Follower Count or Expertise? Cracking the Influencer Code for Startups

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Abstract

Follower Count or Expertise? Cracking the Influencer Code for Start-ups

Elahe Mohseni

This study investigates the impact of influencer type in digital marketing, specifically examining how follower size and perceived expertise affect consumer outcomes, such as attitude, engagement, and purchase intention, in the context of a utilitarian product. It also explores how brand type (established vs. start-up) moderates these relationships and whether perceived trust in the influencer mediates them. While influencer marketing is widely used, most existing research focuses on hedonic products. Little is known about how influencer type interacts with brand type to shape consumer attitudes and behaviors toward utilitarian products. To address this gap, two experimental studies were conducted. Study 1 examined the interaction between influencer follower size (mega vs. micro) and brand type (established vs. start-up) on consumer responses. Study 2 explored the interaction between influencer expertise (expert vs. lifestyle) and brand type, while also testing the mediating role of perceived trust in the influencer. The findings reveal that influencer effectiveness varies depending on follower size, expertise, and brand type. Trust in the influencer significantly mediates the effects on consumer attitudes and intentions. Theoretically, this study extends influencer marketing research into utilitarian contexts. Practically, it provides guidance for marketers, particularly those in start-ups, on selecting appropriate influencer types based on brand and product characteristics.

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Introduction

As social media strongly shapes consumer attitudes and behavior, influencer marketing has become a key strategy for brands to increase engagement and purchase intention (Kim et al., 2024; Walter et al., 2025). Influencers are endorsers who shape the attitudes and behaviors of their followers through social media (Hudders, De Jans,and De Veirman 2021). One of the key advantages of influencer marketing is its ability to directly connect companies with target audiences through influencers' fanbase, popularity, expertise, and entertainment value (Hsieh et al., 2023; Kim and Baek, 2024; Kim and Kim, 2022; Lou and Yuan, 2019). Spending on influencer marketing reached $33.55 billion in 2025, emphasis its importance as a key advertising strategy (Influencer Marketing Benchmark Report, 2025). However, Marketers often struggle to select the right influencers to achieve both non-transactional (e.g., engagement) and transactional (e.g., sales) outcomes (Beichert et al., 2024; Leung et al., 2022). In influencer marketing, trust is important, as consumers view influencer recommendations as nearly as credible as those from friends and family, surpassing traditional ads (Ohanian, 1990; Lou & Yuan, 2019). In addition, trust transfer theory suggests that trust in an influencer can extend to the endorsed brand, emphasizing the importance of choosing credible influencers (Stewart, 2003). Most influencer marketing research focuses on hedonic products such as fashion, beauty, and lifestyle, where emotional appeal drives consumer attitudes and purchase intentions (Park et al., 2021; Walter et al., 2025). Limited research has explored influencers' effectiveness in promoting utilitarian products, which are assessed based on functionality rather than emotional appeal (Kim et al., 2024; Schultz, 2025). Research on influencer marketing for utilitarian products is essential, as these products are evaluated by functionality, not emotion, requiring assessment of influencer marketing impact on attitudes and purchase intentions (Mettenheim & Wiedmann, 2025). The main purpose of research is to investigate the effect of follower size and perceived expertise of influencers in domain of utilitarian products. In other words, the main research question is "which type of influencers, based on the follower size and expertise, impacts consumer outcomes, such as attitude and engagement and purchase intention, in the context of utilitarian product, and how brand type (established vs. start-up) moderate this relationship. Additionally, this research will explore the mediating role of perceived trust in the influencer.

To address these questions, two experimental studies were conducted. Study 1 examined the impact of the interaction between influencer type (mega vs. micro) and brand type (established vs. start-up) on consumer outcomes. Study 2 explored the effects of the interaction between influencer type (expert vs. lifestyle) and brand type (established vs. start-up), as well as examined how perceived trust in the influencer mediates this relationship. This research offers both theoretical and practical contributions. Theoretically, it fills a gap by exploring how influencer type (based on their follower count and expertise) interacts with brand types (established vs. startup) to influence consumer responses in the context of utilitarian products, as most studies focus on hedonic products and do not distinguish between brand type. Practically, it provides insights for marketers to strategically choose suitable influencers based on type of brand and product category. The findings provide especially useful insight for new businesses (startups) to help identify the right influencers for collaboration.

Literature Review

1. Social Media Influencer Marketing

Social media influencers are online personalities who build large followings by sharing content on platforms such as Instagram and TikTok (Lou & Yuan, 2019). Influencers on Instagram play a greater role in shaping consumer decisions compared to those on other social media platforms, and therefore I decided to focus on this platform for this research (Casaló, Flavián, & Ibáñez-Sánchez, 2017; Marwick, 2015). These individuals often develop expertise or a distinct persona in specific domains like beauty, fitness, lifestyle, or travel (Lou & Yuan, 2019). Due to their strong parasocial relationships with followers, influencers are frequently perceived as more credible and trustworthy than marketers (Jin et al., 2021; Reinikainen et al., 2020). This perceived credibility makes influencers valuable brand partners and drives the use of influencer marketing, where brands promote products through sponsored content (Zheng et al., 2024). The 2023 Influencer Marketing Hub survey found that 90% of marketers consider influencer marketing effective, with 49% of consumers relying on influencer recommendations and 69% expressing trust in them (Scott, 2024). However, one ongoing challenge is identifying which type of influencer is most suitable for different types of brands.

Moreover, most studies on influencer marketing focus on hedonic products like fashion or beauty, which are tied to emotional and symbolic value (Mahmud et al., 2023; Park & Lin, 2020), while utilitarian products, purchased for practical use, remain underexplored (Shao & Li, 2021). These products are more closely aligned with consumers' rational and functional aspects, possessing tangible and objective features (Holbrook & Hirschman, 1982). Consequently, as it remains unclear which types of influencers are most effective for promoting utilitarian products, this research examines the effects of two classifications of influencer types based on their follower size and expertise.

2. Mega vs. Micro Influencers

The number of followers (herein, follower size) is an essential factor impacting the effectiveness of influencer marketing (Kay, Mulcahy, & Parkinson, 2020). Past research that has classified influencers based on follower counts (Campbell & Farrell, 2020; De Veirman et al., 2017; Kay et al., 2020) used the following categories: mega- (those with over 1 million followers), macro- (between 100,000 and 1 million followers), micro- (between 10,000 and 100,000 followers), and nano-influencers (fewer than 10,000 followers) (Oliveira, Barbosa, & Sousa, 2019; Campbell & Farrell, 2020). Alternatively, a simpler two-level categorization is also commonly used: high versus low follower size (Kay, Mulcahy, & Parkinson, 2020).

Micro-influencers (lower follower size) generally offer niche expertise and local impact, while mega-influencers (higher follower size) provide broad audience reach and celebrity status (Haenlein & Libai, 2017; Park et al., 2021; Campbell & Farrell, 2020). Accordingly, this study examines the effectiveness of mega- versus micro-influencers within the context of promoting utilitarian products.

Mega-influencers, defined as having over 1 million followers, command high popularity and are often admired by followers who aspire to be like them (Campbell & Farrell, 2020). However, they tend to have less intimate relationships with their audiences due to their celebrity-like status and broad reach (Britt et al., 2020; Campbell & Farrell, 2020). While they offer global visibility, they often face lower engagement and are sometimes viewed as commercially driven, which can reduce perceived authenticity and personal trust (Jin & Phua, 2014; De Veirman et al.,

2017). Compared to micro-influencers, they are generally seen as less relatable and less credible on a personal level (Campbell & Farrell, 2020). Still, their aspirational image can be transferred to the brand, enhancing symbolic value and emotional appeal (Kronrod & Danziger, 2013). Furthermore, their broad exposure fosters familiarity, which can increase receptiveness to the promoted product (De Veirman et al., 2017; Djafarova & Rushworth, 2017).

Micro-influencers, on the other hand, typically defined as having between 10,000 and 100,000 followers (Campbell & Farrell, 2020), tend to achieve higher engagement rates than mega-influencers despite their smaller reach (Britt et al., 2020). This effectiveness is attributed to their closer, more personal relationships with followers, which enhances perceptions of authenticity (Britt et al., 2020; Campbell & Farrell, 2020). They are often viewed as more genuine and trustworthy, with fewer commercial motives (Audrezet et al., 2020; Kay, Mulcahy, & Parkinson, 2020) and are perceived as less likely to "sell out" (Campbell & Farrell, 2020). Additionally, micro-influencers are regarded as knowledgeable and credible sources of information due to their specialization in niche content areas, which enhances their effectiveness as opinion leaders (Park et al., 2021).Their perceived authenticity can transfer to the brands they endorse, boosting brand authenticity and improving consumer evaluations (Morhart et al., 2015; McCracken, 1989).

Trust is crucial for success in customer relationships, e-commerce, and influencer marketing (Kim & Kim, 2021). It refers to perceived honesty, integrity, and believability (Erdogan, 1999). Micro-influencers focus on niche, community-based audiences, building stronger bonds that boost perceived authenticity and trust (Casaló et al., 2020; Breves et al., 2019; Audrezet et al., 2020). Their smaller, engaged audiences allow for more credible and personalized interactions, enhancing attitudes toward both the influencer and the brand (Belanche et al., 2021; Jin et al., 2019).

2.1 Influencer Impact on Consumer Outcomes

Social media influencers (SMIs) gain significant influence over their online audiences' attitudes and behaviors by generating content and building a follower base on social media platforms (Kim & Kim, 2021). This research focuses on four key consumer responses to influencer marketing; attitude toward the influencer, attitude toward the brand, engagement, and purchase intention. Attitude toward the influencer refers to followers' overall judgment based on perceived trustworthiness, attractiveness, and similarity (Ohanian, 1990; Belanche et al., 2021). A positive attitude toward the influencer enhances message acceptance and increases the likelihood that followers will adopt the influencer's recommendations (Lou & Yuan, 2019). Attitude toward the brand refers to a consumer's overall evaluation of a brand, encompassing their beliefs, feelings, and behavioral tendencies toward that brand (Mitchell & Olson, 1981). The findings of De Veirman et al. (2017) show that influencer type (number of followers) influences brand attitude, with moderate-followed influencers generating more favorable attitudes than highly followed ones, especially for unique products. The third consumer response, engagement, involves consumers' behavioral interaction with content, such as liking, commenting, or sharing a social media post (De Veirman, Cauberghe, & Hudders, 2017). Park et al. (2021) found that although micro-influencers had a smaller reach, they achieved higher engagement rates, particularly in terms of likes and comments. Walter et al. (2024) found that influencer type directly influenced how positively consumers evaluated influencers and how they engaged with posts. Finally, purchase intention refers to a consumer's conscious plan or willingness to buy a product or service as a result of the influencer's endorsement (Martínez-

López et al., 2020). Kim, Jeon, and Chung (2024) found that influencer follower size influenced purchase intention, even when controlling for perceived trustworthiness. According to Pittman and Abell (2021), micro-influencers, particularly those focused on green content, generate greater trust, more positive product attitudes, and stronger purchase intentions compared to macro-influencers. Similarly, Kay, Mulcahy, and Parkinson (2020) found that exposure to micro-influencers enhances consumers' product knowledge, which in turn leads to higher purchase intentions than exposure to macro-influencers.

This research focuses on utilitarian products like video doorbells, which serve a functional purpose and are typically evaluated based on rational criteria such as performance, durability, and value (Klein & Melnyk, 2016). Since these products are evaluated based on practical benefits, micro-influencers with their expertise and authenticity effectively address consumers' informational needs, making them well-suited to promote such functional items (Klein & Melnyk, 2016; Belanche et al., 2021). Micro-influencers are often perceived as more knowledgeable and credible than mega-influencers due to their specialized content and closer audience relationships, making them especially effective at promoting functional products (Park et al., 2021). Perceived fit between the influencer and the endorsed product strengthens the persuasive impact of influencer marketing, particularly when the influencer's image aligns with the product's utilitarian nature (Breves et al., 2019). Micro-influencers, who are seen as relatable and practical, tend to exhibit a better perceived fit with functional or need-based products, enhancing attitudes and purchase intentions (Martínez-López et al., 2020). In contrast, hedonic products, which are symbolic and emotion-driven, may benefit more from mega-influencers, whose aspirational image can enhance emotional appeal and symbolic consumption (Kronrod & Danziger, 2013; Han & Balabanis, 2023). Their broad reach and association with desirable lifestyles further amplify this effect by increasing emotional engagement and consumer desire for such products (Han & Balabanis, 2024). Formally, I hypothesize:

> **H1:** Micro (vs. mega) influencer will have a more positive impact on consumers' responses, including (a) attitude toward the influencer, (b) attitude toward the brand, (c) engagement with the post, and (d) purchase intention for a utilitarian product.

3. Expert vs. Lifestyle Influencers

This research also employs a second classification of influencer type, namely expert versus lifestyle influencers (Kim & Baek, 2024; Baran & Porto, 2023; Hasell & Chinn, 2023). This classification distinguishes influencers by the nature of the content they typically share.

An expert influencer is defined as someone who has sufficient knowledge, experience, or skills to promote a product (Vander Waldt et al., 2009). Such influencers usually share content focused on their area of expertise and are seen as more credible than other influencers (Kim, Jeon, & Chung, 2024). On the other hand, lifestyle influencers share and publish more diverse content, often linked to their numerous personal interests, whether it be in fashion, beauty, travel, gastronomy, or health (Banjac & Hanusch, 2022; Duffy, 2017; Hudders & Lou, 2023). They mostly lack institutional expertise or credentials, but rather offer aspirational content that has persuasive and entertaining qualities (Hasell & Chinn, 2023).

Trust is a key factor in influencer marketing, especially for functional products where consumers seek reliable information (Kim et al., 2024). Expertise builds credibility and helps reduce perceived risks in purchase decisions (AlFarraj et al., 2021). Consumers depend on experts for accurate, practical advice rather than emotional appeals (Feng et al., 2021).

Informational content from expert influencers generates more engagement and trust than the playful content typical of lifestyle influencers (Baran & Porto, 2023). Therefore, expertise and trust make expert influencers more persuasive for utilitarian products (Kim & Baek, 2024).

Consumers looking for informational value and trustworthy recommendations, especially when it comes to utilitarian products tend to engage more with expert influencers (Lou & Yuan, 2019) and are more likely to agree with the opinions of experts than those of non-experts (Horai et al., 1974). Expert influencers with knowledge-based recommendations meet consumers' need for informational value through detailed content (Lou & Yuan, 2019), and their perceived expertise enhances message credibility and persuasiveness (Horai et al., 1974). They build stronger brand attitudes by providing useful, valid information, which is crucial when consumers need to reduce uncertainty and make rational decisions (Wiedmann & von Mettenheim, 2021). In contrast, lifestyle influencers may seem less credible for such products, as their content often emphasizes aesthetics over function (Klein & Melnyk, 2016). Therefore, I hypothesize:

> **H2:** Expert (vs. lifestyle) influencer will have a more positive impact on consumers' responses, including (a) attitude toward the influencer, (b) attitude toward the brand, (c) engagement with the post, and (d) purchase intention for a utilitarian product.

4. The Mediating Role of Perceived Trust in the Influencer

Trust is key in influencer marketing, serving as a crucial link between the influencer's message and consumer decision-making. It reflects consumers' willingness to rely on a communicator they see as competent, honest, and caring (Katz & Lazarsfeld, 1955; Lou & Yuan, 2019). In the context of influencer marketing, trust appears when consumers perceive influencers as authentic, transparent, and credible sources of information (Audrezet, de Kerviler, & Moulard, 2020). The impact of trust is rooted in the concept of social proof, where individuals look to trusted others when forming judgments, particularly under uncertainty (Katz & Lazarsfeld, 1955). Social media influencers serve as modern opinion leaders, shaping consumer attitudes and purchases through their relatability and expertise (Freberget al., 2011). According to Lou and Yuan (2019), influencer traits like trustworthiness, expertise, and attractiveness build source credibility, fostering trust and driving purchase intentions. Similarly, Casaló, Flavián, and Ibáñez-Sánchez (2020) emphasize that trust mediates the effect of influencer engagement on consumers' perceived value and behavioral intentions.

The authenticity of an influencer's message significantly impacts trust formation. Djafarova and Rushworth (2017) found that micro-influencers, due to their perceived authenticity and stronger personal connections with followers, generate higher levels of trust compared to traditional celebrities. While mega-influencers may also foster a sense of trust, they do so primarily through the reputational risk they bear. Consumers assume that these influencers would not endorse products that could damage their public image (Jin & Phua, 2014; Rialti, Zollo, Kim, & Kim, 2021). However, this form of trust, based on perceived risk management rather than personal credibility, may be less relevant in contexts where influencers promote utilitarian products from unfamiliar startup brands. In such cases, trust grounded in the influencer's perceived expertise, authenticity, and relatability is likely more diagnostic and influential in shaping consumer evaluations. Recent empirical research shows that perceived trust functions as a mediator between influencer characteristics and consumer responses (Shamim & Azam ,2024). For instance, a study of live-streaming influencers found that when influencers

demonstrate expertise or relatable characteristics, viewers report higher trust, which directly increases purchase intention. Therefore, this study hypothesizes:

H3: Perceived trust in the influencer will mediate the relationship between influencer type and consumer responses.

5. The Moderating Role of Brand Type: Established vs. Startup Brands

Social media has revolutionized how businesses engage with customers by creating new ways to build brand awareness, connect with audiences, and promote products (Gambhir & Ashfaq, 2021). With social media emerging as a leading advertising platform, an increasing number of brands are collaborating with influencers to promote their products (Kay et al., 2020). Brands partner with influencers because the content influencers create on social media generates stronger user responses (Linqia, 2020). Influencers' followers highly trust their recommendations, making them more likely to purchase and recommend the products promoted through brand collaborations (Rakuten, 2019; Belanche et al., 2021). In this research, I examine two types of brands: established and start-up.

First, established brands have been in the market longer, gaining equity and legitimacy through consistent exposure, messaging, and proven performance (Barijan, Ariningsih, & Rahmawati, 2021). As a result, established brands often benefit from high brand equity and trust, which reduces consumers' dependence on external cues such as influencer characteristics, a phenomenon known as the brand strength buffer effect (Keller, 1993; Erdem & Swait, 2004). According to Keller (1993), familiar brands activate well-formed brand schemas in consumers' minds, reducing their reliance on peripheral cues such as the endorser's identity. Similarly, Erdem and Swait (2004) suggest that strong brands signal credibility and quality on their own, buffering the influence of external sources. Wijnen (2019) found no interaction between influencer type and brand familiarity, indicating that consumer attitudes toward familiar, established brands remain consistent regardless of the influencer used.

