the internet or like network applications like the blockchain¹.

¹ in the emergence of cryptocurrency, generic and self-programmable blockchains were created, offered by foundations such as Ethereum, blockchains, which are currently used in other areas besides cryptocurrencies. For example, IBM and Samsung announced that they would try out the Ethereum-based blockchain to provide Internet of Things (IoT) solutions.

5.0 EXECUTION OF THE STUDY

The questionnaire was distributed through Google Forms and it had 136 accesses and 93 responses during July of 2021, meeting the criteria of having at least 75 respondents. The sample is heterogenous, with different genders, ages, and lifestyles.

The respondents are 54.8% female, 44.1% male and one participant did rather not say. Regarding their ages and education, the sample again is spread through different groups as shown on the following charts:

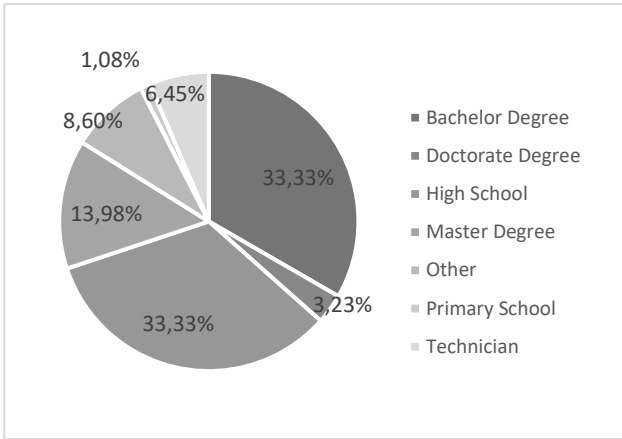
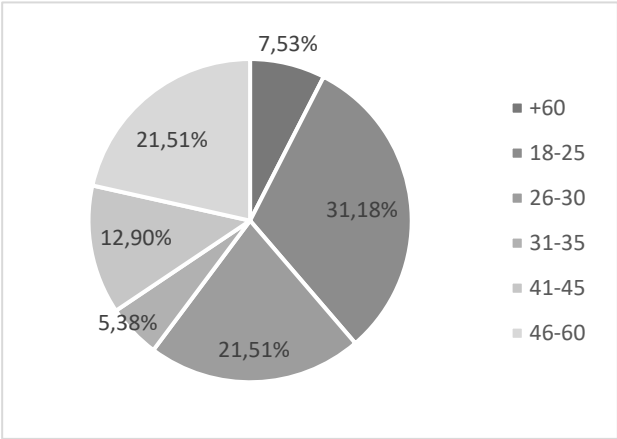


Chart 1 – Age Groups

Chart 2 – Education Group

The audience is in general an internet heavy-user, as 50.5% spend more than 2 hours per day in social media, 28% spend from 1 up to 2 hours, and only 20% spend less than 1 hour on social media every day.

The type of followed person by the group is as presented on the following chart:

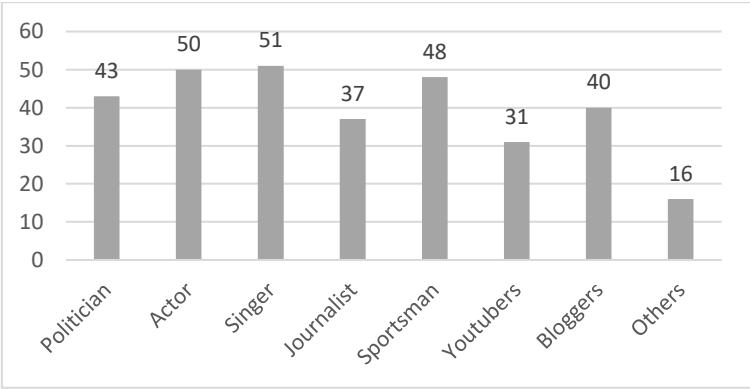


Chart 3 – Type of Person You Follow

Regarding an initial knowledge about the field of the study, 93.5% said they know what an influencer is, 75.3% said they follow an influencer, and 64.5% consider their purchase decisions may be affected by an influencer. In addition, 10.8% consider themselves as an

influencer. Going deeper on this topic, when an influencer promotes a product, only 10.8% said they won't feel desire to buy it.

Considering which of the following behaviours the audience would adopt facing an influencer post, shows that the respondents tend to have a more neutral opinion, where the almost all factors were centralized on "Rarely" and "Sometimes". Even with this neutral aspect, when comparing the extremes, we saw the audience rather to say "never" than "always", showing the audience remains with second thoughts regarding influencers, and a post by itself is not able to bring great results.

On the factor **buy a product**, 54.8% said sometimes they would make a purchase. In **practice the same experience** we saw again a great number where 46.2% answering sometimes, and 34.4% rarely, showing the audience might follow recommendations regarding experiences. The power of experience is highlighted when looking at the **visit a place** factor, where more than 60% would visit a place always or sometimes due to an influencer recommendation. The factor **listen to the same music** is balanced among never (30.1%), rarely (34.4%), and sometimes (30.1%).

Make the same diet, make the same training, take the same photo, make the shame post, participate in giveaways, and copy the influencer's style have the highest number of "never" answers, receiving 37.6%, 46.2%, 45.2%, 54.5%, 39.8%, and 43% respectively.

The price is also crucial when looking at the **use discount code** factor. This is the factor with the highest number of always answers, with 28%, and only 23.7% said they never would use a discount code.

In general, the influencer can **change the perspective about a topic** (table 1), where 38.7% rarely change and 44.1 sometimes change.

	[Buy a Product] %	[Practice the same experience] %	[Listen to the same musics] %	[Visit a Place] %	[Change my perspective about a topic] %	[Make the same diet] %	[Make the same trainings] %	[Take the same photo] %	[Make the same post] %	[Use discount codes] %	[Participate in giveaways] %	[Share with Friends] %	[Copy the influencer's style] %
Never	18(19.4)	16 (17.2)	28 (30.1)	15(16.1)	12(12.9)	35(37.6)	43(46.2)	42(45.2)	51(54.5)	22(23.7)	37(39.8)	17(18.3)	40(43)
Rarely	20(21.5)	32(34.4)	32(34.4)	17(18.3)	36(38.7)	37(39.8)	27(29)	25(26.9)	32(34.4)	23(24.7)	31(33.3)	32(34.4)	32(34.4)
Sometimes	51(54.8)	43(46.2)	28(30.1)	53(57)	41(44.1)	21(22.6)	22(23.7)	22(23.7)	10(10.8)	22(23.7)	18(19.4)	26(28)	14(15.1)
Always	4(4.3)	2(2.2)	5(5.4)	8(8.6)	4(4.3)	0	1(1.1)	4(4.3)	0	26(28)	6(6.5)	18(19.4)	7(7.5)
Total	93(%)	93(%)	93(%)	93(%)	93(%)	93(%)	93(%)	93(%)	93(%)	93(%)	93(%)	93(%)	93(%)

Table 1 – Would you change your perspective about a topic – Answers

Looking closer at this behaviour change, the audience was asked if they would change their perception about a product/service depending on whether the value or the influencer who is promoting it. 29% of the sample said they won't change their perception anyway. 22.6% would

change depending on the price, 11.8% depending on the influencer, and 36.6% depending on the price or the influencer. It shows that the influencer has an important role, but the message still has a crucial value.

Regardless the age groups, the factors could be divided into 3 groups (table 2) as shown in the following table. Note that the highest possible score for each factor is 5.

Age	[Charisma]%	[Popularity]%	[Number of Followers]%	[Appearance]%	[Number of Posts]	[Knowledge about the subject]	[Transparency]%	[Positive Comments]	[Knowledge time]	[Trust]	[Communicative Skills]	[Communication with the audience]	[Consistency]	[Similarity]	[Be Famous]
60+	3,1	2,6	2,7	2,7	2,6	3,3	3,3	3,1	2,6	3,3	3,4	3,3	3,0	2,4	2,1
18-25	4,7	2,8	2,3	2,8	2,6	4,6	4,4	4,0	3,8	4,4	4,7	4,5	4,2	3,8	2,4
26-30	4,3	2,8	2,4	2,8	2,5	4,3	4,5	3,4	3,5	4,1	4,3	4,0	4,0	3,6	2,1
31-35	4,6	2,8	3,0	2,8	2,8	4,8	4,8	3,0	4,8	5,0	4,8	4,4	4,8	3,8	2,4
41-45	3,5	2,8	2,7	2,3	2,0	4,0	3,8	3,8	3,2	3,8	3,5	3,7	3,4	2,8	2,0
46-60	3,2	2,3	2,1	2,3	2,1	3,8	3,7	3,3	3,6	3,4	3,5	3,4	3,7	2,9	1,9
Total	4,0	2,7	2,4	2,6	2,4	4,2	4,1	3,6	3,5	4,0	4,1	3,9	3,9	3,3	2,1

Table 2: Factors sought when following an influencer by age

Group 1: Charisma (4.0), Knowledge of the Subject (4.2), Transparency (4.1), Trust (4.0), Communicative Skills (4.1), Communication with the audience (3.9), and Consistency (3.9).

Group 2: Positive Comments (3.6), Knowledge Time (3.5), Similarity (3.3)

Group 3: Popularity (2.7), Number of Followers (2.4), Appearance (2.6), Number of Posts (2.4), Be Famous (2.1)

The first group presents the most valued qualitative characteristics by the sample. The second group also presents qualitative aspects, but which are less important. And finally, the less important, are quantitative factors and also how they look.