Conversely, startups are generally considered young companies, usually less than eight years old, that are still working toward operational stability and gaining legitimacy in the market (Song, Podoynitsyna, van der Bij, & Halman, 2008).Due to their limited track records, startups often struggle with weak reputational signals, low brand awareness, and reduced perceived credibility (Freeman, Carroll, & Hannan, 1983). A well-crafted strategic marketing plan can help address these challenges by enhancing visibility and building brand recognition. One effective approach is partnering with niche micro-influencers, who can help promote the brand and connect with the target audience in a more authentic way (Wei, Dai, & Liang, 2021). Given that consumers are typically less familiar with startup brands, influencer attributes, such as expertise and trustworthiness become especially influential in shaping consumer perceptions (Lou & Yuan, 2019; Jin et al., 2019).

Formally, I hypothesize:

H4: Brand type (established vs. startup) will moderate the effect of influencer type (micro vs. mega) on consumer responses. Specifically:

H4a: Micro-influencers will be more effective for startup brands, leading to more positive attitudes, engagement, and purchase intentions.

H4b: For established brands, there will be no significant difference in consumer responses between mega- and micro-influencers.

As mentioned above, startups often face low brand awareness, limited credibility, and weak reputations due to their short history (Song et al., 2008; Freeman et al., 1983). One way to address these challenges is through collaboration with expert social media influencers. Influencers with proven expertise are seen as more knowledgeable and experienced, which strengthens their role as opinion leaders (Nadanyiova et al., 2020). Influencers' expertise positively influences ascribed opinion leadership, which in turn impacts followers' purchase intention (Tille, M. 2020). When such influencers endorse a product, their recommendations are perceived as informed judgments rather than personal opinions, increasing audience trust (Ki & Kim, 2019). This trust plays a key role in influencing consumer purchase intention, as expert influencers can promote products in a way that feels more authentic and less like direct advertising (Bonus et al., 2022).

According to the brand strength buffer effect, well-known brands are less affected by external cues such as the influencer's characteristics, as consumers already have formed attitudes and trust toward the brand (Keller, 1993; Erdem & Swait, 2004). When brand familiarity is high, consumers tend to rely more on internal brand knowledge than on external endorsements (MacInnis, Moorman, & Jaworski, 1991).

Formally, I hypothesize:

H5: Brand type (established vs. startup) will moderate the effect of influencer type (expert vs lifestyle) on consumer responses. Specifically:

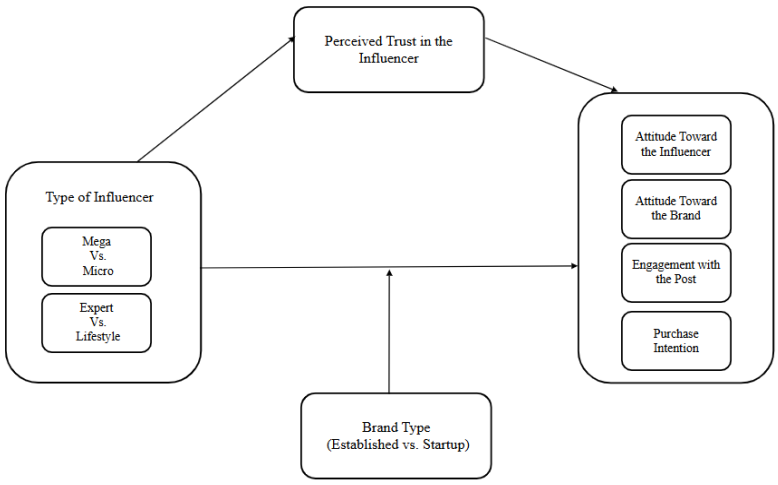
H5a: Expert influencers will be more effective for startup brands, leading to more positive attitudes, engagement, and purchase intentions.

H5b: For established brands, there will be no significant difference in consumer responses between expert and lifestyle influencers.

Conceptual Model

This research aims to investigate the impact of influencer type on consumers' attitudes toward the influencer and the brand, their engagement with the post, and their purchase intention. Additionally, the study examines the moderating role of brand type and the mediating role of perceived trust in the influencer (See Figure 1).

Figure 1 Conceptual Model



Overview of Experiments

This research employed an experimental approach, comprising two pretests and two main studies. The studies were conducted online using Qualtrics. Participants were recruited from the Cloudresearch platform via Amazon's Mechanical Turk (MTurk) for the pretests and studies.

The first pre-test aimed to evaluate the effectiveness of the manipulations for influencer type (mega vs. micro) and brand type (established vs. startup). Study 1 examined the impact of influencer type (mega vs. micro) interacting with brand type (established vs. startup) on participants' attitudes toward the influencer and brand, as well as their engagement with the post and purchase intentions for the endorsed utilitarian product.

The second pretest tested the validity of the manipulation for the second classification of influencer type (expert vs. lifestyle). Study 2 investigated how influencer type (expert vs. lifestyle) and brand type (established vs. startup) interacted to impact participants' attitudes toward the influencer and the brand, their engagement with the post, and their purchase intentions, while examining the mediating role of perceived trust in the influencer.

Both studies included manipulation, and attention checks to ensure data quality. By employing an experimental approach across two studies, this research aimed to provide empirical insights into how influencer and brand type interact to shape consumer attitudes, engagement, and purchase behavior regarding utilitarian products.

Pre-test 1

The primary objective of the pre-test was to evaluate the effectiveness of the manipulations for influencer type (mega vs. micro) and brand type (established vs. startup).

Participants and Procedure

One hundred fifty-one participants were recruited from Amazon's MTurk via CloudResearch. Participants were compensated $0.60 USD for completing a study that lasted approximately 3 minutes. One participant was excluded from the analysis due to failing the attention check question. The final sample included 150 participants (M_{age} = 43.65, SD = 12.495, 57.3% male).

At the beginning of the study, participants were presented with a consent form. Those who did not consent were redirected to the end of the survey and thanked for their time. Participants were randomly assigned to one of four conditions in a 2 (influencer type: mega vs. micro) × 2 (brand type: established vs. startup) between-subjects experimental design. Each participant was asked to read a cover story and examine an accompanying Instagram post featuring an influencer promoting a smart doorbell device. All visual features of the post remained identical across the conditions except for the influencer's follower count, which was manipulated to represent either a mega-influencer (large following=1.3M) or a micro-influencer (small following=50k). Brand type was manipulated by providing participants with a cover story that either revealed that the product was launched by a well-established company with over 30 years of industry experience or a startup that had launched its first line of doorbells the previous year. After viewing the advertisement, participants were asked to rate their perceptions of the influencer using a 7-point bipolar scale (1 = micro: influencer with a small following; 7 = mega: influencer with a large following) and brand type (1= startup; 7= established business).

Additionally, we included several control variables: participant familiarity with video doorbells, their ownership of such a product and their consideration for purchasing one. They also answered an attention check question "please select 'strongly agree' for this question" seven-point Likert (1=Strongly disagree, 7= Strongly agree), and provided responses on their social media activity habits, skepticism towards influencer marketing, and their tendency to consider influencers' opinions or recommendations. Finally, participants provided demographic information, including age and gender. Detailed designed stimuli, cover story and questionnaire materials are available in Appendix A.

Results

To evaluate whether the manipulations for influencer type (mega vs. micro) and brand type (established vs. startup) were successful, independent t-tests were conducted.

Influencer Type Manipulation: An independent samples t-test revealed a significant difference in perceived influencer type between the mega influencer ($M = 5.14$, $SD = 1.35$) and micro influencer, ($M = 4.26$, $SD = 1.43$, $t(148) = 3.90$, $p < .001$, $d = 0.637$) conditions, suggesting that participants distinguished well between the mega and micro influencer conditions as intended.

Brand Type Manipulation: A second independent samples t-test assessed the effectiveness of the brand type manipulation. Results showed a significant difference between the established brand ($M = 5.77$, $SD = 1.63$) and startup brand ($M = 2.27$, $SD = 1.79$, $t(148) = 12.46$, $p < .001$, $d = 2.053$) conditions, confirming that participants clearly distinguished between the established and startup brand conditions.

All in all, these findings support the conclusion that both manipulations, influencer type and brand type were successful and perceived as intended by participants. The results remained significant even after including the covariates in the analysis (See Appendix B).

Study 1

The primary objective of study 1 was to examine the main effects of influencer type (mega vs. micro) on participants' attitudes toward the influencer and brand, as well as their engagement with the post and purchase intention (H1). This study also tested the moderating role of brand type (established vs. startup) (H4). After exposure to one of the four pretested ad stimuli, participants responded to a series of questions designed to assess their attitude, engagement and purchase intention.

Participants and Procedure

A total of 400 participants were recruited from Amazon's (MTurk) via CloudResearch and completed a five-minute online survey. They were compensated $0.85 for their participation. One participant was excluded for failing the attention check question. Additionally, six participants were excluded for self-reported not having read the questions carefully, and seven participants were excluded for leaving a suspicious comment for the researcher (these comments show that participants do not trust or depend on influencers when deciding what to buy. They see influencer recommendations as less credible and less relevant than unbiased consumer reviews or their own research. For example, one person said, *"Influencers do not come into my thought process when looking for reviews of products,"* and another noted, *"I am not easily influenced by*

influencers. I think product reviews from the consumers are far more accurate"). Similar exclusion criteria were applied across both studies. The final sample included 386 participants (M_{age} = 45.35, SD = 12.093; 60.4% male).

In study 1, participants were first provided with a consent form informing them of the study's purpose and conditions. All participants who gave informed consent were randomly assigned to one of four conditions, following a 2 (influencer type: mega vs. micro) x 2 (brand type: established vs. start-up) between-subject design. Participants were first asked to read the pretested cover story and view the accompanying Instagram post endorsing a smart video doorbell. Specifically, influencer type was manipulated by adjusting the number of followers on the post, while brand type was manipulated by informing the participants that the endorsed product was launched by either an established or a start-up brand. After carefully examining the post, participants rated their attitude toward the influencer (MacKenzie and Lutz, 1989: 3 items: $\alpha = 0.96$), attitude toward the brand (Sood and Keller, 2012, White and Dahl, 2007: 4 items: $\alpha = 0.97$), engagement with the post (Schivinski et al., 2016: 3 items: $\alpha = 0.91$), and purchase intentions (Rebelo, 2017: Dodds et al., 1991: 5 items: $\alpha = 0.94$) See table 1 for detailed measures.

Table 1: Detailed Measures Study 1

Construct	Measures	Reliability
Attitude toward the Influencer	How would you evaluate the influencer? • Bad/Good • Unpleasant/Pleasant • Unfavorable/Favorable Using a seven-point bipolar Likert scale	α = 0.96
Attitude toward the Brand	How would you evaluate the brand? • Bad/Good • Unfavorable/Favorable • Negative/Positive • Low quality/High quality Using a seven-point bipolar Likert scale	α = 0.97
Engagement with post	• How likely are you to like this post? • How likely are you to comment on this post? • How likely are you to share this post? (1 = not at all, 7 = extremely)	α = 0.91
Purchase intention	• I am interested in researching more about the product featured in the post • I am willing to buy the product featured in the post • I am curious to seek out more information about the product featured in the post • I would consider purchasing the product featured in the post • I am likely to recommend this doorbell camera to friends looking for one for their home (1 = not at all, 7 = extremely).	α = 0.94

To assess participant's attention, the same attention check question was included as in the pretest. Next, participants answered a set of questions to assess the effectiveness of influencer manipulation, like the pretest. First, they responded to the question, "How would you describe the influencer?" measured using a 7-point Likert scale (1 = Micro-influencer with a small following, 7 = Mega-influencer with an extensive following). They also responded to the question, "How would you describe the product brand?" measured using a 7-point Likert scale (1 = Start-up, 7 = Established business). Finally, to assess whether participants perceived the doorbell product as a utilitarian product, they answered: "To what extent do you perceive this product as: 1 = A hedonic product, which provides sensory pleasure, enjoyment, or fun, and 7 = A utilitarian product, which is practical, functional, or useful for accomplishing tasks," using 7-point Likert scales (1 = Not at all, 7 = Extremely).

Several control measures were then assessed: participants' general interest in video doorbells, their familiarity with the product, their familiarity with the influencer, their tendency to consider influencers' opinions or recommendations when buying products, their social media activity, and their level of skepticism towards influencer marketing, finally, participants were asked whether they currently owned a video doorbell in your home (Yes/No). See table 2 for detailed measures.

Finally, demographic information, including age, gender, and English proficiency, was collected, along with a quality check question "Please indicate whether you have genuinely examined the post presented in this study and responded to all questions to the best of your ability: (1) I skimmed the post and questions quickly; (2) I did not read the post or questions; (3) I examined the post and read the questions somewhat thoroughly. Participants were then offered the opportunity to leave a qualitative comment for the researcher (optional) and thanked for their participation. Detailed designed stimuli, cover story and questionnaire materials are available in Appendix C.

Table 2: Control Measures (Study 1)

Control variable	Measures	Reliability
General interest in video doorbells	How interested are you in purchasing a video doorbell in general? (1 = Not at all, 7 = Extremely)	
Familiarity with the product	How familiar are you with the product shown in this post? (1 = Not at all, 7 = Extremely)	
Familiarity with the influencer	How familiar are you with the influencer shown in the post? (1 = Not at all, 7 = Extremely)	
	I often look at influencer posts to inform my purchase decisions.	

Tendency to consider influencers' opinions or recommendations	I often look at influencer reviews to make decisions regarding what brands and products to buy. (1 = Not at all, 7 = Extremely)	r = .879, p<.001
Social media activity	How active are you on social media? i.e. How often do you like, comment or share on social media posts. (1 = Not at all, 7 = Extremely)	
Skepticism towards influencer marketing	How skeptical are you about influencer marketing or product recommendations on social media. (1 = Not at all, 7 = Extremely)	
Owning video doorbell	Do you currently have a video doorbell in your home?	

Results and Discussion

Influencer Type Manipulation Check: An independent samples t-test was performed to assess whether participants perceived the difference between mega and micro influencers as intended. The results showed a statistically significant difference in participants' descriptions of the influencer across conditions ($t(384) = 4.633$, $p < .001$, $d = 1.45$). Participants in the mega influencer condition rated the influencer significantly higher as a mega influencer (M = 4.81, SD = 1.53) than those in the micro influencer condition (M = 4.12, SD = 1.36), indicating that the manipulation of influencer type was effective.

Brand Type Manipulation Check: The effectiveness of the brand type manipulation was tested by comparing participants' perceptions of established versus startup brands. An independent samples t-test revealed a highly significant difference between the two conditions ($t(384) = 19.741$, $p < .001$, $d = 2.01$). Participants perceived the established brand as more established (M = 5.87, SD = 1.39) than the startup brand (M = 2.54, SD = 1.89), confirming that the brand manipulation was successful.

Product Type Perception Check: Lastly, a one-sample t-test was conducted to determine whether the video doorbell product was perceived as utilitarian (vs. hedonic). The mean score was 6.01 (SD = 1.23), which was significantly higher than the scale midpoint of 4 ($t(385) = 32.056$, $p < .001$, $d = 1.63$), confirmed that the product was clearly perceived as utilitarian.

These findings validate the effectiveness of manipulations. Participants correctly distinguished between mega and micro influencers, recognized the difference between established and startup brands, and identified the product as utilitarian rather than hedonic.

Then a series of two-way ANOVAs were conducted to examine the effects of influencer type (mega vs. micro) and brand type (established vs. start-up) on consumers' responses, including attitude toward the influencer, attitude toward the brand, engagement with the post, and purchase intention

Direct and Interaction effects: First, a two-way ANOVA examined the main and interaction effects of influencer type and brand type on attitude towards the influencer. The analysis revealed a significant main effect of brand type ($F(1, 382) = 6.14$, $p = .014$, $\eta^2 = .016$). Influencers associated with established brands ($M_{mega} = 4.81$, SD = 1.44; $M_{micro} = 5.00$, SD =1.37) were evaluated more positively than those linked to start-up brands ($M_{mega} = 4.64$, SD = 1.40, $M_{micro} = 4.47$, SD = 1.40). However, there was no significant main effect of influencer type ($F(1, 382) = .003$, $p = .957$, $\eta^2 = .00$) and no significant interaction effect on attitude towards the influencer ($F(1, 382) = 1.62$, $p = .204$, $\eta^2 = .004$).

Then, a two-way ANOVA assessed the effects of influencer type and brand type on attitude towards the brand. A significant main effect of brand type was found ($F(1, 382) = 24.30$, $p < .001$, $\eta^2 = .060$). Participants rated established brands ($M_{mega} = 5.36$, SD = 1.37, $M_{micro} = 5.37$, SD = 1.24) more positively than start-up brands ($M_{mega} = 4.68$, SD = 1.36, $M_{micro} = 4.70$, SD = 1.40). There was no significant direct effect of influencer type ($F(1, 382) = 0.018$, $p = .894$, $\eta^2 = 0.00$), and no significant interaction effect ($F(1, 382) = 0.00$, $p = .986$, $\eta^2 = 0.00$).

After that, a two-way ANOVA investigating the effects of influencer type and brand type on engagement with the post also revealed a significant main effect of brand type ($F(1, 382) = 7.22$, $p = .008$, $\eta^2 = .019$). Engagement was higher for established brands ($M_{mega} =2.55$, SD =1.62, $M_{micro} = 2.61$, SD = 1.73) than for start-up brands ($M_{mega} = 2.16$, SD = 1.55, $M_{micro} = 2.11$, SD = 1.57). However, there was no significant main effect of influencer type ($F(1, 382) = .000$, $p = .983$, $\eta^2 = .00$) nor a significant interaction effect ($F(1, 382) = 0.093$, $p = .760$, $\eta^2 = .00$).

Finally, a two-way ANOVA on purchase intention revealed a significant main effect of brand type ($F(1, 382) = 20.51$, $p < .001$, $\eta^2 = .051$). Participants reported greater purchase intentions when the product was associated with an established brand ($M_{mega} = 4.65$, SD = 1.37, $M_{micro} = 4.59$, SD = 1.40)) compared to a start-up brand ($M_{mega} = 3.99$, SD = 1.49 , $M_{micro} = 3.92$, SD = 1.48)). However, no significant main effect of influencer type was found ($F(1, 382) = 0.208$, $p = .649$, $\eta^2 = .001$) and the interaction effect was also non-significant ($F(1, 382) = 0.000$, $p = .987$, $\eta^2 = .000$).

These results failed to support H1 and H4. Influencer type (mega vs. micro) did not differentially impact any of the four consumer response variables measured. The interacting effects between influencer type and brand type did not significantly impact any of the four consumer outcomes variables, thus H4a and H4b were also not supported. (See table 3 for summary of results).