The Factor analysis will verify if the hypothesis that 3 groups of variables could be grouped for further studies in what the customer seek when follow an influencer.

The entire database was upload on SPSS and it was presented as below:

The KMO values which indicate the EFA if appropriated could be different from one author to other. For Hais, Anderson & Tatham (1987) between 0,5 and 1,0 represents acceptable values, and belo 0,5 presents the Factor Analysis as unacceptable. Kaiser & Rice (1977) are more critics, and for them the KMO value has to be greater than 0.8.

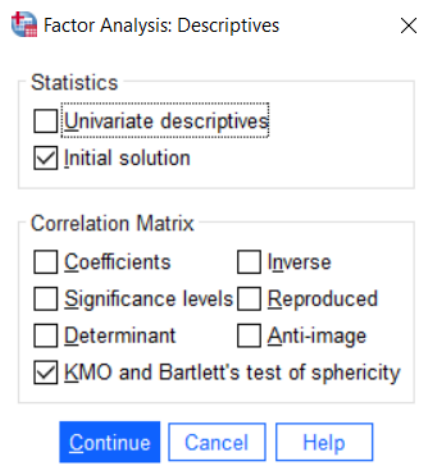


Figure 4: Descriptives Selection on SPSS

The “extraction” option was left as presented by default as well as the “scores” option. The number of factors could have been set as 3, forcing the tool to group 3 clusters as the hypothesis predicts. However, for this study, the software will run without this interference:

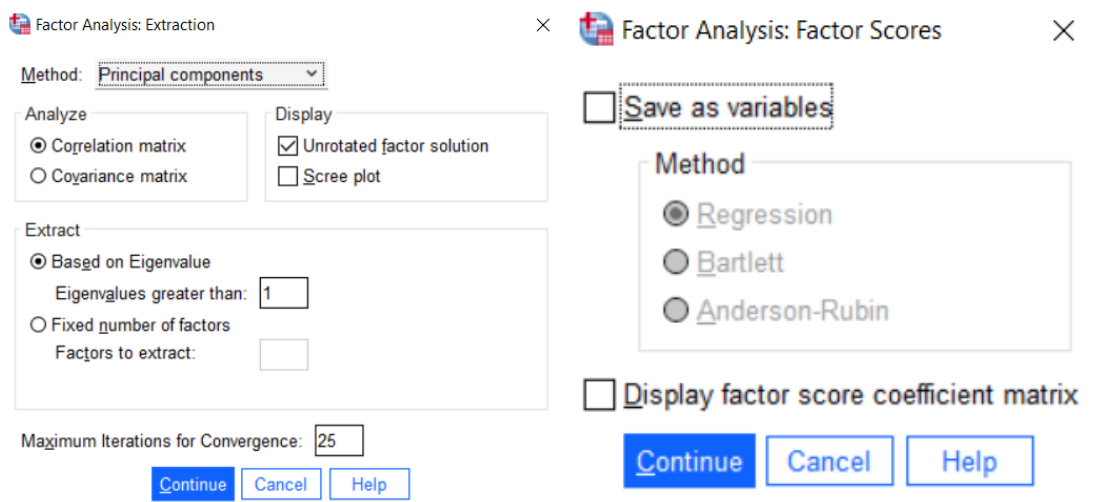


Figure 5 and 6: Extraction and Scores selection on SPSS

For better interpretation, factors are rotated, as non-rotated factors could be ambiguous. The goal of rotation is to reach an optimal structure which attempts to have each variable load on as few factors as possible, but maximizes the number of high loadings on each variable. (Rummel, 1970)

In general, there are two rotations: orthogonal and oblique rotation, and the orthogonal will be focus of this study. The two most common orthogonal techniques are Quartimax and Varimax rotation. Varimax minimizes the number of variables that have high loadings on each factor and works to make small loadings even smaller. Quartimax involves minimizing the number of factors required to explain each variable (Gorsuch, 1983).

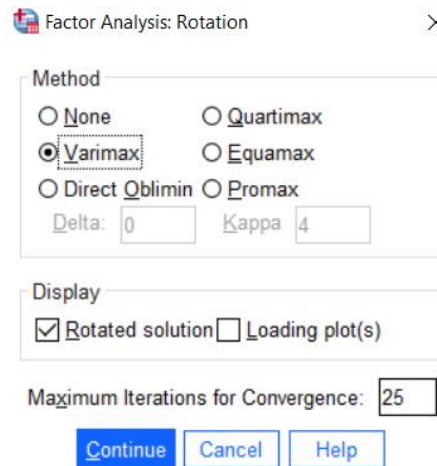


Figure 7: Rotation Selection on SPSS

As shown before, the Varimax rotation was considered for this study, as suggested by Field (2009).

On “options”, some authors decide to suppress small coefficients, and the same perspective was used for this study, and the the Factor Analysis have been done:

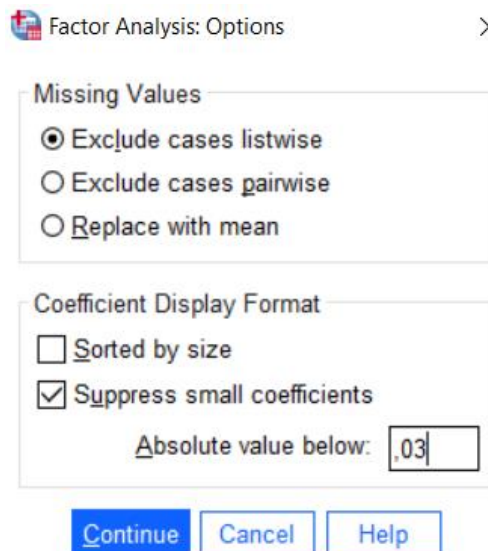


Figure 8: Options Selection on SPSS

The results of KMO test shows a sample adequacy greater than 0.8 (Kaiser & Rice, 1977). Regarding the Bartlett’s Test of Sphericity, the significant level has to be greater than 05 (Field, 2009). This sphericity test confirm that our example has patterned relationships. Indeed, these

tests show that we do have patterned relationships amongst the variables ($p < .001$). (Young & Pearce, 2013).

Teste de KMO e Bartlett

Medida Kaiser-Meyer-Olkin de adequação de amostragem.		,902
Teste de esfericidade de Bartlett	Aprox. Qui-quadrado	1127,728
	gl	105
	Sig.	<,000

Table 3: KMO and Bartlett's Test on SPSS

Regarding communalities, it is said that a given set of factors explains much of the variance in a variable if it has high commonality (Kline, 1994). Often, variables with low commonality (less than 0.20, so that 80% of the variance is unique) are excluded from the analysis because the goal of factor analysis is to explain the variance by the common factors (Child, 2006).

	Inicial	Extração
[Charsima]	1,000	,723
[Popularity]	1,000	,793
Number of Followers	1,000	,748
Number of Posts	1,000	,443
Appearance	1,000	,409
Knowledge about the topic	1,000	,819
Knowledge Time	1,000	,576
Transparency	1,000	,803
Positive Comments	1,000	,532
Trust	1,000	,786
Communicative Skills	1,000	,843
Communication with the Public	1,000	,774
Consistency	1,000	,741
Similarity	1,000	,458
Being Famous	1,000	,8652

Table 4: Communalities Extraction on SPSS

The total Variance Explained table determine the number of factors. It is important to highlight that only the rotated valuer trough the Varimax algorithm and the extracted values are meaninfgul. It is possible to identify that two components have been extracted from the sample.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,167	54,448	54,448	8,167	54,448	54,448	6,719	44,792	44,792
2	1,912	12,745	67,193	1,912	12,745	67,193	3,360	22,401	67,193
3	,850	5,667	72,860						
4	,812	5,415	78,276						
5	,645	4,298	82,573						
6	,504	3,358	85,931						
7	,478	3,188	89,120						
8	,377	2,512	91,631						
9	,271	1,808	93,440						
10	,256	1,704	95,143						
11	,212	1,413	96,556						
12	,177	1,181	97,737						
13	,147	,981	98,718						
14	,122	,813	99,532						
15	,070	,468	100,000						

Extraction Method: Principal Component Analysis.

Table 5: Total Variance Explained Matrix on SPSS

These 2 components are responsible for explaining 67.193% of the sample, which is more than satisfactory. It is important to highlight that differently that what was proposed by the hypothesis, these factors had been grouped into 2 components and not into 3 as predicted.

To analyze the components, the rotate matrix was observed. Note the factors is now grouped as predicted on the hypothesis to check the differences presented after the conclusion of the factor analysis.

Rotated Component Matrix

	Component	
	1	2
G1[Charisma]	0,829	0,189
G1[Trust]	0,841	0,281
G1[Communicative Skills]	0,859	0,323
G1[Communication with the Audience]	0,819	0,321
G1[Consistency]	0,818	0,267
G1[Knowledge about the topic]	0,882	0,203
G1[Transparency]	0,888	0,118
G2[Knowledge Time]	0,756	0,068
G2[Positive Comments]	0,674	0,278
G2[Similarity]	0,587	0,336
G3[Appearance]	0,400	0,480

G3[Number of Followers]	0,125	0,856
G3[Number of Posts]	0,222	0,627
G3[Popularity]	0,256	0,853
G3[Being Famous]	0,137	0,796

Table 6: Rotated Component Matrix on SPSS

The two first groups have been merged into one bigger group. This first component groups the qualitative metrics, showing that the audience value more qualitative aspects rather than quantitative factors. The second component has only one qualitative metric, which is the appearance, a superficial factor, which is no longer seen as important for the audience. Note that this factor has a smaller value among all components and could almost have been excluded from one of the factors.