Table3: Summary of Results Study 1

Dependent Variable	Main Effect of Brand Type	Main Effect of Influencer Type	Interaction Effect	Conclusion
Attitude Toward Influencer	**(p = .014)**	(p = .957)	(p = .204)	Brand type influences attitude toward influencer
Attitude Toward Brand	**(p < .001)**	(p = .894)	(p = .986)	Brand type influences brand attitude
Engagement with Post	**(p = .008)**	(p = .983)	(p = .760)	Brand type influences post engagement
Purchase Intention	**(p < .001)**	(p = .649)	(p = .987)	Brand type influences purchase intention

Control variables: A correlation analysis revealed that all four dependent variables (DVs) exhibit significant positive correlations with the following control variables: familiarity with the product, familiarity with the influencer, tendency to consider influencers' opinions or recommendations when buying products, and social media activity (ps < .001).

Including control variables slightly reduced the effect size of brand type across all dependent variables, but all direct effects of brand type on the four consumer outcomes variables remained significant, while the main effects of influencer type and the interaction effects remained non-significant (see Appendix D).

Pretest 2

The aim of Pretest 2 was to assess the effectiveness of a new stimuli distinguishing between the second classification of influencers, namely expert versus lifestyle.

Participants and Procedure

The procedure for Pretest 2 closely followed that of Pretest 1. However, in this pretest, three distinct stimuli were tested. One featuring a lifestyle influencer and two featuring an expert influencer – (1) an expert with specific expertise in video doorbells, and (2) an expert with broad expertise in smart devices. The pretest helped identify which of the latter two stimuli exerted higher perceived influencer expertise. The pretest recruited 150 participants from the Cloudresearch platform via Amazon's MTurk, who were compensated $0.80 USD for completing a 5-minute online survey. One participant was excluded for failing to correctly respond to the attention check question. Additionally, two participants were excluded for failing the same quality check question as in Study 1. All open-ended comments were reviewed, and no red-flag comments were identified. After applying the exclusion criteria, a final sample of 147 participants was used for analysis (M_{age} = 44.71, SD = 11.94; 52.4% male).

Participants were first asked to provide consent; those who did not consent were directed to the end of the survey. Participants were randomly assigned to one of three conditions: lifestyle influencer (N = 48), specific expert influencer for video doorbells (N = 51), and general expert influencer for smart devices (N = 48). All participants read a brief cover story and viewed an accompanying post. The cover story instructed them to imagine they were browsing Instagram and came across a post from an influencer promoting a video doorbell – a product they had been considering purchasing for some time. Participants were randomly exposed to one of three manipulated Instagram profiles featuring the same influencer with a series of their recent posts, designed to represent different influencer types. In the lifestyle influencer condition, participants saw an influencer profile which included posts reflecting personal interests (e.g., travel, sport). In the specific expert influencer condition, participants viewed posts exclusively of video doorbells, suggesting expertise in this product category. And finally, participants in the general expert influencer condition saw posts featuring various smart devices, indicating expertise in smart technologies more broadly. After viewing the stimuli, participants responded to a set of questions assessing the effectiveness of the influencer type manipulation. First, they rated the extent to which they perceived the influencer as a lifestyle influencer (i.e., an individual who shares and publishes content on various topics based on their personal interests and opinions) and as an expert influencer (i.e., an individual who is seen as an authority within a specific domain due to their knowledge, experience, or expertise on the subject), using two separate 7-point Likert scales (1 = Not at all, 7

= Very much). They also answered the question: “If you were to describe the influencer as either a lifestyle or expert influencer (or a combination of both), how would you qualify the influencer?” Responses were recorded on a bipolar scale ranging from 1 to 7, where 1 indicated "Definitely more of a lifestyle influencer," 7 indicated "Definitely more of an expert influencer," and 4 represented "A bit of both." Participants rated two questions: “How confident are you in this influencer’s ability to give advice on the focal product of this post?” and “How knowledgeable do you believe the influencer is about the focal product of this post?” Both items were measured on 7-point Likert scales (1 = Not at all, 7 = Extremely) and were averaged to create expertise variable (r = .819, p < .001).

Next, participants were asked to rate their familiarity with smart doorbell devices and liking the influencer. All items were measured on 7-point Likert scales (1 = Not at all, 7 = Extremely). Social media activity was also assessed with “How active are you on social media? (e.g., liking, commenting, or sharing posts).” on 7-point Likert scales (1 = Not at all, 7 = Extremely). Finally, participants provided demographic information, including age, gender, and English proficiency, as well as the quality check question. Detailed designed stimuli, cover story and questionnaire materials are available in Appendix E.

Results and Discussion

A one-way ANOVA was conducted to examine the effect of influencer type on participants' perceptions of the influencer as a lifestyle vs expert influencer. The results revealed a significant effect of condition on influencer perception (F(2, 144) = 10.01, p < .001, η^2 = .122). Pairwise contrasts showed that participants in the lifestyle influencer condition rated the influencer as more of a lifestyle influencer (M = 5.63, SD = 1.35) than participants in the specific expert influencer (M = 4.18, SD = 1.79, p < .001) or general expert influencer (M = 4.65, SD = 1.73, p = .004) conditions. As expected, there was no significant difference between the two expert influencer conditions (p = .156).

A second one-way ANOVA was conducted to assess differences in perceptions of the influencer as an expert influencer. The results showed a significant main effect of condition (F(2, 144) = 6.34, p = .002, η^2 = .081). Pairwise contrasts confirmed that the specific expert influencer (M = 4.49, SD = 1.84) and the general expert influencer (M = 4.85, SD = 1.68) were both rated as more of an expert than the lifestyle influencer (M = 3.65, SD = 1.59; p < .015 ; p <.001. There was no significant difference in expertise rating between the two expert conditions (p = .291).

To assess how participants categorized the influencer along the lifestyle–expert continuum, a one-way ANOVA was conducted using the bipolar scale as the dependent variable. The results revealed a significant main effect of condition on influencer type classification (F(2, 144) = 19.28, p < .001).The lifestyle influencer condition was rated significantly more as a lifestyle influencer (M = 2.85, SD =1.47, p <.001) compared to both the specific expert influencer (M = 4.65, SD =1.95 , p <.001) and general expert influencer (M = 4.67, SD =1.46 , p <.001),while there was no significant difference between the two expert influencer conditions (p = .953). These findings confirm that participants clearly distinguished between lifestyle and expert influencer types, validating the effectiveness of the influencer-type manipulation across conditions.

To evaluate whether participants perceived differences in influencer expertise, a one way ANOVA results show a significant main effect of condition on perceived expertise (F(2, 144) = 3.167, p = .045). The general expert influencer condition had the highest perceived expertise (M = 4.65, SD =1.40), followed by specific expert influencer condition (M = 4.28, SD =1.45), and lifestyle influencer condition (M = 3.90, SD =1.53). Pairwise comparisons reveal that participants

rated the general expert influencer as significantly more expert than the lifestyle influencer ($p = .013$). However, the differences between the other pairs (specific expert influencer vs. lifestyle and specific expert influencer vs. general expert influencer) were not statistically significant ($p > .05$). These results indicate that manipulation of perceived expertise was partially successful, participants viewed the general expert influencer as more expert than the lifestyle influencer, supporting the distinction in perceived expertise between influencer types. The results remained significant even after including the covariates in the analysis. Detailed results are available in Appendix F.

Based on the results from these analyses, the general expert influencer will be selected for Study 2. This decision is supported by the fact that the general (vs. specific) expert stimuli was consistently reported to evoke higher perceived expertise than the lifestyle influencer across all manipulation check measures.

Study 2

The objective of Study 2 was to test the full conceptual model. Specifically, I examined the main effect of influencer type (expert vs. lifestyle) on attitude toward the brand, attitude toward the influencer, engagement with the post, and purchase intention, as well as the moderating effect of brand type (established vs. start-up) .Additionally, this study investigated the mediating role of perceived trust in influencer .As in Study 1, participants were randomly assigned to view one of four conditions in a 2 (influencer type: expert vs. lifestyle) x 2 (brand type: start-up vs. established) between subject design, which was followed by a series of questions assessing attitude, engagement, and purchase intention and trust on influencer.

Participants and Procedure

Three hundred and one participants were recruited from Amazon's MTurk through CloudResearch and were compensated $0.75 USD for completing a 5 -minute online survey. Consistent with previous studies, responses were excluded if participants failed the attention check question (N = 0), self-reported not having read the questions carefully (N = 7), or left red-flag comments to the researcher (N = 3). The three red-flag comments identified remarks indicating a strong dislike or distrust of influencers (They prefer to rely on their own research or trusted expert sources, such as review websites, rather than influencer recommendations for example "*I rely more on my own research.*" and "*I do think of purchasing more security for my home, and have considered a doorbell/video camera, but I go to CNET and other cites to consider the information*".). As a result, the final sample included 291 participants (M_{age}= 47.65, SD = 13.355; 45.4% male).

Like in the previous study, in study 2, participants were first provided with a consent form informing them of the study's purpose and conditions. All participants who gave informed consent were randomly assigned to one of four conditions, following a 2 (influencer type: expert vs. lifestyle) x 2 (brand type: start-up vs. established) between-subject design. Participants were first asked to read the pretested cover story and view the accompanying Instagram post promoting the video doorbell. The cover story served to inform participants about the context of the study, as well as included the business type manipulation. After viewing the initial promotional post, participants were asked to scroll down and view some of the influencer's past content, which displayed posts reflecting personal interests e.g., travel, sport (lifestyle influencer) or a series of post featured various smart devices, indicating expertise in smart technologies more broadly (general expert influencer). After carefully examining the post, participants answered

questions about their attitude toward the influencer (MacKenzie and Lutz, 1989: 3 items: α = 0.96), attitude toward the brand (Sood and Keller, 2012: White and Dahl, 2007: 4 items: α = 0.96), engagement with the post (Schivinski et al., 2016: 3 items: α = 0.88), purchase intentions (Rebelo, 2017: Dodds et al., 1991: 5 items: α = 0.94) and then participants were asked a question assessing their perceived trust of influencer (mediator variable), adapted from Goldsmith et al. 2000; 5 items; α = 0.98). See Table 4 for detailed measures.

Table 4: Detailed Measures Study 2

Construct	Measures	Reliability
Attitude toward the Influencer	How would you evaluate the influencer? • Bad/Good • Unpleasant/Pleasant • Unfavorable/Favorable Using a seven-point bipolar Likert scale	α = 0.96
Attitude toward the Brand	How would you evaluate the brand? • Bad/Good • Unfavorable/Favorable • Negative/Positive • Low quality/High quality using a seven-point bipolar Likert scale	α = 0.96
Engagement with post	• How likely are you to like this post? • How likely are you to comment on this post? • How likely are you to share this post? (1 = not at all, 7 = extremely)	α = 0.88
Purchase intention	• I am interested in researching more about the product featured in the post • I am willing to buy the product featured in the post • I am curious to seek out more information about the product featured in the post • I would consider purchasing the product featured in the post • I am likely to recommend this doorbell camera to friends looking for one for their home (1 = not at all, 7 = extremely).	α = 0.94
Perceived trust on influencer	• The influencer seems trustworthy • The influencer seems reliable • The influencer seems honest • The influencer seems dependable	α = 0.98

	• The influencer seems believable (1 = Strongly disagree 7 = Strongly agree))	

Next, the attention check question was included, as well as questions assessing the validity of the manipulations. As in pretest 2, first, they rated the extent to which they perceived the influencer as a lifestyle influencer (i.e., an individual who shares and publishes content on various topics based on their personal interests and opinions) and as an expert influencer (i.e., an individual who is seen as an authority within a specific domain due to their knowledge, experience, or expertise on the subject), using two separate 7-point Likert scales (1 = Not at all, 7 = Very much). They also answered the question: "If you were to describe the influencer as either a lifestyle or expert influencer (or a combination of both), how would you qualify the influencer?" Responses were recorded on a bipolar scale ranging from 1 to 7, where 1 indicated "Definitely more of a lifestyle influencer," 7 indicated "Definitely more of an expert influencer," and 4 represented "A bit of both." Then, participants also answered the same two questions that assessed perceived influencer expertise as in Study 1 ($r = .861$, $p < .001$, $N = 291$). They also responded to the question, "How would you describe the product brand?" measured using a 7-point Likert scale (1 = Start-up, 7 = Established business).

Several control measures were then assessed, including participants' familiarity with smart doorbell devices, their activity on social media, their general interest in purchasing a video doorbell, tendency to look at influencer posts when making purchase decisions, and their skepticism toward influencer marketing. All items were measured on 7-point Likert scales (1 = Not at all, 7 = Extremely). See Table 5 for detailed measures.

Finally, demographic information, including age, gender, and English proficiency, as well as the quality check question were collected. Participants were provided with an opportunity to leave a qualitative comment on the research before being thanked for their participation. Detailed questionnaire materials are available in Appendix G.

Table 5: Control measures (Study 2)

Control variable	Measures
Familiarity with the product	How familiar are you with smart doorbell devices? (1 = Not at all, 7 = Extremely)
Social media activity	How active are you on social media? i.e. How often do you like, comment or share on social media posts? (1 = Not at all, 7 = Extremely)
General interest in video doorbells	How interested are you in purchasing a video doorbell in general? (1 = Not at all, 7 = Extremely)
Tendency to consider influencers' opinions or recommendations	I often look at influencer posts to inform my purchase decisions. (1 = Not at all, 7 = Extremely)
Skepticism towards influencer marketing	How skeptical are you about influencer marketing or product recommendations on social media. (1 = Not at all, 7 = Extremely)

Results and Discussion

Influencer Type Manipulation Check: Participants exposed to the expert influencer condition reported higher perceived influencer expert scores (M = 4.45, SD = 1.63) compared to those in the lifestyle influencer condition (M = 2.52, SD = 1.38, $t(289) = 10.841$, $p < .001$, $d = 1.511$). This indicates that participants clearly distinguished between the two influencer types as intended in the study design.

Brand Type Manipulation Check: Participants in the established brand condition rated the brand as more established (M = 5.58, SD = 1.59) compared to those in the startup brand condition (M = 1.97, SD = 1.50, $t(289) = 19.920$, $p < .001$, $d = 1.544$). These findings demonstrate that participants accurately perceived the brand type as intended, validating the effectiveness of this experimental manipulation.

Then a series of two-way ANOVAs were conducted to examine the effects of influencer type (expert vs. lifestyle) and brand type (established vs. start-up) on consumers' responses, including attitude toward the influencer, attitude toward the brand, engagement with the post, purchase intention and perceived trust in the influencer.

Direct and Interaction effects: First, a two-way ANOVA examined the effects of influencer type and brand type on attitude towards the influencer. The analysis revealed a significant main effect of influencer type ($F(1, 287) = 18.002$, $p < .001$, $\eta^2 = .059$). Participants reported significantly more positive attitude towards expert influencers ($M_{Established}$=4.77, SD = 1.37, $M_{start-up}$ = 4.93, SD = 1.40) than lifestyle influencers ($M_{Established}$ = 4.26, SD = 1.34, $M_{start-up}$ = 4.08, SD =1.40), showing that perceived expertise positively shapes consumer evaluations. However, the main effect of brand type ($F(1, 287) = 0.009$, p = .924, $\eta^2 = .00$) and its interaction with influencer type were not significant ($F(1, 287) = 1.032$, p = .310, $\eta^2 = .004$).

Similarly, a two-way ANOVA assessed the effects of influencer type and brand type on attitude towards the brand. Significant main effects of both influencer type and brand type were found. Participants rated expert influencers ($M_{Established}$ = 5.09, SD = 1.15; $M_{Start-up}$ = 4.82, SD = 1.10) more positively than lifestyle influencers ($M_{Established}$ = 4.82, SD = 1.22; $M_{Start-up}$ = 4.31, SD = 0.09; $F(1, 287) = 8.358$, $p = .004$, $\eta^2 = .028$). Similarly, participants rated established brands (M_{Expert} = 5.09, SD = 1.15; $M_{Lifestyle}$ = 4.82, SD = 1.22) more positively than start-up brands (M_{Expert} = 4.82, SD = 1.10; $M_{Lifestyle}$ = 4.31, SD = 0.092; $F(1, 287) = 8.342$, $p = .004$, $\eta^2 = .028$). However, there was no significant interaction effect ($F(1, 287) = 0.854$, $p = .356$, $\eta^2 = .003$).

A two-way ANOVA investigating the effects of influencer type and brand type on engagement with the post also revealed a significant main effect of influencer type ($F(1, 287) = 3.98$, $p = .047$, $\eta^2 = .014$). Engagement was higher for expert influencers ($M_{Established}$ = 2.42, SD = 1.5; $M_{Start-up}$ = 2.04, SD = 1.34) than lifestyle influencers ($M_{Established}$ = 1.95, SD = 1.29; $M_{Start-up}$ = 1.88, SD = 1.32). However, there was no significant main effect of brand type ($F(1, 287) = 1.941$, $p = .165$, $\eta^2 = .007$) nor a significant interaction effect ($F(1, 287) = 0.931$, p = .335, $\eta^2 = .003$).

Finally, a two-way ANOVA on purchase intention revealed significant main effects for both influencer type ($F(1, 287) = 7.002$, $p = .009$, $\eta^2 = .024$) and brand type ($F(1, 287) = 6.021$, $p = .015$, $\eta^2 = .021$). Importantly, there was a significant interaction effect as well ($F(1, 287) = 4.058$, $p = .045$, $\eta^2 = .014$). As predicted, pairwise contrasts revealed that for start-up brands, expert influencers seem to impact purchase intentions more (M = 4.25, SD = 1.53) than lifestyle influencers (M = 3.42, SD = 1.5, p =.001). However, for established brands, influencer type did

not differentially impact consumer intentions (M_{Expert} = 4.33, SD = 1.45 vs. $M_{Lifestyle}$ = 4.21, SD = 1.60, p = .656)

These results support H2 and partially support H5. Specifically, expert influencers reliably produced more positive consumer responses than lifestyle influencers. However, when examining the interaction between influencer type and brand type (H5), the mean patterns were consistently in the hypothesized direction, but the mean difference was only significant for one of the four consumer outcomes (i.e., purchase intentions). See Figure 2.