6.0 CONCLUSION

To conclude, when selecting an Influencer, the brand should take into consideration that most parts of the respondents answered never would change their behaviors or follow recommendations and just a few answered always. So, at the first sight, the scenario is not good. However, most parts of the answers did tend to assume neutral posture facing influencers actions, and the message counts a lot to pull the customer in direction of what your brand wants to sell through the influencer's image.

Even with the positive trend, the market saturation is still a great alert, as in general, the consumer is more reluctant to trust due to the infinity of online messages they must deal with on daily basis. Facing this scenario, independently of the influencer, the brands have to take effort on creating a strong message and a powerful context to insert it.

It is also important to highlight that promoting experiences is an advantage and it should be taken in consideration when creating your digital influencer campaigns, as again, the message is extremely important.

The factor price still has an important role even, independently of the influencer who is carrying the message. Besides that, the message itself has a fundamental paper on all of this. The influencer will not sell anything to the audience. The audience is more reluctant now than ever, so, being able to track the right influencer, and create the right message is crucial for a successful campaign.

The strategies have to be thought regarding your target, as age, gender, social groups and backgrounds still matter. Looking back at Table 2 for instance, if you are trying the communicate with an older audience, they tend to be more demanding. Even if they value the same aspects, they put less importance on each of these factors, presenting themselves as a even more reluctant audience.

It is also possible to conclude that the main factor sought by the consumers are more related with qualitative metrics, so, when looking at the influencer market, it is important to spend some time analyzing what the influencer is offering rather than the number of followers, frequency, and even their appearance.

The importance of the qualitative metrics does not totally devalue the quantitative component. The number of followers, like, engagements rates should be analyzed later as a validation of the influencer for that specific job.

As saw, there is not a “right” type of influencer to partner with, as the audience has showed they follow influencers from different areas, and the quantitative metrics is not the most important factor. However, as the most important factor is the “knowledge” about the topic, there must be synergy between what the brand is promoting and what the influencer is used to talk about.

When talking about subjective qualities such as charisma, that has appeared as the second most important factor, it shows the brand has to know the influencer, and understand the way they behaviour is important before setting a partnership.

The first component from the facto analysis groups the qualitative metrics, demonstrating that the audience places a higher priority on qualitative rather than quantitative variables. The appearance, a superficial factor that is no longer considered as relevant by the audience, is the only qualitative metric for the second component. It's worth noting that this aspect has a lower value than the others and may easily have been left out of one of the criteria.

It is crucial to identify an influencer who has great knowledge about the field of interest your brand, because they will promote trust on their own words. The influencer who also knows how to communicate and express her/himself in a charismatic way has a lot to offer for your company.

To conclude, there is no magical formula, as in any marketing strategy, all details have to be taken into consideration, and the process is not as easy as looking at one simple number. The company has to set goals, the tone of voice, and understand how and which influencer can contribute to that specific objective.

7. References

- Ambroise, L., Pantin-Sohier, G., Valette-Florence, P., Albert, N. (2014). From endorsement to celebrity co-branding: Personality transfer. *Journal of Brand Management*, 21 (4), 273-285.
- Audience Epidemy (2019). The All-Line Influence Thinking
- Audrezet, A. and Kerviler, G. (2019). How Brands can build successful relationships with influencers (Blog Post). Retrieved from <https://hbr.org/2019/04/how-brands-can-build-successful-relationships-with-influencers>
- Austin, J.E.; Leonard, H.; Reficco, E.; Wei-Skillern, J. (2006). Corporate social entrepreneurship: A new vision of CSR. Harvard Business School Working Paper No. 05-021. Boston: Harvard Business School.
- Babin, B. and Harris, E. (2015). Consumer behaviour (CB7). South-Western College Pub.
- Backaler, J. (2018). Digital Influence: Unleash the Power of Influencer Marketing to Accelerate Your Global Business.
- Bradley, S. (2019). Think beyond the buy: Shopping is an omnichannel journey (Blog Post). Retrieved from <https://www.thinkwithgoogle.com/consumer-insights/omnichannel-shopping-journey/>
- Chenn, J. (2019). An expert's guide to influencer marketing (Blog Post). Retrieved from <https://sproutsocial.com/insights/influencer-marketing/>
- Child D. (2006) The Essentials of Factor Analysis
- Churchill JR., G. A.; peter, J. P. (2000) Marketing: criando valor para o cliente. São Paulo: Saraiva.
- Costello, T. & Prohaska, B. (2013) *Innovation, IT professional*, 15:3, 62-64
- Deksnyte, Indre, and Zigmaz Lydeka. 2012. Dynamic Pricing and Its Forming Factors. *International Journal of Business and Social Science* 3: 213–20.
- DiStefano, C., Zhu, M., & Mindrila, D. (2009). Understanding and using factor scores: Considerations for the applied researcher. *Practical Assessment, Research & Evaluation*, 14(20), 2.
- Drucker, P. F. (2011). Inovação e espírito empreendedor (entrepreneurship): prática e princípios. São Paulo: Cengage Learning.
- Experticity Report (2019). Research shows micro-influencers have more impact than average consumers. Retrieved from http://go2.experticity.com/rs/288-AZS-731/images/ExperticityellerFaySurveySummary_.pdf?_ga=2.222175320.1922164868.1515233850-1299873601.1515233850