Figure 2: Significant Main Effects on Purchase Intention

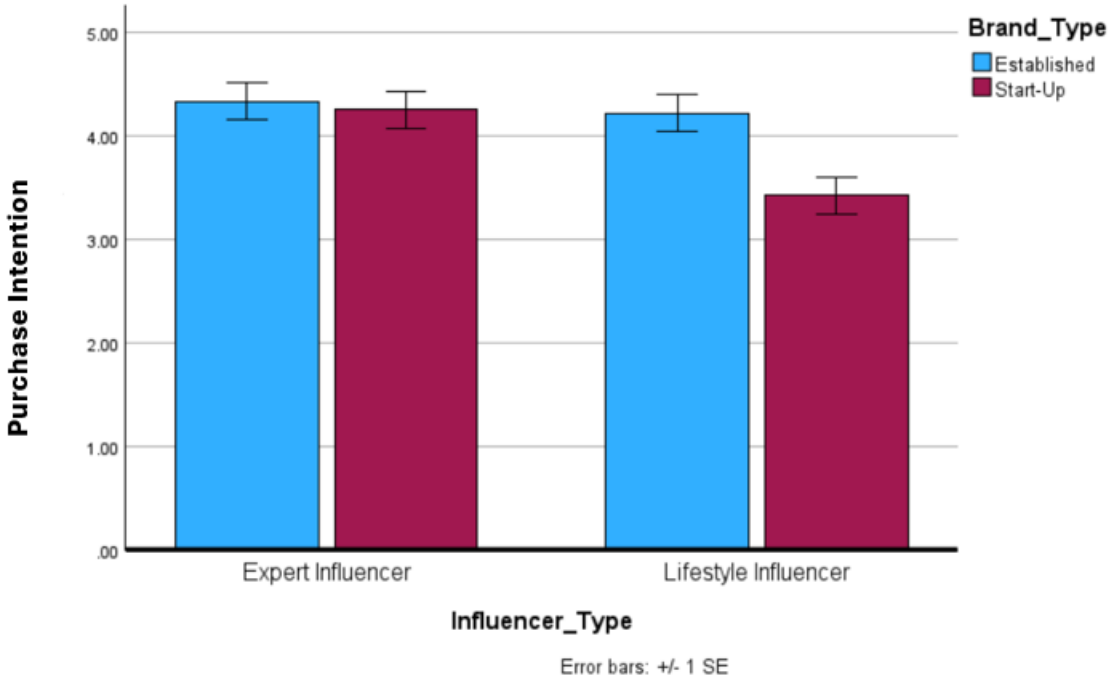


Table 6: Summary of Results Study 2

Dependent Variable	Main Effect of Brand Type	Main Effect of Influencer Type	Interaction Effect	Conclusion
Attitude Toward Influencer	(p = .924)	**(p < .001)**	(p = .310)	Influencer type influences attitude toward influencer
Attitude Toward Brand	**(p = .004)**	**(p = .004)**	(p = .356)	Both brand type and influencer type influence brand attitude
Engagement with Post	(p = .165)	**(p = .047)**	(p = .335)	Influencer type influences post engagement

Purchase Intention	**(p = .015)**	**(p = .009)**	**(p = .045)**	Influencer type, brand type, and their interaction influence purchase intention

Mediation via perceived trust in influencer: First, a two-way ANOVA examined the effect of influencer type and brand type on perceived trust in the influencer. The analysis revealed a significant main effect of influencer type ($F(1, 287) = 24.64$, $p < .001$, $\eta^2 = .079$). Participants reported higher trust in expert influencers ($M_{Established} = 4.44$, $SD = 1.53$; $M_{Start\text{-}up} = 4.51$, $SD = 1.40$) than lifestyle influencers ($M_{Established} = 3.79$, $SD = 1.46$; $M_{Start\text{-}up} = 3.43$, $SD = 1.55$), indicating that trust is primarily shaped by influencer type. However, there was no significant main effect of brand type ($F(1, 287) = 0.745$, $p = .389$) nor a significant interaction effect ($F(1, 287) = 1.486$, $p = .224$).

Given the absence of a statistically significant interaction effect involving brand type, it is methodologically justified to collapse the data across brand type conditions to facilitate a more focused examination of the mediation effect originally proposed in H3. Accordingly, PROCESS Model 4 was run separately for four key dependent variables: attitude toward the influencer, attitude toward the brand, engagement with the post, and purchase intention. In each analysis, influencer type was coded such as 1 = expert influencer and 2 = lifestyle influencer. This approach allowed for a systematic assessment of whether perceived trust in the influencer mediates the relationship between influencer type and each of these outcome variables.

Attitude toward the influencer: The indirect effect of influencer type on attitude toward the influencer through perceived trust in the influencer was statistically significant ($\beta = –.6796$, BootSE = .1380, 95% CI [–.9513, –.4136]), indicating that perceived trust in the influencer plays a mediating role in this relationship. Specifically, the results revealed that significantly impacted perceived trust in the influencer ($b = –.8686$, $p < .001$) and in turn, perceived trust had a significant influence on attitude toward the influencer ($b = .7824$, $p < .001$). The findings also revealed that after accounting for the effects of perceived trust, influencer type no longer had a direct effect on influencer attitude ($b = –.0061$, $p = .9452$), providing evidence for full mediation,These results highlight the central role of perceived trust in shaping consumer attitudes and suggest that influencer type influences influencer attitudes primarily by affecting perceived trust in the influencer.

Attitude toward the brand: The indirect effect of influencer type on attitude toward the brand through perceived trust in the influencer was statistically significant ($\beta = –.4922$, BootSE = .1067, 95% CI [–.7111, –.2929]), indicating that perceived trust in the influencer plays a mediating role in this relationship. Specifically, influencer type significantly impacted perceived trust in the influencer ($b = –.8686$, $p < .001$), and in turn, perceived trust had a significant influence on attitude toward the brand ($b = .5666$, $p < .001$). The findings also revealed that after accounting for the effects of perceived trust, influencer type no longer had a direct effect on brand attitude ($b = .1025$, $p = .2913$), providing evidence for full mediation. These results highlight the central role of perceived trust in shaping consumer attitudes and suggest that influencer type influences brand attitudes primarily by affecting perceived trust in the influencer.

Engagement with the post: The indirect effect of influencer type on engagement with the post through perceived trust in the influencer was statistically significant ($\beta = –.4346$, BootSE = .0962, 95% CI [–.6340, –.2596]), indicating that perceived trust in the influencer plays a mediating role in this relationship. Specifically, influencer type significantly impacted perceived trust in the influencer ($b = –.8686$, $p < .001$), and in turn, perceived trust had a significant

influence on engagement with the post (b = .5004, p < .001). The findings also revealed that after accounting for the effects of perceived trust, influencer type no longer had a direct effect on post engagement (b = .1142, p = .4179), providing evidence for full mediation. These results highlight the central role of perceived trust in shaping consumer engagement and suggest that influencer type influences post engagement primarily by affecting perceived trust in the influencer.
Purchase intention: The indirect effect of influencer type on purchase intention through perceived trust in the influencer was statistically significant (β = –.5645, BootSE = .1218, 95% CI [–.8065, –.3274]), indicating that perceived trust in the influencer plays a mediating role in this relationship. Specifically, influencer type significantly impacted perceived trust in the influencer (b = –.8686, p < .001), and in turn, perceived trust had a significant influence on purchase intention (b = .6499, p < .001). The findings also revealed that after accounting for the effects of perceived trust, influencer type no longer had a direct effect on purchase intention (b = .0895, p = .5431), providing evidence for full mediation. These results highlight the central role of perceived trust in shaping purchase intentions and suggest that influencer type influences consumers' likelihood to buy primarily by affecting perceived trust in the influencer.

Control variables: A correlation analysis revealed that all four dependent variables (DVs), attitude toward the influencer, attitude toward the brand, engagement with the post, and purchase intention, exhibited significant positive correlations with interest in purchasing a video doorbell, social media activity, and tendency to consult influencer posts when making purchase decisions (ps < .05). In contrast, skepticism toward influencers showed significant negative correlations with all DVs (ps < .001). Including control variables slightly reduced the effect size of influencer type across all dependent variables, but the overall pattern of results remained largely consistent. The main effects of influencer type on consumer responses remained significant for three out of four outcomes, while interaction effects with brand type remained non-significant across models (See Appendix H).

General Discussion

This research examined which types of influencers, categorized by follower size (mega vs. micro) and perceived expertise (expert vs. lifestyle) affect consumer responses (attitude toward the influencer, attitude toward the brand, engagement with post, and purchase intention) to utilitarian products, considering brand type (startup vs. established) as a moderator and perceived trust in influencer as a mediator. Across two experimental studies, the results revealed that brand type consistently shaped consumer attitudes, engagement, and purchase intention. In contrast, the influencer type had a more meaning impact. Study 1 showed that follower size (mega vs. micro) did not significantly affect consumer outcomes. However, Study 2 found that expert influencers significantly outperformed lifestyle influencers on all consumer response measures, attitude toward the influencer, attitude toward the brand, engagement with post, and purchase intention. Additionally, perceived trust in the influencer fully mediated the relationship between influencer type and all outcome variables, confirming its central role. The only interaction effect that reached significance was between brand type and influencer expertise on purchase intention, where expert influencers were particularly effective for startups.
The combined results of the two studies contribute to a coherent framework of understanding. While influencer follower size (Study 1) had no influence, perceived expertise (Study 2) emerged as a more diagnostic cue for consumers, especially when evaluating functional,

utilitarian products. The lack of significant effects in Study 1 suggests that follower count alone is not a strong predictor of consumer attitudes or intentions in utilitarian contexts. Study 2 builds on this by demonstrating that expertise-related issues are more important. Importantly, both studies confirm that brand type plays a critical role. Participants consistently favored established brands across all outcome measures. However, for startup brands, influencer type, particularly expertise becomes more consequential. This suggests that startups can offset their unfamiliarity by partnering with trustworthy, expert influencers.

Theoretical Implications and Managerial Implications

This research contributes to influencer marketing literature by extending existing models into utilitarian product contexts, an area that has been underexplored. Prior studies have largely focused on hedonic products, where emotional and aspirational cues dominate (e.g., fashion or beauty). This thesis shows that, for functional products, cognitive cues such as expertise and trust are more impactful. The results support trust transfer theory (Stewart, 2003), demonstrating that trust in the influencer positively affects attitudes toward the brand and purchase intention. Finally, this work confirms that influencer trust acts as a full mediator, reinforcing recent literature that positions trust as the key mechanism driving the effectiveness of influencer endorsements. These findings offer several actionable insights for marketers. First, for utilitarian products, especially those from lesser-known startups, partnering with expert influencers is more effective than relying on follower count or lifestyle appeal. Expertise enhances trust, which in turn improves consumer engagement and purchase likelihood. Second, while established brands benefit from pre-existing equity, startups should prioritize influencer partnerships that compensate for their lack of brand familiarity. Marketers should thus assess influencers not only by their reach but by their perceived knowledge and credibility in the relevant domain. Finally, campaigns should be tailored to product type, emphasizing functionality and informational content for utilitarian goods rather than relying solely on aspirational imagery or entertainment value.

Limitation and Future Research

This research has several limitations. First, the study found no support for the hypothesis that a micro-influencer (vs. a mega-influencer) would generate more positive consumer responses. One possible explanation is that the focal product, a smart video doorbell may be perceived as a niche or even premium item. In this context, even a micro-influencer with 50,000 followers might be seen as relatively large, and a nano-influencer may have been a more appropriate choice. Alternatively, while mega-influencers are typically viewed as credible sources for promoting hedonic products (De Veirman, Cauberghe, & Hudders, 2017), we hypothesized that micro-influencers would be more suitable for utilitarian items. However, although a smart doorbell is functionally utilitarian, it may also be viewed as modern and prestigious, aligning more closely with the aspirational appeal of a mega-influencer. Moreover, the use of a smart device may introduce additional concerns related to privacy and security, particularly for startups, which could reduce consumer trust in the product itself, regardless of the influencer type. This raises the possibility that skepticism toward smart technology, rather than influencer type, influenced consumer responses. These factors may limit the generalizability of the findings to other product categories, especially low-tech, less privacy-sensitive or less prestigious items.

Second, the experimental stimuli, though controlled, lack ecological validity compared to dynamic, real-world influencer content. Third, the study relied on self-reported attitude and purchase intention measures, which may not reflect actual behavior. Lastly, the current study solely focused on the Instagram platform, which limits the applicability of the findings to other platforms with different user norms. Future research should consider not only the type of influencer but also product characteristics (e.g., high-tech vs. low-tech), post features (e.g., formal vs. informal; sponsored vs. non-sponsored; entertaining vs. non-entertaining), and their potential interaction effects on consumer response. Researchers should also expand the scope of product categories to include a broader range of utilitarian and mixed-purpose goods. In addition, future studies could examine the role of influencer traits, such as authenticity, likability, or interaction style, in shaping trust and consumer response. Moreover, they should investigate alternative mediators, such as perceived authenticity and relatability and perceived fit, to better understand how and why different influencer types impact consumer outcomes. Testing these dynamics across various platforms (e.g., TikTok, YouTube) and using video-based or longitudinal designs could improve ecological validity and capture long-term brand effects. Finally, future research should explore individual differences (e.g., skepticism, involvement) and cultural factors to reveal how trust and influencer effectiveness vary across consumer segments and markets.

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Appendix A: Pretest 1

Designed stimuli

Questionnaire materials

Q1) How would you describe the influencer?

Micro-influencer with a small following	o	o	o	o	o	o	o	Mega-influencer with large following

Q2) How would you describe the video doorbell brand?

Start-up	o	o	o	o	o	o	o	Established Business

Q3) How familiar are you with the product shown in this post?

(1) Not at all
(2)
(3)
(4)
(5)
(6)
(7) Extremely

Q4) Do you currently have a video doorbell at your home?

(1) Yes
(2) No

Q5) Have you ever considered purchasing a video doorbell?

(1) Never
(2)
(3)
(4)
(5)
(6)
(7) All the time

Q6) For quality control purposes, please select ‘strongly agree’ for this question.

(1) Strongly disagree
(2)
(3)
(4)
(5)
(6)
(7) Strongly agree

Q7) How active are you on social media? i.e. How often do you like, comment or share on social media posts?

(1) Not at all active
(2)

(3)
(4)
(5)
(6)
(7) Extremely active

Q8) How skeptical are you about influencer marketing or product recommendations on social media?

(1) Not at all skeptical
(2)
(3)
(4)
(5)
(6)
(7) Extremely skeptical

Q9) How often do you consult influencer posts to inform your purchase decisions.

(1) Never
(2)
(3)
(4)
(5)
(6)
(7) All the time

Q10) What is your gender?

Male (1)
Female (2)
Non-binary (3)
Prefer not to say (4)
Prefer to self-describe (5) _____

Q11) What is your age?
_____

Appendix B: Output in pretest 1

Frequencies:

Statistics

Gender

N	Valid	150
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	86	57.3	57.3	57.3
	Female	60	40.0	40.0	97.3
	Non-binary	2	1.3	1.3	98.7
	Prefer not to say	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

Descriptives:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	150	21	79	43.65	12.495
Valid N (listwise)	150				

Influencer Type Manipulation:

Group Statistics

	Condition_Influencer	N	Mean	Std. Deviation	Std. Error Mean
Influencer_Type	Mega Influencer	76	5.14	1.354	.155
	Micro Influencer	74	4.26	1.434	.167

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Influencer_Type	Equal variances assumed	.337	.562	3.901	148	<.001	<.001	.888	.228	.438	1.338
	Equal variances not assumed			3.898	146.951	<.001	<.001	.888	.228	.438	1.338

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Influencer_Type	Cohen's d	1.394	.637	.308	.964
	Hedges' correction	1.401	.634	.306	.959
	Glass's delta	1.434	.619	.282	.953

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Brand Type Manipulation:

Group Statistics

	Condition_Brand	N	Mean	Std. Deviation	Std. Error Mean
Brand_Type	Establishe Business	78	5.77	1.627	.184
	Start-Up	71	2.27	1.789	.212

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Brand_Type	Equal variances assumed	3.552	.061	12.514	147	<.001	<.001	3.502	.280	2.949	4.055
	Equal variances not assumed			12.459	141.955	<.001	<.001	3.502	.281	2.946	4.057

Independent Samples Effect Sizes

			95% Confidence Interval	
		Standardizer[a]	Point Estimate	Lower	Upper
Brand_Type	Cohen's d	1.706	2.053	1.652	2.448
	Hedges' correction	1.715	2.042	1.644	2.436
	Glass's delta	1.789	1.958	1.498	2.410

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Including the covariates in the analysis: Univariate Analysis of Variance (ANCOVA)-Influencer Type

Between-Subjects Factors

		Value Label	N
Condition_Influencer	1	Mega Influencer	73
	2	Micro Influencer	74

Descriptive Statistics

Dependent Variable: Influencer_Type

Condition_Influencer	Mean	Std. Deviation	N
Mega Influencer	5.18	1.368	73
Micro Influencer	4.26	1.434	74
Total	4.71	1.471	147

Tests of Between-Subjects Effects

Dependent Variable: Influencer_Type

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	58.811[a]	7	8.402	4.541	<.001	.186
Intercept	17.609	1	17.609	9.517	.002	.064
Familirity_Product	4.832	1	4.832	2.611	.108	.018
Owning_Video_Doorbell	11.620	1	11.620	6.280	.013	.043
Consider_Purchase	.520	1	.520	.281	.597	.002
Activity_Social_Media	2.451	1	2.451	1.325	.252	.009
Skeptical_Influencer	.010	1	.010	.005	.942	.000
Cosult_Influencer	11.387	1	11.387	6.154	.014	.042
Condition_Influencer	35.571	1	35.571	19.225	<.001	.122
Error	257.189	139	1.850			
Total	3583.000	147				
Corrected Total	316.000	146				

a. R Squared = .186 (Adjusted R Squared = .145)

Estimates

Dependent Variable: Influencer_Type

Condition_Influencer	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Mega Influencer	5.219[a]	.161	4.901	5.537
Micro Influencer	4.216[a]	.160	3.901	4.532

a. Covariates appearing in the model are evaluated at the following values: Familirity_Product = 3.39, Owning_Video_Doorbell = 1.69, Consider_Purchase = 4.48, Activity_Social_Media = 4.04, Skeptical_Influencer = 5.26, Cosult_Influencer = 2.33.

Pairwise Comparisons

Dependent Variable: Influencer_Type

(I) Condition_Influencer	(J) Condition_Influencer	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Mega Influencer	Micro Influencer	1.003*	.229	<.001	.550	1.455
Micro Influencer	Mega Influencer	-1.003*	.229	<.001	-1.455	-.550

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Influencer_Type

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	35.571	1	35.571	19.225	<.001	.122
Error	257.189	139	1.850			

The F tests the effect of Condition_Influencer. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

Including the covariates in the analysis: Univariate Analysis of Variance (ANCOVA)-Brand Type

Between-Subjects Factors

		Value Label	N
Condition_Brand	1	Establishe Business	76
	2	Start-Up	70

Descriptive Statistics

Dependent Variable: Brand_Type

Condition_Brand	Mean	Std. Deviation	N
Establishe Business	5.74	1.636	76
Start-Up	2.24	1.789	70
Total	4.06	2.444	146

Tests of Between-Subjects Effects

Dependent Variable: Brand_Type

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	468.399[a]	7	66.914	23.199	<.001	.541
Intercept	11.249	1	11.249	3.900	.050	.027
Familirity_Product	7.326	1	7.326	2.540	.113	.018
Owning_Video_Doorbell	7.979	1	7.979	2.766	.099	.020
Consider_Purchase	2.175	1	2.175	.754	.387	.005
Activity_Social_Media	9.635	1	9.635	3.340	.070	.024
Skeptical_Influencer	.046	1	.046	.016	.900	.000
Cosult_Influencer	.690	1	.690	.239	.626	.002
Condition_Brand	435.213	1	435.213	150.885	<.001	.522
Error	398.046	138	2.884			
Total	3275.000	146				
Corrected Total	866.445	145				

a. R Squared = .541 (Adjusted R Squared = .517)

Estimates

Dependent Variable: Brand_Type

Condition_Brand	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Establishe Business	5.758[a]	.197	5.368	6.147
Start-Up	2.220[a]	.205	1.814	2.627

a. Covariates appearing in the model are evaluated at the following values: Familirity_Product = 3.38, Owning_Video_Doorbell = 1.70, Consider_Purchase = 4.47, Activity_Social_Media = 4.03, Skeptical_Influencer = 5.26, Cosult_Influencer = 2.32.

Pairwise Comparisons

Dependent Variable: Brand_Type

(I) Condition_Brand	(J) Condition_Brand	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Establishe Business	Start-Up	3.537*	.288	<.001	2.968	4.107
Start-Up	Establishe Business	-3.537*	.288	<.001	-4.107	-2.968

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Brand_Type

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	435.213	1	435.213	150.885	<.001	.522
Error	398.046	138	2.884			

The F tests the effect of Condition_Brand. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

Appendix C: Study 1

Designed stimuli

Cover story

Imagine scrolling through Instagram and coming across a post showcasing a video doorbell—an item you've been considering purchasing for some time. The post is shared by a trusted expert influencer, catching your attention instantly. While the brand isn't immediately familiar to you, a quick internet search reveals that it is, in fact, a well-established and highly reputable company with over 30 years of industry leadership. / a start-up brand that just launched its first line of doorbells last year.

After reviewing the post carefully, please answer the following questions. Remember, there are no right or wrong answers; we are seeking your honest opinions.

Questionnaire materials

Dependent Variables Questions:

DV 1-Attitude towards the influencer

Please answer the following question about your attitude towards the influencer: How would you rate the Influencer along these characteristics?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Bad	o	o	o	o	o	o	o	Good
Unpleasant	o	o	o	o	o	o	o	Pleasant
Unfavorable	o	o	o	o	o	o	o	Favorable

DV 2-Attitude towards the brand

Please answer the following question about your attitude towards the brand: How would you rate the brand along these characteristics?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
bad	o	o	o	o	o	o	o	good
unfavorable	o	o	o	o	o	o	o	favorable
negative	o	o	o	o	o	o	o	positive
low quality	o	o	o	o	o	o	o	high quality

DV 3-Engagement

Please indicate how likely you are to put a “like” on this post.

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Please indicate how likely you are to comment on this post.
o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Please indicate how likely you are to share this post
o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

DV 4-Purchase Intention

Please rate your level of disagreement or agreement with the following statements:

	(1) Strongly disagree	(2)	(3)	(4)	(5)	(6)	(7) Strongly agree
I am interested to do more research about the product featured in the post. (1)	o	o	o	o	o	o	o

I am willing to buy the product featured in the post. (2)	o	o	o	o	o	o	o
I am curious to seek out more information about the product featured in the post. (3)	o	o	o	o	o	o	o
I am willing to buy the product featured in the post. (4)	o	o	o	o	o	o	o
I am likely to recommend this doorbell camera to friends looking for one for their home. (5)	o	o	o	o	o	o	o

Attention & manipulation check questions:

Q1) For quality control purposes, please select ‘strongly agree’ for this question.

o (1) Strongly disagree
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Strongly agree

Q2) How would you describe the influencer?

- o (1) Micro-influencer with a small following
- o (2)
- o (3)
- o (4)
- o (5)
- o (6)
- o (7) Mega-influencer with an extensive following

Q3) How would you describe the product brand?

- o (1) Start-Up
- o (2)
- o (3)
- o (4)
- o (5)
- o (6)
- o (7) Established business

Q4) To what extent do you perceive this product as:

	(1) Not at all (1)	(2)	(3)	(4)	(5)	(6)	(7) Extremely
1) A hedonic product, which provides sensory pleasure, enjoyment, or fun. (1)	o	o	o	o	o	o	o
2) A utilitarian product, which is practical, functional, or useful for accomplishing tasks.	o	o	o	o	o	o	o

Control Variables Questions:

Q1) How interested are you in purchasing a video doorbell in general?

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Q2) How familiar are you with the product shown in this post?

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Q3) How familiar are you with the influencer shown in the post?

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Q4) I often look at influencer posts to inform my purchase decisions.

o (1) Never
o (2)
o (3)
o (4
o (5)
o (6)
o (7) All the time

Q5) I often look at influencer reviews to make decisions regarding what brands and products to buy.

o (1) Not at all
o (2)

o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Q6) How active are you on social media? i.e. How often do you like, comment or share on social media posts.

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Q7) How skeptical are you about influencer marketing or product recommendations on social media.

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Q8) Do you currently have a video doorbell in your home?

o Yes
o No

Demographic information

Q1) What is your gender?

o Male
o Female
o Non-binary
o Prefer not to say
o Prefer to self-describe (5) ----------

Q2) What is your age? ----------

Q3) How would you rate your proficiency in English?

o (1) Beginner
o (2) Elementary

o (3) Intermediate
o (4) Advanced
o (5) Native/Fluent

Q4) Thank you for completing the survey. The quality of the research depends on the participants' level of engagement and honesty in response. Please indicate whether you have genuinely examined the post presented in this study and responded to all questions to the best of your ability. Your answer to this question will not impact your compensation. You will get your completion code on the next slide regardless of your answer to this question.

(1) I skimmed the post and questions quickly
(2) I did not read the post or questions
(3) I examined the post and read the questions somewhat thoroughly

Appendix D: Output in Study1

Frequencies:

Statistics

What is your gender? - Selected

N	Valid	386
	Missing	0

What is your gender? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	233	60.4	60.4	60.4
	Female	147	38.1	38.1	98.4
	Prefer not to say	6	1.6	1.6	100.0
	Total	386	100.0	100.0	

Descriptives:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
What is your age?	386	24	79	45.35	12.093
Valid N (listwise)	386				

Influencer Type Manipulation:

Group Statistics

	Influencer_Type	N	Mean	Std. Deviation	Std. Error Mean
How would you describe the influencer?	Mega influencer	190	4.81	1.532	.111
	Micro influencer	196	4.12	1.361	.097

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
How would you describe the influencer?	Equal variances assumed	3.761	.053	4.633	384	<.001	<.001	.683	.147	.393	.973
	Equal variances not assumed			4.624	375.641	<.001	<.001	.683	.148	.392	.973

Independent Samples Effect Sizes

				95% Confidence Interval	
		Standardizer[a]	Point Estimate	Lower	Upper
How would you describe the influencer?	Cohen's d	1.448	.472	.269	.674
	Hedges' correction	1.451	.471	.269	.672
	Glass's delta	1.361	.502	.296	.707

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Brand Type Manipulation:

Group Statistics

	Brand_Type	N	Mean	Std. Deviation	Std. Error Mean
How would you describe the product brand?	Established Business	192	5.87	1.388	.100
	Start-Up	194	2.54	1.894	.136

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
How would you describe the product brand?	Equal variances assumed	38.965	<.001	19.711	384	<.001	<.001	3.334	.169	3.001	3.666
	Equal variances not assumed			19.741	353.929	<.001	<.001	3.334	.169	3.002	3.666

Independent Samples Effect Sizes

				95% Confidence Interval	
		Standardizer[a]	Point Estimate	Lower	Upper
How would you describe the product brand?	Cohen's d	1.661	2.007	1.761	2.250
	Hedges' correction	1.665	2.003	1.757	2.246
	Glass's delta	1.894	1.760	1.493	2.025

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Product Type Manipulation:

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
To what extent do you perceive this product as: - 2) A utilitarian product, which is practical, functional, or useful for accomplishing tasks.	386	6.01	1.231	.063

One-Sample Test

Test Value = 4

	t	df	Significance One-Sided p	Significance Two-Sided p	Mean Difference	95% Confidence Interval of the Difference Lower	95% Confidence Interval of the Difference Upper
To what extent do you perceive this product as: - 2) A utilitarian product, which is practical, functional, or useful for accomplishing tasks.	32.056	385	<.001	<.001	2.008	1.88	2.13

One-Sample Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval Lower	95% Confidence Interval Upper
To what extent do you perceive this product as: - 2) A utilitarian product, which is practical, functional, or useful for accomplishing tasks.	Cohen's d	1.231	1.632	1.479	1.784
	Hedges' correction	1.233	1.628	1.476	1.780

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation.
Hedges' correction uses the sample standard deviation, plus a correction factor.

Reliability: Attitude toward the influencer

Case Processing Summary

		N	%
Cases	Valid	386	100.0
	Excluded[a]	0	.0
	Total	386	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.968	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attitude_InfluencerQ1	9.46	8.369	.924	.958
Attitude_InfluencerQ2	9.42	8.067	.923	.959
Attitude_InfluencerQ3	9.50	7.814	.948	.940

Reliability: Attitude toward the Brand

Case Processing Summary

		N	%
Cases	Valid	386	100.0
	Excluded[a]	0	.0
	Total	386	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.971	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attitude_BrandQ1	15.05	17.842	.938	.960
Attitude_BrandQ2	15.07	16.795	.942	.958
Attitude_BrandQ3	14.99	17.023	.937	.960
Attitude_BrandQ4	15.19	17.513	.898	.970

Reliability: Engagement with the post

Case Processing Summary

		N	%
Cases	Valid	386	100.0
	Excluded[a]	0	.0
	Total	386	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.919	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engagement_Like	4.24	10.239	.807	.917
Engagement_Comment	5.01	11.665	.857	.870
Engagement_Share	4.90	11.244	.859	.866

Reliability: Purchase intention

Case Processing Summary

		N	%
Cases	Valid	386	100.0
	Excluded[a]	0	.0
	Total	386	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.940	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Purchase_Intention_Q1	16.31	39.913	.832	.927
Purchase_Intention_Q2	16.94	41.084	.890	.917
Purchase_Intention_Q3	16.33	38.871	.844	.926
Purchase_Intention_Q4	16.92	41.103	.892	.916
Purchase_Intention_Q5	17.57	43.482	.745	.942

Correlation Tendency to consider influencers' opinions or recommendations

Correlations

		Check_Influencer_Post	Check_Influencer_Review
Check_Influencer_Post	Pearson Correlation	1	.879**
	Sig. (2-tailed)		<.001
	N	386	386
Check_Influencer_Review	Pearson Correlation	.879**	1
	Sig. (2-tailed)	<.001	
	N	386	386

**. Correlation is significant at the 0.01 level (2-tailed).

Univariate Analysis of Variance: Attitude toward the influencer

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Mega influencer	190
	2	Micro influencer	196
Brand_Type	1	Established Business	192
	2	Start-Up	194

Descriptive Statistics

Dependent Variable: AVG_Attitude_Influencer

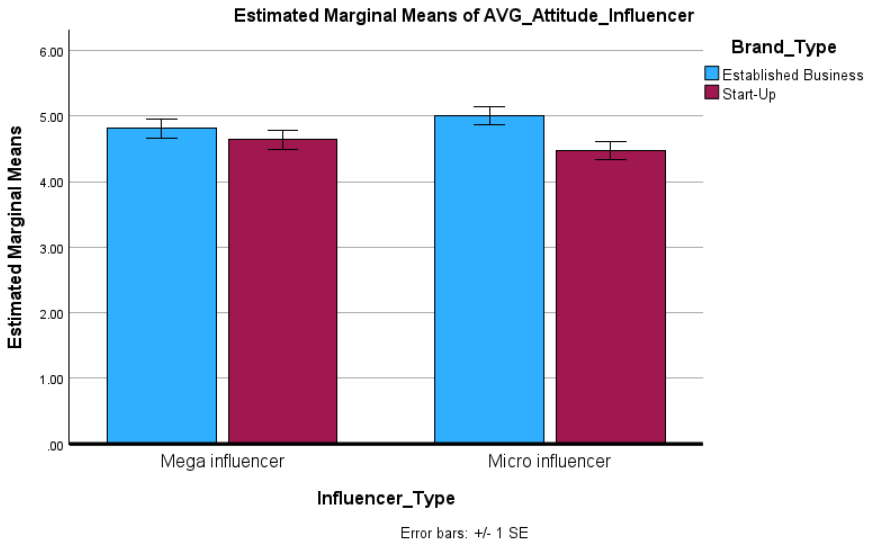
Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Mega influencer	Established Business	4.8140	1.43966	95
	Start-Up	4.6421	1.39760	95
	Total	4.7281	1.41765	190
Micro influencer	Established Business	5.0034	1.37226	97
	Start-Up	4.4680	1.39640	99
	Total	4.7330	1.40679	196
Total	Established Business	4.9097	1.40553	192
	Start-Up	4.5533	1.39609	194
	Total	4.7306	1.41031	386

Tests of Between-Subjects Effects

Dependent Variable: AVG_Attitude_Influencer

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	15.452[a]	3	5.151	2.622	.050	.020
Intercept	8640.339	1	8640.339	4399.024	<.001	.920
Influencer_Type	.006	1	.006	.003	.957	.000
Brand_Type	12.067	1	12.067	6.144	.014	.016
Influencer_Type * Brand_Type	3.187	1	3.187	1.622	.204	.004
Error	750.305	382	1.964			
Total	9403.778	386				
Corrected Total	765.757	385				

a. R Squared = .020 (Adjusted R Squared = .012)



Univariate Analysis of Variance: Attitude toward the brand

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Mega influencer	190
	2	Micro influencer	196
Brand_Type	1	Established Business	192
	2	Start-Up	194

Descriptive Statistics

Dependent Variable: AVG_Attitude_Brand

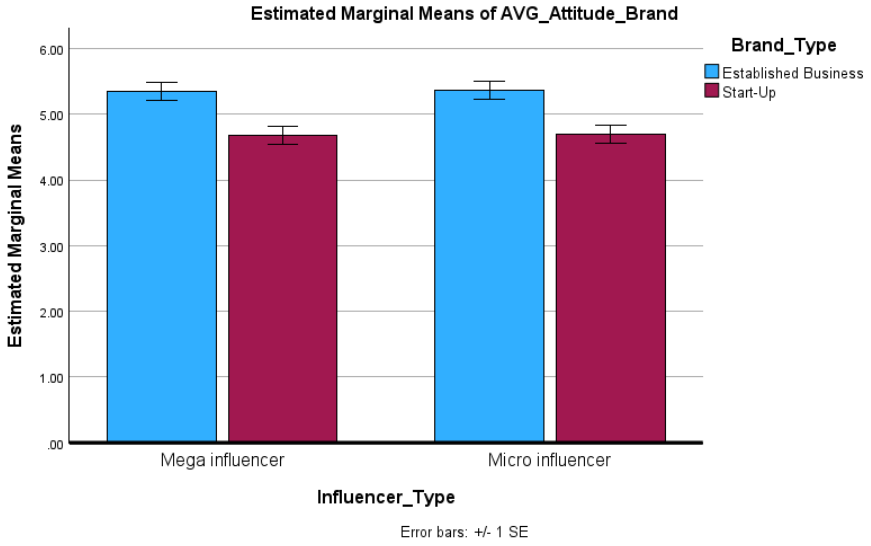
Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Mega influencer	Established Business	5.3553	1.36910	95
	Start-Up	4.6789	1.35744	95
	Total	5.0171	1.40131	190
Micro influencer	Established Business	5.3711	1.23960	97
	Start-Up	4.6995	1.39970	99
	Total	5.0319	1.36177	196
Total	Established Business	5.3633	1.30188	192
	Start-Up	4.6894	1.37563	194
	Total	5.0246	1.37960	386

Tests of Between-Subjects Effects

Dependent Variable: AVG_Attitude_Brand

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	43.849[a]	3	14.616	8.105	<.001	.060
Intercept	9748.579	1	9748.579	5405.525	<.001	.934
Influencer_Type	.032	1	.032	.018	.894	.000
Brand_Type	43.822	1	43.822	24.299	<.001	.060
Influencer_Type * Brand_Type	.001	1	.001	.000	.986	.000
Error	688.917	382	1.803			
Total	10478.000	386				
Corrected Total	732.766	385				

a. R Squared = .060 (Adjusted R Squared = .052)



Univariate Analysis of Variance: Engagement with the post

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Mega influencer	190
	2	Micro influencer	196
Brand_Type	1	Established Business	192
	2	Start-Up	194

Descriptive Statistics

Dependent Variable: AVG_Engagement_Post

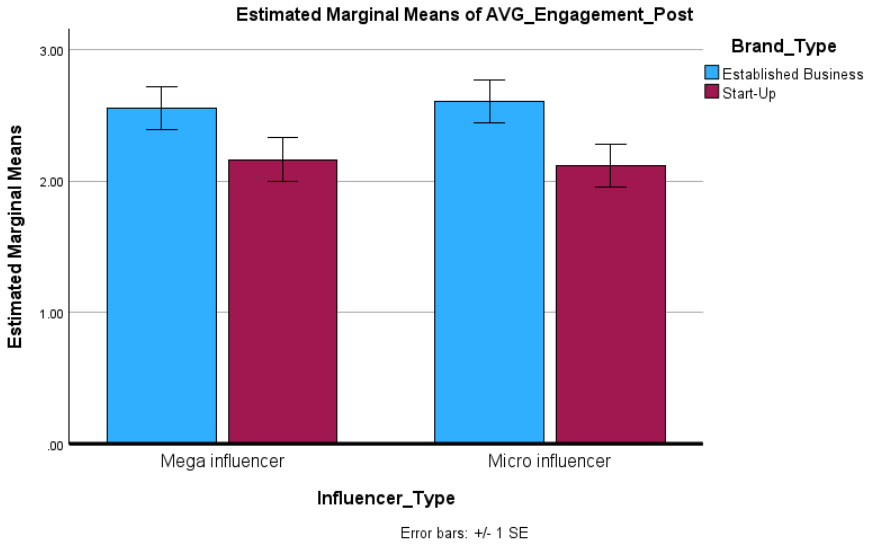
Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Mega influencer	Established Business	2.5544	1.62327	95
	Start-Up	2.1614	1.54970	95
	Total	2.3579	1.59492	190
Micro influencer	Established Business	2.6082	1.73139	97
	Start-Up	2.1145	1.57010	99
	Total	2.3588	1.66613	196
Total	Established Business	2.5816	1.67459	192
	Start-Up	2.1375	1.55628	194
	Total	2.3584	1.62935	386