- Farniha, L., Ferreira, J. & Gouveia, B. (2016) Network of Innovation and Competitiveness: A triple Helix case study, *Journal of the knowledge economy*, 7:1, 259- 275
- Field, A. (2009). *Discovering statistics using SPSS*. Sage publications.
- Fri, W., Pehrsson, T. & Søylen, K. S (2013) How Phases of Cluster Development are Associated with Innovation - the Case of China, *International journal of innovation science*, 5:1, 31-44
- Glufke Reis, Germano, Eiko Nakata, Lina (2010) Modelo transteórico de mudança: Contribuições para o coaching de executivos. *Revista Brasileira de Orientação Profissional [online]*. Retrieved from <https://www.redalyc.org/articulo.oa?id=203016888007>
- Graaf, Justin (2019). How consumer needs shape search behaviour and drive intent. (Blog Post). Retrieved from <https://www.thinkwithgoogle.com/consumer-insights/consumer-needs-and-behavior/>
- Geiser, C. (2012). *Data analysis with Mplus*. Guilford Press.
- HAIR, Joseph F. et al. *Análise multivariada de dados*. Bookman Editora, 2009..
- GERHARDT, Tatiana Engel; SILVEIRA, Denise Tolfo (Org.). *Métodos de pesquisa*. Porto Alegre: Ed. da UFRGS, 2009. (Educação a Distância, 5).
- Huang, C. Y., Tzeng, G. H., & Ho, W. R. J. (2011). System on chip design service e-business value maximization through a novel MCDM framework. *Expert Systems with Applications*, 38(7), 7947-7962.
- Huebner, F. & Fichtel, C. Anim Cogn (2015) innovation and behavioural flexibility in wild redfronted lemurs, *Animal cognition*, 18:3, 777-787
- Kotler, P. (2000) *Administração de Marketing*. 10 ed. São Paulo: Prentice Hall.
- Kotler, P. (2010). *Marketing 3.0: As Forças que Estão Definindo o Novo Marketing Centrado no Ser Humano*. 1 ed. Rio de Janeiro: Elsevie
- Kotler, P. (1999). *Kotler on marketing: how to create, win, and dominate markets*. New York: The Free Press.
- Kotler, P., Kartajaya, H. & Setiawan, I. (2017). *Marketing 4.0: Mudança do Tradicional para o Digital*. Coimbra, Portugal: Conjuntura Actual Editora. Trad. Pedro Elói Duarte. (218 páginas). ISBN 9789896942083
- IBOPE Inteligência 2019. O Brasil e os influenciadores digitais.
- Jara, A. J., Parra, M. C., & Skarmeta, A. F. (2012). *Marketing 4.0: A new value added to the Marketing through the Internet*. Acedido em <https://bit.ly/35Pto3c>, a 01 outubro 2019.

KAUARK, F.; MANHÃES, F. C.; MEDEIROS, C. H. Metodologia da pesquisa: um guia prático. Itabuna, BA: Via Litterarum, 2010. 88 p. KÖCHE, J. C. Fundamento

Kline, P. (1994). *An Easy Guide to Factor Analysis*. Abingdon-on-Thames: Routledge.

Le, Thi Mai, and Shu-Yi Liaw. 2017. Effects of Pros and Cons of Applying Big Data Analytics to Consumers' Responses in an E-commerce Context. *Sustainability* 9: 1–19.

Lamb, C. W., Hair, J. H., & McDaniel, C. (2008). Segmenting and targeting markets. In C. W. Lamb, J. H. Hair, & C. McDaniel. *Marketing* (10th ed., Chapter 8). New Jersey: Cengage Learning.

Lawley, D. N., Maxwell, A. E. (1971). *Factor Analysis as a Statistical Method*. Second Edition. American Elsevier Publishing Company, Inc. New York.

Leenders, R. T. A. J. & Dolfsma, W. A. (2016) Social network for innovations and new product development, *The journal of product innovation management*, 33:2, 123-13

LAKATOS, Eva Maria; MARCONI, Marina de Andrade. "Hipóteses" In: ____ Fundamentos de metodologia científica. São Paulo: Atlas, 2003. P. 126-136

Litsa, T. (2018). The rise of micro-influencers and how brands use them (Blog Post). Retrieved from <https://www.clickz.com/the-rise-of-micro-influencers-and-how-brands-use-them/216503/>

Luhmann, N. (1979). *Trust and Power*, Wiley, New York.

Mokrysz, Sylwia. 2016. Consumer preferences and behavior on the coffee market in Poland. *Forum Scientiae Oeconomia* 4: 91–108.

Morgado, Catarina; Oliveira, Isabel (2010), *Mediação em Contexto Escolar: transformar o conflito em oportunidade*.

Mowen, J. C.; minor, M. S. (2003) *Comportamento do consumidor*. São Paulo: Prentice Hall, SP.

Newberry, C. (2019). Influencer Marketing in 2019: How to Work with Social Media Influencers (Blog Post). Retrieved from <https://blog.hootsuite.com/influencer-marketing/>

Nusair, K., Bilgihan, A., & Okumus, F. (2013). The role of online social network travel websites in creating social interaction for gen Y travelers. *International Journal of Tourism Research*, 15(5), pp.458-472. <https://doi.org/10.1002/jtr.1889>.

Olszak, Celina M., and Jozef Zurada. 2015. Information Technology Tools for Business Intelligence Development in organisations. *Polish Journal of Management Studies* 12: 132–42

Oláh, Judit, Rabeea Sadaf, Domician Máté, and Jozsef Popp. 2018. The influence of the management success factors of logistics service providers on firms' competitiveness. *Polish Journal of Management Studies* 17: 175–93

- Pett, M. A., Lackey, N. R., & Sullivan, J. J. (2003). *Making sense of factor analysis: The use of factor analysis for instrument development in health care research*. Sage.
- Post, J. E., Preston, L. E., Sachs, S. (2002). *Redefining the corporation: Stakeholder management and organizational wealth*. Stanford, CA: Stanford University Press.
- Prochaska, J. O., & Marcus, B. H. (1994). The transtheoretical model: Applications to exercise. In R. K. Dishman (Ed.), *Advances in exercise adherence* (p. 161–180). Human Kinetics Publishers.
- Prochaska J.O. (2013) Transtheoretical Model of Behaviour Change. In: Gellman M.D., Turner J.R. (eds) *Encyclopedia of Behavioural Medicine*. Springer, New York, NY
- Rez, R. (2018) *Marketing de Conteúdo: A Moeda do Século XXI*. Lisboa: Marcador
- Schiffman, L. G.; Kanuk, L. L. (2009) *Comportamento do consumidor*. 9 ed. Rio de Janeiro: Ltc. RJ.
- Schumpeter, J.A. (1950), *Capitalism, Socialism, and Democracy*, Harper Brothers Publishers, New York, NY.
- (SILVA, PALUDO, VIEIRA, and CERBARO, 2019), *Apostila Análise Fatorial*, Universidade de Passo Fundo, RS, Brazil.
- Stosic, L., & Stosic, I. (2013). Diffusion of innovation in modern school. *International Journal Of Cognitive Research In Science, Engineering And Education (IJCRSEE)*, 1(1), 5-13. Retrieved from <http://ijcrsee.com/index.php/ijcrsee/article/view/7>
- Swedberg. Princeton, *Tocqueville's Political Economy*. N.J.: Princeton University, 2009
- Solomon, M. R. (2002). *O comportamento do consumidor: comprando, possuindo e sendo*. 5 ed. Porto Alegre: Bookman.
- Statista (2019). Ad blocking user penetration rate in the United States from 2014 to 2020. Retrieved from <https://www.statista.com/statistics/804008/ad-blocking-reach-usage-us/>
- Stewart, A. (2019). 4 ways brands are following viewers' passions — and getting results (Blog Post). Retrieved from <https://www.thinkwithgoogle.com/advertising-channels/video/youtube-personal-primetime/>
- United Nations Website, (2020). Estudo da ONU revela que mundo tem abismo digital de gênero. Retrieved from <https://news.un.org/pt/story/2019/11/1693711>
- Yong, A and Pearce S. (2013) *A Beginner's Guide to Factor Analysis: Focusing on Exploratory Factor Analysis*, University of Ottawa. Retrieved from: https://www.coris.uniroma1.it/sites/default/files/Factor2_0.pdf
- Wright, J. (2008) *Blog marketing: A nova e revolucionária maneira de aumentar vendas, estabelecer sua marca e alcançar resultados excepcionais*. São Paulo: M.Books, 2008

<https://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories6.html>

https://www.marilia.unesp.br/Home/Pos-Graduacao/CienciadaInformacao/Dissertacoes/matta_rob_do_mar.pdf

8. Attachments

Questionnaire:

Gender:

- Female
- Male
- I'd Rather Not Say

Age:

- 18-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-60
- + 60

Education:

- Primary School
- High School
- Technician
- Bachelor Degree
- Masters Degree
- Doctorate Degree

Marital Status:

- Single
- Married
- Divorced
- Widowed

1 - Do you Know what is as "influencer"?