Tests of Between-Subjects Effects

Dependent Variable: AVG_Engagement_Post

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	19.281[a]	3	6.427	2.448	.063	.019
Intercept	2148.560	1	2148.560	818.450	<.001	.682
Influencer_Type	.001	1	.001	.000	.983	.000
Brand_Type	18.965	1	18.965	7.224	.008	.019
Influencer_Type * Brand_Type	.245	1	.245	.093	.760	.000
Error	1002.810	382	2.625			
Total	3169.000	386				
Corrected Total	1022.091	385				

a. R Squared = .019 (Adjusted R Squared = .011)



Univariate Analysis of Variance: purchase intention

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Mega influencer	190
	2	Micro influencer	196
Brand_Type	1	Established Business	192
	2	Start-Up	194

Descriptive Statistics

Dependent Variable: AVG_Purchase_Intention

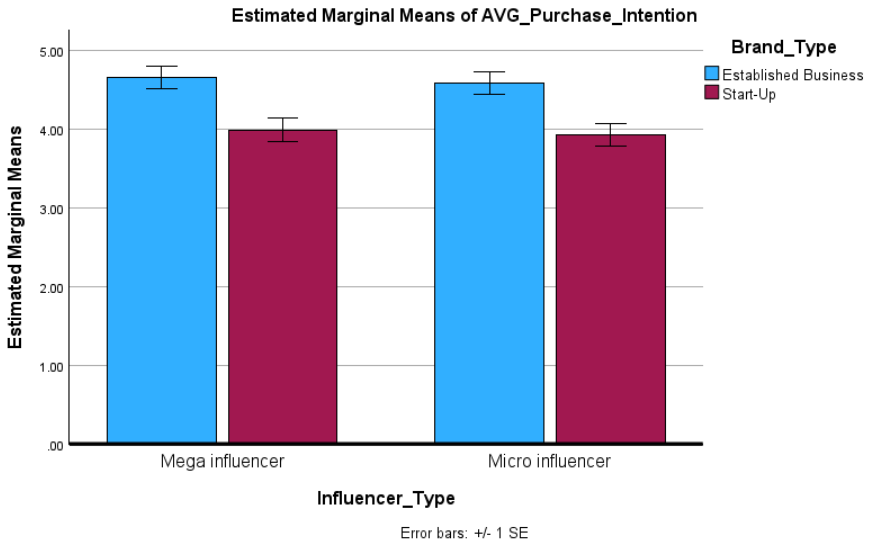
Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Mega influencer	Established Business	4.6547	1.36692	95
	Start-Up	3.9895	1.49079	95
	Total	4.3221	1.46487	190
Micro influencer	Established Business	4.5856	1.40423	97
	Start-Up	3.9253	1.48285	99
	Total	4.2520	1.47830	196
Total	Established Business	4.6198	1.38270	192
	Start-Up	3.9567	1.48323	194
	Total	4.2865	1.47022	386

Tests of Between-Subjects Effects

Dependent Variable: AVG_Purchase_Intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	42.858[a]	3	14.286	6.914	<.001	.052
Intercept	7097.789	1	7097.789	3435.002	<.001	.900
Influencer_Type	.429	1	.429	.208	.649	.001
Brand_Type	42.379	1	42.379	20.509	<.001	.051
Influencer_Type * Brand_Type	.001	1	.001	.000	.987	.000
Error	789.332	382	2.066			
Total	7924.680	386				
Corrected Total	832.190	385				

a. R Squared = .052 (Adjusted R Squared = .044)



Correlation:

Correlations

		Interested_Purchasing_VedioDoorbell	Familirity_Product	Familirity_Influencer	Check_Influencer_Post	Check_Influencer_Review	Activity_Social_Media	Skeptical_Influencer	Owning_Vedio_DoorBell	AVG_Attitude_Influencer	AVG_Attitude_Brand	AVG_Engagement_Post	AVG_Purchase_Intention
Interested_Purchasing_VedioDoorbell	Pearson Correlation	1	.239**	.253**	.479**	.436**	.360**	-.209**	-.145**	.474**	.524**	.540**	.632**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	.004	<.001	<.001	<.001	<.001
	N	386	386	386	386	386	386	386	386	386	386	386	386
Familirity_Product	Pearson Correlation	.239**	1	.257**	.314**	.296**	.178**	-.061	-.263**	.137**	.194**	.265**	.204**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	.231	<.001	.007	<.001	<.001	<.001
	N	386	386	386	386	386	386	386	386	386	386	386	386
Familirity_Influencer	Pearson Correlation	.253**	.257**	1	.500**	.442**	.245**	-.072	-.186**	.236**	.175**	.507**	.221**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	.158	<.001	<.001	<.001	<.001	<.001
	N	386	386	386	386	386	386	386	386	386	386	386	386
Check_Influencer_Post	Pearson Correlation	.479**	.314**	.500**	1	.879**	.467**	-.377**	-.216**	.484**	.420**	.710**	.485**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	386	386	386	386	386	386	386	386	386	386	386	386
Check_Influencer_Review	Pearson Correlation	.436**	.296**	.442**	.879**	1	.448**	-.397**	-.174**	.450**	.396**	.654**	.454**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	386	386	386	386	386	386	386	386	386	386	386	386
Activity_Social_Media	Pearson Correlation	.360**	.178**	.245**	.467**	.448**	1	-.181**	-.059	.289**	.276**	.440**	.301**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	.247	<.001	<.001	<.001	<.001
	N	386	386	386	386	386	386	386	386	386	386	386	386
Skeptical_Influencer	Pearson Correlation	-.209**	-.061	-.072	-.377**	-.397**	-.181**	1	.046	-.361**	-.312**	-.355**	-.297**
	Sig. (2-tailed)	<.001	.231	.158	<.001	<.001	<.001		.369	<.001	<.001	<.001	<.001
	N	386	386	386	386	386	386	386	386	386	386	386	386
Owning_Vedio_DoorBell	Pearson Correlation	-.145**	-.263**	-.186**	-.216**	-.174**	-.059	.046	1	-.099	-.037	-.159**	-.070
	Sig. (2-tailed)	.004	<.001	<.001	<.001	<.001	.247	.369		.051	.465	.002	.167
	N	386	386	386	386	386	386	386	386	386	386	386	386
AVG_Attitude_Influencer	Pearson Correlation	.474**	.137**	.236**	.484**	.450**	.289**	-.361**	-.099	1	.812**	.602**	.703**
	Sig. (2-tailed)	<.001	.007	<.001	<.001	<.001	<.001	<.001	.051		<.001	<.001	<.001
	N	386	386	386	386	386	386	386	386	386	386	386	386
AVG_Attitude_Brand	Pearson Correlation	.524**	.194**	.175**	.420**	.396**	.276**	-.312**	-.037	.812**	1	.546**	.834**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.465	<.001		<.001	<.001
	N	386	386	386	386	386	386	386	386	386	386	386	386
AVG_Engagement_Post	Pearson Correlation	.540**	.265**	.507**	.710**	.654**	.440**	-.355**	-.159**	.602**	.546**	1	.615**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.002	<.001	<.001		<.001
	N	386	386	386	386	386	386	386	386	386	386	386	386
AVG_Purchase_Intention	Pearson Correlation	.632**	.204**	.221**	.485**	.454**	.301**	-.297**	-.070	.703**	.834**	.615**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.167	<.001	<.001	<.001	
	N	386	386	386	386	386	386	386	386	386	386	386	386

**. Correlation is significant at the 0.01 level (2-tailed).

Control Variables: Univariate Analysis of Variance (ANCOVA)-Attitude toward the influencer

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Mega influencer	190
	2	Micro influencer	196
Brand_Type	1	Established Business	192
	2	Start-Up	194

Descriptive Statistics

Dependent Variable: AVG_Attitude_Influencer

Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Mega influencer	Established Business	4.8140	1.43966	95
	Start-Up	4.6421	1.39760	95
	Total	4.7281	1.41765	190
Micro influencer	Established Business	5.0034	1.37226	97
	Start-Up	4.4680	1.39640	99
	Total	4.7330	1.40679	196
Total	Established Business	4.9097	1.40553	192
	Start-Up	4.5533	1.39609	194
	Total	4.7306	1.41031	386

Tests of Between-Subjects Effects

Dependent Variable: AVG_Attitude_Influencer

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	191.151[a]	7	27.307	17.964	<.001	.250
Intercept	994.972	1	994.972	654.534	<.001	.634
Familirity_Product	.346	1	.346	.228	.634	.001
Familirity_Influencer	.001	1	.001	.001	.978	.000
Check_Influencer_Post	22.465	1	22.465	14.779	<.001	.038
Check_Influencer_Review	2.619	1	2.619	1.723	.190	.005
Influencer_Type	.015	1	.015	.010	.922	.000
Brand_Type	6.931	1	6.931	4.559	.033	.012
Influencer_Type * Brand_Type	2.345	1	2.345	1.542	.215	.004
Error	574.606	378	1.520			
Total	9403.778	386				
Corrected Total	765.757	385				

a. R Squared = .250 (Adjusted R Squared = .236)

Control Variables: Univariate Analysis of Variance (ANCOVA)- Attitude toward the brand

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Mega influencer	190
	2	Micro influencer	196
Brand_Type	1	Established Business	192
	2	Start-Up	194

Descriptive Statistics

Dependent Variable: AVG_Attitude_Brand

Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Mega influencer	Established Business	5.3553	1.36910	95
	Start-Up	4.6789	1.35744	95
	Total	5.0171	1.40131	190
Micro influencer	Established Business	5.3711	1.23960	97
	Start-Up	4.6995	1.39970	99
	Total	5.0319	1.36177	196
Total	Established Business	5.3633	1.30188	192
	Start-Up	4.6894	1.37563	194
	Total	5.0246	1.37960	386

Tests of Between-Subjects Effects

Dependent Variable: AVG_Attitude_Brand

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	169.470[a]	7	24.210	16.246	<.001	.231
Intercept	1190.097	1	1190.097	798.615	<.001	.679
Familirity_Product	1.596	1	1.596	1.071	.301	.003
Familirity_Influencer	1.670	1	1.670	1.121	.290	.003
Check_Influencer_Post	12.699	1	12.699	8.522	.004	.022
Check_Influencer_Review	3.473	1	3.473	2.331	.128	.006
Influencer_Type	.087	1	.087	.059	.809	.000
Brand_Type	33.137	1	33.137	22.236	<.001	.056
Influencer_Type * Brand_Type	.015	1	.015	.010	.921	.000
Error	563.296	378	1.490			
Total	10478.000	386				
Corrected Total	732.766	385				

a. R Squared = .231 (Adjusted R Squared = .217)

Control Variables: Univariate Analysis of Variance (ANCOVA)- Engagement with the post

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Mega influencer	190
	2	Micro influencer	196
Brand_Type	1	Established Business	192
	2	Start-Up	194

Descriptive Statistics

Dependent Variable: AVG_Engagement_Post

Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Mega influencer	Established Business	2.5544	1.62327	95
	Start-Up	2.1614	1.54970	95
	Total	2.3579	1.59492	190
Micro influencer	Established Business	2.6082	1.73139	97
	Start-Up	2.1145	1.57010	99
	Total	2.3588	1.66613	196
Total	Established Business	2.5816	1.67459	192
	Start-Up	2.1375	1.55628	194
	Total	2.3584	1.62935	386

Tests of Between-Subjects Effects

Dependent Variable: AVG_Engagement_Post

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	558.607[a]	7	79.801	65.083	<.001	.547
Intercept	15.143	1	15.143	12.350	<.001	.032
Familirity_Product	.194	1	.194	.158	.691	.000
Familirity_Influencer	30.707	1	30.707	25.043	<.001	.062
Check_Influencer_Post	47.612	1	47.612	38.830	<.001	.093
Check_Influencer_Review	4.573	1	4.573	3.729	.054	.010
Influencer_Type	.002	1	.002	.002	.967	.000
Brand_Type	7.488	1	7.488	6.107	.014	.016
Influencer_Type * Brand_Type	.422	1	.422	.344	.558	.001
Error	463.484	378	1.226			
Total	3169.000	386				
Corrected Total	1022.091	385				

a. R Squared = .547 (Adjusted R Squared = .538)

Control Variables: Univariate Analysis of Variance (ANCOVA)- Purchase intention

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Mega influencer	190
	2	Micro influencer	196
Brand_Type	1	Established Business	192
	2	Start-Up	194

Descriptive Statistics

Dependent Variable: AVG_Purchase_Intention

Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Mega influencer	Established Business	4.6547	1.36692	95
	Start-Up	3.9895	1.49079	95
	Total	4.3221	1.46487	190
Micro influencer	Established Business	4.5856	1.40423	97
	Start-Up	3.9253	1.48285	99
	Total	4.2520	1.47830	196
Total	Established Business	4.6198	1.38270	192
	Start-Up	3.9567	1.48323	194
	Total	4.2865	1.47022	386

Tests of Between-Subjects Effects

Dependent Variable: AVG_Purchase_Intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	232.029[a]	7	33.147	20.877	<.001	.279
Intercept	710.770	1	710.770	447.665	<.001	.542
Familirity_Product	1.076	1	1.076	.678	.411	.002
Familirity_Influencer	.726	1	.726	.457	.499	.001
Check_Influencer_Post	21.073	1	21.073	13.272	<.001	.034
Check_Influencer_Review	3.907	1	3.907	2.461	.118	.006
Influencer_Type	.302	1	.302	.190	.663	.001
Brand_Type	30.033	1	30.033	18.916	<.001	.048
Influencer_Type * Brand_Type	.023	1	.023	.014	.905	.000
Error	600.161	378	1.588			
Total	7924.680	386				
Corrected Total	832.190	385				

a. R Squared = .279 (Adjusted R Squared = .265)

Appendix E: Pretest 2

Stimuli and Cover story

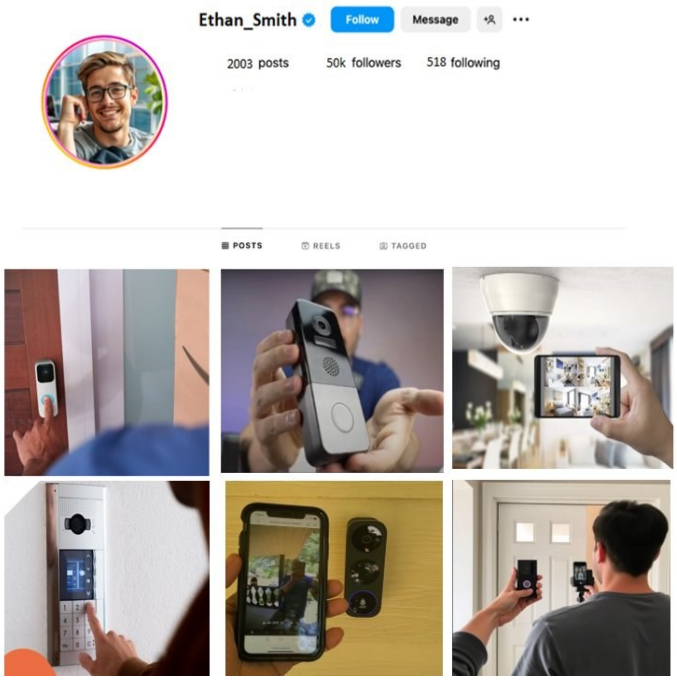
Imagine scrolling through Instagram and coming across a post by an influencer showcasing a video doorbell—an item you've been considering purchasing for some time.

Please examine this post carefully, as we have a few questions to ask.

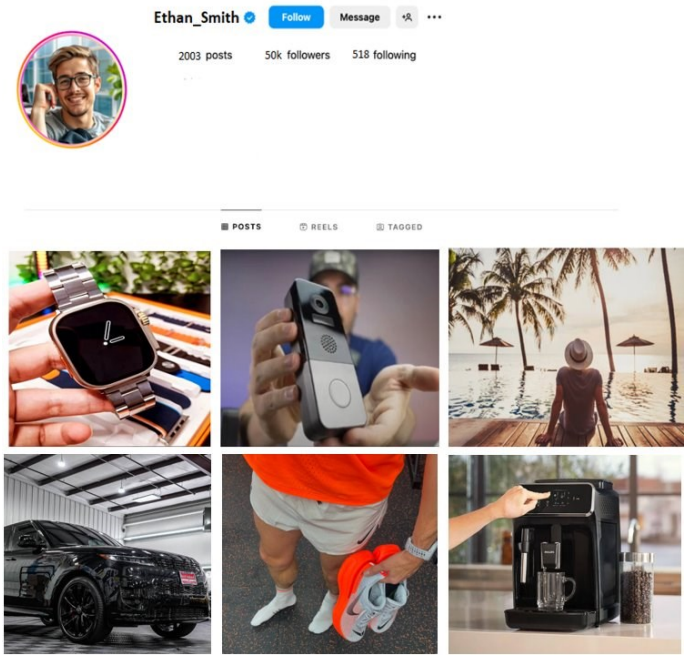
Given that you are not familiar with the influencer, you decide to scroll down and view some of his content, which is displayed here.

After reviewing this content carefully, please answer the following questions.

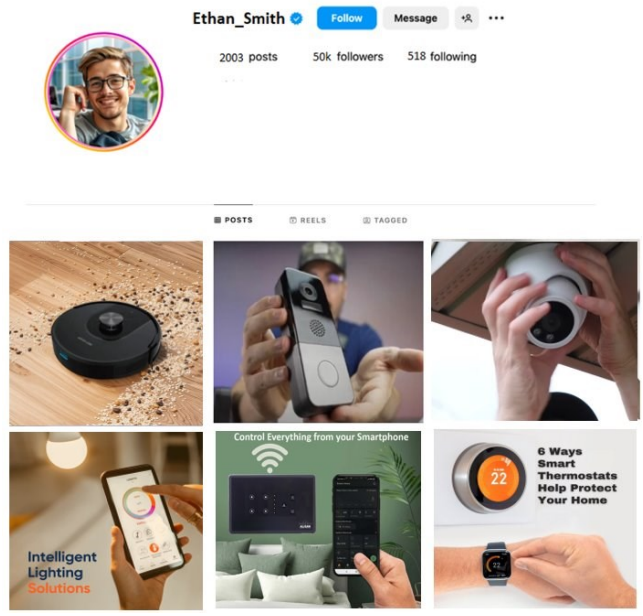
Condition1) An expert with specific expertise in video doorbells



Condition2) Lifestyle Influencer



Condition3) An influencer with broad expertise in smart devices



Questionnaire materials

Q1) To what extent do you perceive the above influencer as a "lifestyle influencer" (i.e., an individual who shares and publishes content on various topics based on their personal interests and opinions)?

o Not at all (1)
o (2)
o (3)
o (4)
o (5)
o (6)
o Very much (7)

Q2) To what extent do you perceive the influencer as a "expert influencer" (i.e., an individual who is seen as an authority within a specific domain due to their knowledge, experience, or expertise on the subject)?

o Not at all (1)
o (2)
o (3)
o (4)
o (5)
o (6)
o Very much (7)

Q3) If you were to describe the influencer as either a lifestyle or expert influencer (or a combination of both), how would you qualify the influencer?

o Definitely more of a lifestyle influencer (1)
o (2)
o (3)
o A bit of both (4)
o (5)
o (6)
o Definitely more of an expert influencer (7)

Q4) How confident are you in this influencer's ability to give advice on the focal product of this post?