- Yes
- No

2 – Do you follow an influencer?

- Yes
- No

3 – Social Media Usage per Day

- <30 min
- 30 min- 1 hour
- 1hour -2 hours
- 2 hours - 3 hours
- >3 hours

4 - Do you consider some of your decisions may be influenced by influencers?

- Yes
- No

5 - What type of person do you follow?

- Singers
- Journalists
- Sportsman
- Youtubers
- Bloggers
- Actors
- Politician
- Other

6 – Classify the following sentences:

1	2	3	4	5				
Totally Disagree	Partly Disagree	Indiferent	Partly agree	Totally agree				
				1	2	3	4	5
Before purchasing something, you seek information on Instagram about it.								

I like to buy products promoted by the influencers I follow.					
The influencers opinion about products affects my own opinion.					
I tend to buy products/services showed on social media.					
I consider myself receivable to third party opinions.					

7 – Do you agree with this sentence? “When I see products promoted by influencers I feel desire to buy them.”

- Yes
- No
- Maybe

8 – What of the following factos better descrebe what you feel when you see an influencer promoting a product:

- Indifference
- Curiosity
- Anxiety
- Desire to Try
- Angry
- Need to Buy it

9 – Which are the most important characteristics a influencer must have in your opinion, where 1 is the less relevant and 5 is the most.

- Charisma
- Popularity
- Number of Followers
- Number of Posts
- Appearance
- Knowledge About the Topic
- Knowledge Time
- Transparency
- Positive Comments
- Trust
- Communcative Skills

- Communication with the Audience
- Consistency
- Similarity
- Being Famous

10 – Which “type” of influencers do you usually follow?

- Fashion
- Food
- Fitness
- Vacation
- Extreme Experience
- Lifestyle
- Arts
- DIY
- Decoration
- Sports
- Celebrities

11 – What kind of post attract you the most?

- Pictures
- Videos
- Livestream
- Instastory
- Reels

12 – Which of the following behaviours did you adopt due to an influencer

1- Never, 2- Rarely, 3- Sometimes, 4- Always

	1	2	3	4
Buy a Product				
Practice the same experience				
Listen to the same musics				
Visit a Place				
Change my mind on a subject				

Do the same diet				
Do the same training				
Take the same pic				
Make the same post				
Use a discount code				
Participate in a giveaway				
Share with friends				
Copy the influencer style				

13 – Do you consider yourself as an influencer?

- Yes
- No

14 - Would you change your perception depending on the value of the product or which influencer is promoting it?

- Yes, depending on the price.
- Yes, depending on the influencer.
- Yes, depending on the price, or the influencer.
- I won't change.

8. Figures, Tables, and Charts Index

Name	Source	Page
Figure 1 - Generic Mowen and Minor Consumer Decision Making Model	MOWEN; MINOR, 2003, p.192.	19 th pg
Figure 2 - Screenshot Data Overview SPSS	SPSS Software Outcome	35 th pg
Figure 3 – Variable Selection on SPSS	SPSS Software Outcome	35 th pg
Figure 4 - Descriptives Selection on SPSS	SPSS Software Outcome	36 th pg
Figure 5 – Extraction Selection on SPSS	SPSS Software Outcome	36 th pg
Figure 6 – Scores Selection on SPSS	SPSS Software Outcome	36 th pg
Figure 7 - Rotation selection on SPSS	SPSS Software Outcome	37 th pg
Figure 8 – Options Selection on SPSS	SPSS Software Outcome	37 th pg
Chart 1 – Age Groups	By The Author	32 nd pg
Chart 2 – Education Groups	By The Author	32 nd pg
Chart 3 – Type of Person You Follow	By The Author	33 rd pg
Table 1 - Would you change your perspective about a topic – Answers	By The Author	33 rd pg
Table 2 - Factors sought when following an influencer by age	By The Author	34 th pg
Table 3 - KMO and Barlett's Test on SPSS	SPSS Software Outcome	37 th pg
Table 4 - Communalities Extraction on SPSS	SPSS Software Outcome	38 th pg
Table 5 - Total Variance Explained Matrix on SPSS	SPSS Software Outcome	39 th pg
Table 6 - Rotated Component Matrix on SPSS	SPSS Software Outcome	40 th pg