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Q5) How knowledgeable do you believe the influencer is about the focal product of this post?

o (1) Not at all
o (2)
o (3)

o (4)
o (5)
o (6)
o (7) Extremely

Q6) How familiar are you with the smart doorbell devices?

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Q7) How much do you like this influencer?

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Q8) How active are you on social media? i.e. How often do you like, comment or share on social media posts?

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Q9) What is your age?
_____

Q10) What is your gender:
Man (1)
Woman (2)
Nonbinary (3)
Prefer to self-describe: (4) _____
Prefer not to say (5)

Q11) How proficient are you in English comprehension?

Very proficient in English comprehension (1)
Proficient in English comprehension (2)
Somewhat proficient in English comprehension (3)
Not very proficient English comprehension (4)
Not at all proficient in English comprehension (5)

Q12) Thank you for completing the survey. The quality of the research depends on the participants' level of engagement and honesty in response. Please indicate whether you have genuinely read the ad content presented in this study and responded to all questions to the best of your ability. Your answer to this question will not impact on your compensation. You will get your completion code on the next slide regardless of your answer to this question.

(1) I skimmed the ad quickly
(2) I did not read the ad
(3) I read the ad somewhat thoroughly

Q13) Do you have any questions for the researcher? (optional)----------

Appendix F: Output in Pretest 2

Frequencies:

Statistics

Gender

N	Valid	147
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	77	52.4	52.4	52.4
	Woman	67	45.6	45.6	98.0
	Non binary	1	.7	.7	98.6
	Prefer to self describe:	1	.7	.7	99.3
	Prefer not to say	1	.7	.7	100.0
	Total	147	100.0	100.0	

Descriptives:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	147	27	74	44.71	11.940
Valid N (listwise)	147				

Correlations: Influencer's expertise and knowledgeability:

Correlations

		Influencer_Confidence_Advice	Influencer_knowledgeable
Influencer_Confidence_Advice	Pearson Correlation	1	.819**
	Sig. (2-tailed)		<.001
	N	147	147
Influencer_knowledgeable	Pearson Correlation	.819**	1
	Sig. (2-tailed)	<.001	
	N	147	147

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Influencer_Trust	Influencer_authentic
Influencer_Trust	Pearson Correlation	1	.834**
	Sig. (2-tailed)		<.001
	N	147	147
Influencer_authentic	Pearson Correlation	.834**	1
	Sig. (2-tailed)	<.001	
	N	147	147

**. Correlation is significant at the 0.01 level (2-tailed).

Lifestyle Influencer Manipulation:

Between-Subjects Factors

		Value Label	N
Condition	1	expert_doorbell_influener	51
	2	Lifestyle_Influencer	48
	3	expert_smart_devices	48

Descriptive Statistics

Dependent Variable: Lifestyle_Influencer

Condition	Mean	Std. Deviation	N
expert_doorbell_influener	4.18	1.786	51
Lifestyle_Influencer	5.63	1.347	48
expert_smart_devices	4.65	1.732	48
Total	4.80	1.735	147

Tests of Between-Subjects Effects

Dependent Variable: Lifestyle_Influencer

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	53.638[a]	2	26.819	10.014	<.001	.122
Intercept	3406.385	1	3406.385	1271.959	<.001	.898
Condition	53.638	2	26.819	10.014	<.001	.122
Error	385.641	144	2.678			
Total	3830.000	147				
Corrected Total	439.279	146				

a. R Squared = .122 (Adjusted R Squared = .110)

Multiple Comparisons

Dependent Variable: Lifestyle_Influencer

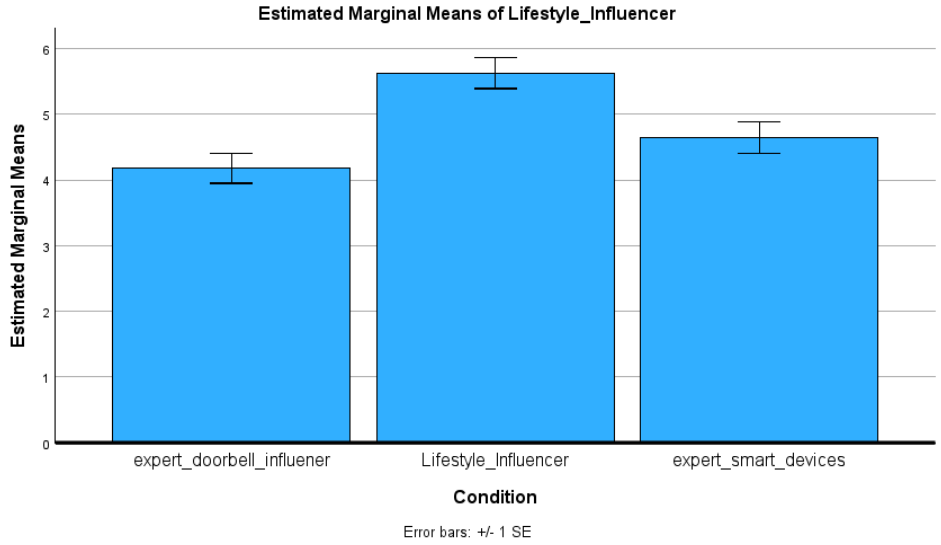
LSD

(I) Condition	(J) Condition	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
expert_doorbell_influener	Lifestyle_Influencer	-1.45*	.329	<.001	-2.10	-.80
	expert_smart_devices	-.47	.329	.156	-1.12	.18
Lifestyle_Influencer	expert_doorbell_influener	1.45*	.329	<.001	.80	2.10
	expert_smart_devices	.98*	.334	.004	.32	1.64
expert_smart_devices	expert_doorbell_influener	.47	.329	.156	-.18	1.12
	Lifestyle_Influencer	-.98*	.334	.004	-1.64	-.32

Based on observed means.

The error term is Mean Square(Error) = 2.678.

*. The mean difference is significant at the .05 level.



Expert Influencer Manipulation:

Between-Subjects Factors

		Value Label	N
Condition	1	expert_doorbell_influener	51
	2	Lifestyle_Influencer	48
	3	expert_smart_devices	48

Descriptive Statistics

Dependent Variable: Expert_Influencer

Condition	Mean	Std. Deviation	N
expert_doorbell_influener	4.49	1.837	51
Lifestyle_Influencer	3.65	1.591	48
expert_smart_devices	4.85	1.676	48
Total	4.33	1.769	147

Tests of Between-Subjects Effects

Dependent Variable: Expert_Influencer

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	36.963[a]	2	18.482	6.341	.002	.081
Intercept	2753.922	1	2753.922	944.869	<.001	.868
Condition	36.963	2	18.482	6.341	.002	.081
Error	419.703	144	2.915			
Total	3217.000	147				
Corrected Total	456.667	146				

a. R Squared = .081 (Adjusted R Squared = .068)

Multiple Comparisons

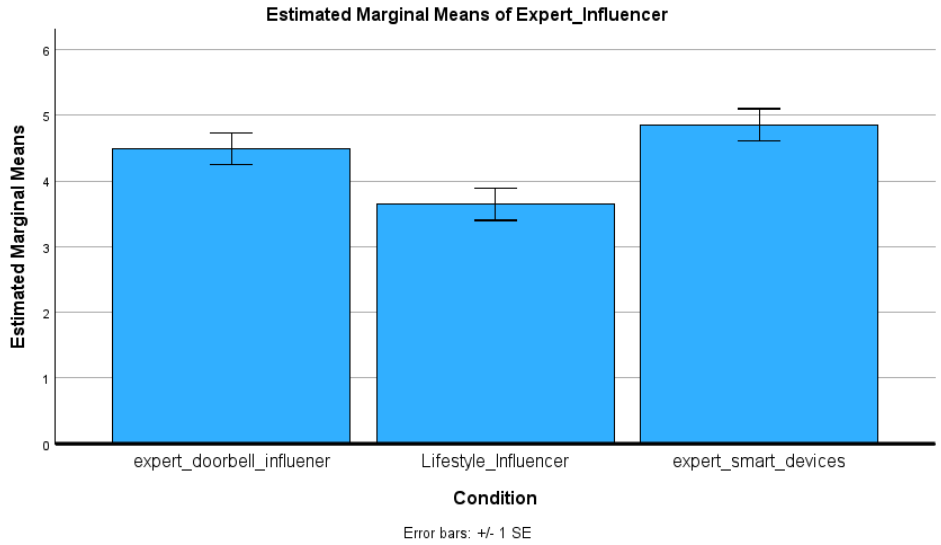
Dependent Variable: Expert_Influencer

LSD

(I) Condition	(J) Condition	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
expert_doorbell_influener	Lifestyle_Influencer	.84*	.343	.015	.17	1.52
	expert_smart_devices	-.36	.343	.291	-1.04	.31
Lifestyle_Influencer	expert_doorbell_influener	-.84*	.343	.015	-1.52	-.17
	expert_smart_devices	-1.21*	.348	<.001	-1.90	-.52
expert_smart_devices	expert_doorbell_influener	.36	.343	.291	-.31	1.04
	Lifestyle_Influencer	1.21*	.348	<.001	.52	1.90

Based on observed means.
The error term is Mean Square(Error) = 2.915.

*. The mean difference is significant at the .05 level.



Participants categorized the influencer along the lifestyle–expert continuum (Qualify the influencer:)

Between-Subjects Factors

		Value Label	N
Condition	1	expert_doorbell_influener	51
	2	Lifestyle_Influencer	48
	3	expert_smart_devices	48

Descriptive Statistics

Dependent Variable: Influencer_Type_Qualify

Condition	Mean	Std. Deviation	N
expert_doorbell_influener	4.65	1.948	51
Lifestyle_Influencer	2.85	1.473	48
expert_smart_devices	4.67	1.464	48
Total	4.07	1.846	147

Tests of Between-Subjects Effects

Dependent Variable: Influencer_Type_Qualify

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	105.027[a]	2	52.513	19.276	<.001	.211
Intercept	2416.300	1	2416.300	886.958	<.001	.860
Condition	105.027	2	52.513	19.276	<.001	.211
Error	392.293	144	2.724			
Total	2930.000	147				
Corrected Total	497.320	146				

a. R Squared = .211 (Adjusted R Squared = .200)

Estimates

Dependent Variable: Influencer_Type_Qualify

Condition	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
expert_doorbell_influener	4.647	.231	4.190	5.104
Lifestyle_Influencer	2.854	.238	2.383	3.325
expert_smart_devices	4.667	.238	4.196	5.138

Pairwise Comparisons

Dependent Variable: Influencer_Type_Qualify

(I) Condition	(J) Condition	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
expert_doorbell_influener	Lifestyle_Influencer	1.793*	.332	<.001	1.137	2.449
	expert_smart_devices	-.020	.332	.953	-.676	.636
Lifestyle_Influencer	expert_doorbell_influener	-1.793*	.332	<.001	-2.449	-1.137
	expert_smart_devices	-1.813*	.337	<.001	-2.478	-1.147
expert_smart_devices	expert_doorbell_influener	.020	.332	.953	-.636	.676
	Lifestyle_Influencer	1.813*	.337	<.001	1.147	2.478

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Influencer_Type_Qualify

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	105.027	2	52.513	19.276	<.001	.211
Error	392.293	144	2.724			

The F tests the effect of Condition. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

Univariate Analysis of Variance- Influencer's expertise and knowledgeability

Between-Subjects Factors

		Value Label	N
Condition	1	expert_doorbell_influener	51
	2	Lifestyle_Influencer	48
	3	expert_smart_devices	48

Descriptive Statistics

Dependent Variable: AVG_Expertise

Condition	Mean	Std. Deviation	N
expert_doorbell_influener	4.28	1.450	51
Lifestyle_Influencer	3.90	1.526	48
expert_smart_devices	4.65	1.403	48
Total	4.28	1.482	147

Tests of Between-Subjects Effects

Dependent Variable: AVG_Expertise

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	13.506[a]	2	6.753	3.167	.045	.042
Intercept	2684.734	1	2684.734	1258.937	<.001	.897
Condition	13.506	2	6.753	3.167	.045	.042
Error	307.086	144	2.133			
Total	3007.750	147				
Corrected Total	320.592	146				

a. R Squared = .042 (Adjusted R Squared = .029)

Estimates

Dependent Variable: AVG_Expertise

			95% Confidence Interval	
Condition	Mean	Std. Error	Lower Bound	Upper Bound
expert_doorbell_influener	4.284	.204	3.880	4.688
Lifestyle_Influencer	3.896	.211	3.479	4.312
expert_smart_devices	4.646	.211	4.229	5.062

Pairwise Comparisons

Dependent Variable: AVG_Expertise

(I) Condition	(J) Condition	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b] Lower Bound	Upper Bound
expert_doorbell_influener	Lifestyle_Influencer	.388	.294	.188	-.192	.969
	expert_smart_devices	-.362	.294	.220	-.942	.219
Lifestyle_Influencer	expert_doorbell_influener	-.388	.294	.188	-.969	.192
	expert_smart_devices	-.750*	.298	.013	-1.339	-.161
expert_smart_devices	expert_doorbell_influener	.362	.294	.220	-.219	.942
	Lifestyle_Influencer	.750*	.298	.013	.161	1.339

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: AVG_Expertise

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	13.506	2	6.753	3.167	.045	.042
Error	307.086	144	2.133			

The F tests the effect of Condition. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

Including the covariates in the analysis: Univariate Analysis of Variance (ANCOVA)-Influencer Type

Between-Subjects Factors

		Value Label	N
Condition	1	expert_doorbell_influener	51
	2	Lifestyle_Influencer	48
	3	expert_smart_devices	48

Descriptive Statistics

Dependent Variable: Lifestyle_Influencer

Condition	Mean	Std. Deviation	N
expert_doorbell_influener	4.18	1.786	51
Lifestyle_Influencer	5.63	1.347	48
expert_smart_devices	4.65	1.732	48
Total	4.80	1.735	147

Tests of Between-Subjects Effects

Dependent Variable: Lifestyle_Influencer

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	87.214[a]	5	17.443	6.986	<.001	.199
Intercept	153.014	1	153.014	61.281	<.001	.303
familirity_doorbell	1.543E-6	1	1.543E-6	.000	.999	.000
Influencer_Liking	31.836	1	31.836	12.750	<.001	.083
Activity_Soial_Media	.017	1	.017	.007	.934	.000
Condition	50.589	2	25.295	10.130	<.001	.126
Error	352.064	141	2.497			
Total	3830.000	147				
Corrected Total	439.279	146				

a. R Squared = .199 (Adjusted R Squared = .170)

Estimates

Dependent Variable: Lifestyle_Influencer

Condition	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
expert_doorbell_influener	4.198[a]	.226	3.752	4.644
Lifestyle_Influencer	5.633[a]	.231	5.175	6.090
expert_smart_devices	4.616[a]	.229	4.162	5.069

a. Covariates appearing in the model are evaluated at the following values: familirity_doorbell = 4.20, Influencer_Liking = 3.62, Activity_Soial_Media = 3.99.

Pairwise Comparisons

Dependent Variable: Lifestyle_Influencer

(I) Condition	(J) Condition	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
expert_doorbell_influener	Lifestyle_Influencer	-1.435*	.328	<.001	-2.082	-.787
	expert_smart_devices	-.418	.323	.199	-1.057	.222
Lifestyle_Influencer	expert_doorbell_influener	1.435*	.328	<.001	.787	2.082
	expert_smart_devices	1.017*	.325	.002	.374	1.660
expert_smart_devices	expert_doorbell_influener	.418	.323	.199	-.222	1.057
	Lifestyle_Influencer	-1.017*	.325	.002	-1.660	-.374

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Lifestyle_Influencer

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	50.589	2	25.295	10.130	<.001	.126
Error	352.064	141	2.497			

The F tests the effect of Condition. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

Between-Subjects Factors

		Value Label	N
Condition	1	expert_doorbell_influener	51
	2	Lifestyle_Influencer	48
	3	expert_smart_devices	48

Descriptive Statistics

Dependent Variable: Expert_Influencer

Condition	Mean	Std. Deviation	N
expert_doorbell_influener	4.49	1.837	51
Lifestyle_Influencer	3.65	1.591	48
expert_smart_devices	4.85	1.676	48
Total	4.33	1.769	147

Tests of Between-Subjects Effects

Dependent Variable: Expert_Influencer

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	135.950[a]	5	27.190	11.954	<.001	.298
Intercept	51.282	1	51.282	22.545	<.001	.138
familirity_doorbell	1.220	1	1.220	.536	.465	.004
Influencer_Liking	77.528	1	77.528	34.085	<.001	.195
Activity_Soial_Media	8.010	1	8.010	3.521	.063	.024
Condition	28.718	2	14.359	6.313	.002	.082
Error	320.717	141	2.275			
Total	3217.000	147				
Corrected Total	456.667	146				

a. R Squared = .298 (Adjusted R Squared = .273)

Estimates

Dependent Variable: Expert_Influencer

Condition	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
expert_doorbell_influener	4.474[a]	.215	4.049	4.900
Lifestyle_Influencer	3.719[a]	.221	3.283	4.155
expert_smart_devices	4.798[a]	.219	4.365	5.230

a. Covariates appearing in the model are evaluated at the following values: familirity_doorbell = 4.20, Influencer_Liking = 3.62, Activity_Soial_Media = 3.99.

Pairwise Comparisons

Dependent Variable: Expert_Influencer

(I) Condition	(J) Condition	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
expert_doorbell_influener	Lifestyle_Influencer	.755*	.313	.017	.137	1.374
	expert_smart_devices	-.323	.309	.297	-.934	.287
Lifestyle_Influencer	expert_doorbell_influener	-.755*	.313	.017	-1.374	-.137
	expert_smart_devices	-1.079*	.311	<.001	-1.693	-.465
expert_smart_devices	expert_doorbell_influener	.323	.309	.297	-.287	.934
	Lifestyle_Influencer	1.079*	.311	<.001	.465	1.693

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Expert_Influencer

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	28.718	2	14.359	6.313	.002	.082
Error	320.717	141	2.275			

The F tests the effect of Condition. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

Appendix G: Questionnaire Study 2

Stimuli and Cover story

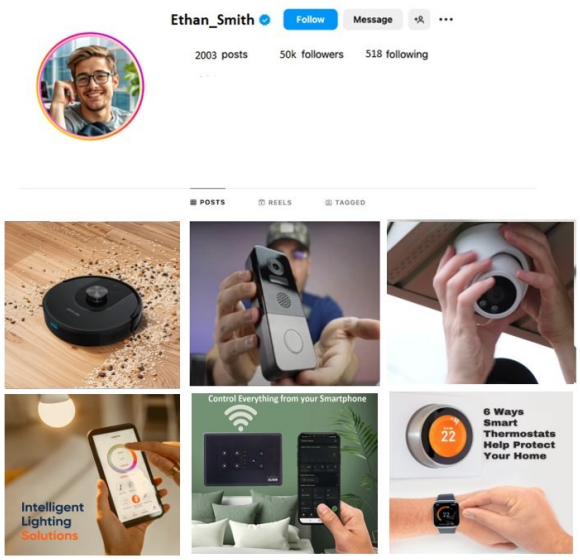
Imagine scrolling through Instagram and coming across a post showcasing a video doorbell—an item you've been considering purchasing for some time. The post is shared by an influencer, catching your attention instantly. While the brand isn't immediately familiar to you, a quick internet search reveals that it is, in fact, a well-established and highly reputable company with over 30 years of industry leadership. / a start-up brand that just launched its first line of doorbells last year.

Please examine this post carefully, as we have a few questions to ask.

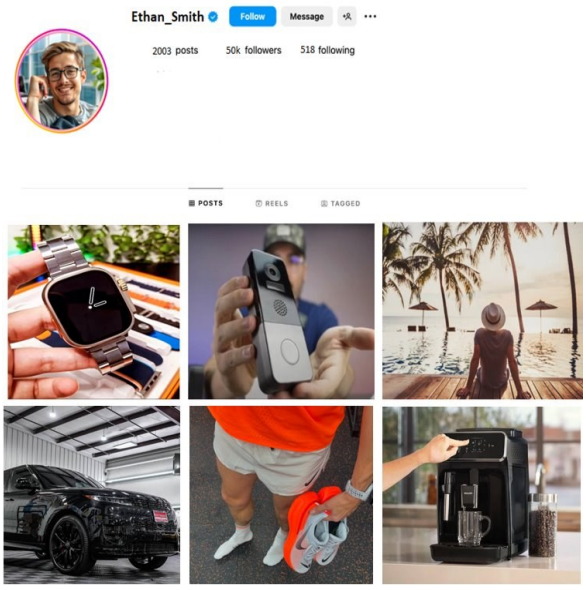
Given that you are not familiar with the influencer, you decide to scroll down and view some of his content, which is displayed here.

After reviewing this content carefully, please answer the following questions.

Expert Influencer



lifestyle influencer



1- Questionnaire

<u>Dependent variables:</u>

Dv1: Attitude toward the influencer

Please answer the following question about your attitude towards the influencer: How would you rate the Influencer along these characteristics?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Bad	o	o	o	o	o	o	o	Good
Unpleasant	o	o	o	o	o	o	o	Pleasant
Unfavorable	o	o	o	o	o	o	o	Favorable

Dv2: Attitude toward the brand

Please answer the following question about your attitude towards the brand: How would you rate the brand along these characteristics?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Bad	o	o	o	o	o	o	o	Good
Unfavorable	o	o	o	o	o	o	o	Favorable

Negative	o	o	o	o	o	o	o	Positive
Low quality	o	o	o	o	o	o	o	High quality

Dv3: Engagement

Please indicate how likely you are to “like” this post.

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Please indicate how likely you are to comment on this post.

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Please indicate how likely you are to share this post.

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

Dv4: Purchase Intention

Please rate your level of disagreement or agreement with the following statements:

	(1) Strongly disagree	(2)	(3)	(4)	(5)	(6)	(7) Strongly agree
I am interested to do more research about the product featured in the post. (1)	o	o	o	o	o	o	o
I am willing to buy the product featured in the post. (2)	o	o	o	o	o	o	o
I am curious to seek out more information about the product featured in the post. (3)	o	o	o	o	o	o	o
I am willing to buy the product featured in the post. (4)	o	o	o	o	o	o	o
I am willing to buy the product featured in the post. (5)	o	o	o	o	o	o	o

Mediator variable:

Perceived trust in influencer

Please rate your level of disagreement or agreement with the following statements:

	(1) Strongly disagree (1)	(2)	(3)	(4)	(5)	(6)	(7) Strongly agree
1 (1)	o	o	o	o	o	o	o
The influencer seems trustworthy. (2)	o	o	o	o	o	o	o
The influencer seems reliable. (3)	o	o	o	o	o	o	o
The influencer seems honest. (4)	o	o	o	o	o	o	o
The influencer seems dependable. (5)	o	o	o	o	o	o	o
The influencer seems believable. (6)	o	o	o	o	o	o	o

For quality control purposes, please select ‘strongly agree’ for this question.

o (1) Strongly disagree
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Strongly agree

To what extent do you perceive the featured influencer as a "lifestyle influencer" (i.e., an individual who shares and publishes content on various topics based on their personal interests and opinions)?

- o (1) Not at all
- o (2)
- o (3)
- o (4)
- o (5)
- o (6)
- o (7) Very Much

To what extent do you perceive the featured influencer as an "expert influencer" (i.e., an individual who is seen as an authority within a specific domain due to their knowledge, experience, or expertise on the subject)?

- o (1) Not at all
- o (2)
- o (3)
- o (4)
- o (5)
- o (6)
- o (7) Very Much

If you were to describe the influencer as either a lifestyle or expert influencer (or a combination of both), how would you qualify the influencer?

- o Definitely more of a lifestyle influencer (1)
- o (2)
- o (3)
- o A bit of both (4)
- o (5)
- o (6)
- o Definitely more of an expert influencer (7

How confident are you in this influencer's ability to give advice on the focal product of this post?

- o (1) Not at all
- o (2)
- o (3)
- o (4)
- o (5)
- o (6)
- o (7) Extremely

How knowledgeable do you believe the influencer is about the focal product of this post?

- o (1) Not at all
- o (2)
- o (3)
- o (4)
- o (5)
- o (6)
- o (7) Extremely

How would you describe the product brand?

- o (1) Start-Up
- o (2)
- o (3)
- o (4)
- o (5)
- o (6)
- o (7) Established business

How familiar are you with smart doorbell devices?

- o (1) Not at all
- o (2)
- o (3)
- o (4)
- o (5)
- o (6)
- o (7) Extremely

How active are you on social media? i.e. How often do you like, comment or share on social media posts?

- o (1) Not at all
- o (2)
- o (3)
- o (4)
- o (5)
- o (6)
- o (7) Extremely

How interested are you in purchasing a video doorbell in general?

- o (1) Not at all
- o (2)
- o (3)
- o (4)

o (5)
o (6)
o (7) Extremely

I often look at influencer posts to inform my purchase decisions.

o (1) Never
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) All the time

How skeptical are you about influencer marketing or product recommendations on social media.

o (1) Not at all
o (2)
o (3)
o (4)
o (5)
o (6)
o (7) Extremely

What is your age? ----------

What is your gender?

o (1) Male
o (2) Female
o (3) Non-binary
o (4) Prefer not to say
o (5) Prefer to self-describe_____

How proficient are you in English comprehension?
o Very proficient in English comprehension (1)
o Proficient in English comprehension (2)
o Somewhat proficient in English comprehension (3)
o Not very proficient English comprehension (4)
o Not at all proficient in English comprehension (5)

Thank you for completing the survey. The quality of the research depends on the participants' level of engagement and honesty in response. Please indicate whether you have genuinely read the ad content

presented in this study and responded to all questions to the best of your ability. Your answer to this question will not impact your compensation. You will get your completion code on the next slide regardless of your answer to this question.

(1) I skimmed the ad quickly
(2) I did not read the ad
(3) I read the ad somewhat thoroughly

Do you have any questions for the researcher? (optional)----------

Appendix H: Output in Study 2

Frequencies:

Statistics

gender

N	Valid	291
	Missing	0

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(1) Male	132	45.4	45.4	45.4
	(2) Female	152	52.2	52.2	97.6
	(3) Non-binary	4	1.4	1.4	99.0
	(4) Prefer not to say	2	.7	.7	99.7
	(5) Prefer to self-describe	1	.3	.3	100.0
	Total	291	100.0	100.0	

Descriptives:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
age	291	23	81	47.65	13.355
Valid N (listwise)	291				

Correlations: Influencer's expertise and knowledgeability:

Correlations

		Confident_Influencer_Advice	knowledgeable_Influencer
Confident_Influencer_Advice	Pearson Correlation	1	.861**
	Sig. (2-tailed)		<.001
	N	291	291
knowledgeable_Influencer	Pearson Correlation	.861**	1
	Sig. (2-tailed)	<.001	
	N	291	291

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability: Attitude toward the influencer

Case Processing Summary

		N	%
Cases	Valid	291	100.0
	Excluded[a]	0	.0
	Total	291	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.967	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attitude_influencer_Q1	9.07	8.544	.935	.950
Attitude_influencer_Q2	8.90	8.184	.917	.960
Attitude_influencer_Q3	9.13	7.686	.941	.944

Reliability: Attitude toward the Brand

Case Processing Summary

		N	%
Cases	Valid	291	100.0
	Excluded[a]	0	.0
	Total	291	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.963	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attitude_brand_Q1	14.27	12.707	.919	.948
Attitude_brand_Q2	14.31	12.296	.924	.946
Attitude_brand_Q3	14.24	12.337	.923	.946
Attitude_brand_Q4	14.36	12.761	.864	.963

Reliability: Engagement with the post

Case Processing Summary

		N	%
Cases	Valid	291	100.0
	Excluded[a]	0	.0
	Total	291	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.888	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engagement_Like	3.64	6.182	.788	.887
Engagement_Comment	4.40	8.874	.814	.827
Engagement_Share	4.42	8.997	.826	.822

Reliability: Purchase intention

Case Processing Summary

		N	%
Cases	Valid	291	100.0
	Excluded[a]	0	.0
	Total	291	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.945	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Purchase_Intention_1	15.62	38.802	.805	.941
Purchase_Intention_2	16.60	40.088	.870	.929
Purchase_Intention_3	15.69	37.547	.822	.939
Purchase_Intention_4	16.65	40.325	.895	.925
Purchase_Intention_5	16.64	40.198	.889	.926

Reliability: Perceived trust in influencer

Case Processing Summary

		N	%
Cases	Valid	291	100.0
	Excluded[a]	0	.0
	Total	291	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.983	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Trust_Influencer_Q1	16.31	39.243	.949	.979
Trust_Influencer_Q2	16.16	38.959	.954	.978
Trust_Influencer_Q3	16.22	38.703	.950	.979
Trust_Influencer_Q4	16.20	38.579	.956	.978
Trust_Influencer_Q5	16.11	37.609	.940	.981

Influencer Type Manipulation

Group Statistics

	Influencer_Type	N	Mean	Std. Deviation	Std. Error Mean
Describe_Influencer_Type	Expert Influencer	148	4.45	1.630	.134
	Lifestyle Influencer	143	2.52	1.378	.115

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Describe_Influencer_Type	Equal variances assumed	1.718	.191	10.841	289	<.001	<.001	1.921	.177	1.573	2.270
	Equal variances not assumed			10.873	284.028	<.001	<.001	1.921	.177	1.574	2.269

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval Lower	Upper
Describe_Influencer_Type	Cohen's d	1.511	1.271	1.018	1.522
	Hedges' correction	1.515	1.268	1.016	1.518
	Glass's delta	1.378	1.394	1.111	1.674

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Brand Type Manipulation

Group Statistics

	Brand_Type	N	Mean	Std. Deviation	Std. Error Mean
Describe_Brand_Type	Established	145	5.58	1.588	.132
	Start-Up	146	1.97	1.499	.124

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Describe_Brand_Type	Equal variances assumed	2.370	.125	19.920	289	<.001	<.001	3.607	.181	3.250	3.963
	Equal variances not assumed			19.916	287.796	<.001	<.001	3.607	.181	3.250	3.963

Independent Samples Effect Sizes

			95% Confidence Interval	
		Standardizer[a]	Point Estimate	Lower	Upper
Describe_Brand_Type	Cohen's d	1.544	2.335	2.036	2.633
	Hedges' correction	1.548	2.329	2.031	2.626
	Glass's delta	1.499	2.406	2.044	2.764

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Univariate Analysis of Variance: Attitude toward the influencer

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Expert Influencer	148
	2	Lifestyle Influencer	143
Brand_Type	1	Established	145
	2	Start-Up	146

Descriptive Statistics

Dependent Variable: Attitude_influencer_AVG

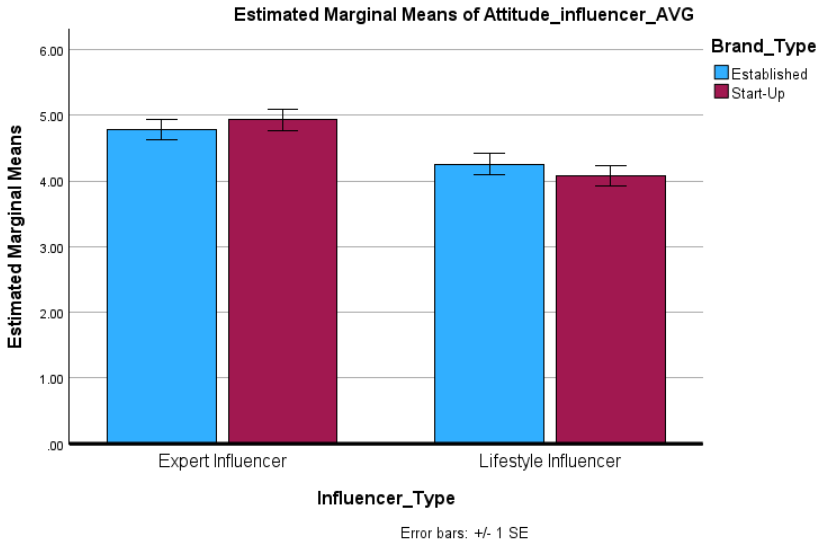
Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Expert Influencer	Established	4.7793	1.36523	74
	Start-Up	4.9279	1.40262	74
	Total	4.8536	1.38135	148
Lifestyle Influencer	Established	4.2582	1.33832	71
	Start-Up	4.0787	1.40031	72
	Total	4.1678	1.36802	143
Total	Established	4.5241	1.37254	145
	Start-Up	4.5091	1.46017	146
	Total	4.5166	1.41476	291

Tests of Between-Subjects Effects

Dependent Variable: Attitude_influencer_AVG

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	36.172[a]	3	12.057	6.358	<.001	.062
Intercept	5919.782	1	5919.782	3121.542	<.001	.916
Influencer_Type	34.140	1	34.140	18.002	<.001	.059
Brand_Type	.017	1	.017	.009	.924	.000
Influencer_Type * Brand_Type	1.958	1	1.958	1.032	.310	.004
Error	544.275	287	1.896			
Total	6516.778	291				
Corrected Total	580.447	290				

a. R Squared = .062 (Adjusted R Squared = .053)



Univariate Analysis of Variance: Attitude toward the brand

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Expert Influencer	148
	2	Lifestyle Influencer	143
Brand_Type	1	Established	145
	2	Start-Up	146

Descriptive Statistics

Dependent Variable: Attitude_brand_AVG

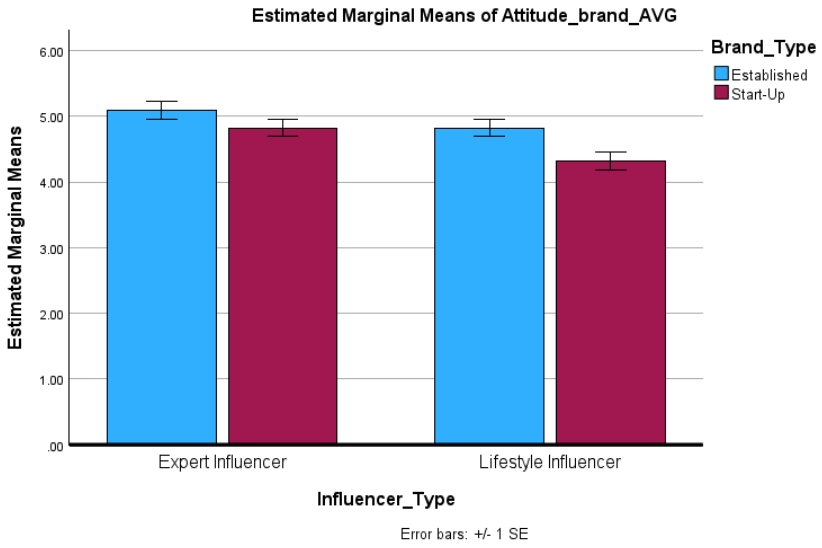
Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Expert Influencer	Established	5.0878	1.15379	74
	Start-Up	4.8243	1.10007	74
	Total	4.9561	1.13116	148
Lifestyle Influencer	Established	4.8239	1.22722	71
	Start-Up	4.3125	1.09235	72
	Total	4.5664	1.18528	143
Total	Established	4.9586	1.19352	145
	Start-Up	4.5719	1.12225	146
	Total	4.7646	1.17242	291

Tests of Between-Subjects Effects

Dependent Variable: Attitude_brand_AVG

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	22.962[a]	3	7.654	5.848	<.001	.058
Intercept	6597.211	1	6597.211	5040.150	<.001	.946
Influencer_Type	10.941	1	10.941	8.358	.004	.028
Brand_Type	10.919	1	10.919	8.342	.004	.028
Influencer_Type * Brand_Type	1.118	1	1.118	.854	.356	.003
Error	375.663	287	1.309			
Total	7004.750	291				
Corrected Total	398.625	290				

a. R Squared = .058 (Adjusted R Squared = .048)



Univariate Analysis of Variance: Engagement with the post

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Expert Influencer	148
	2	Lifestyle Influencer	143
Brand_Type	1	Established	145
	2	Start-Up	146

Descriptive Statistics

Dependent Variable: Engagement_AVG

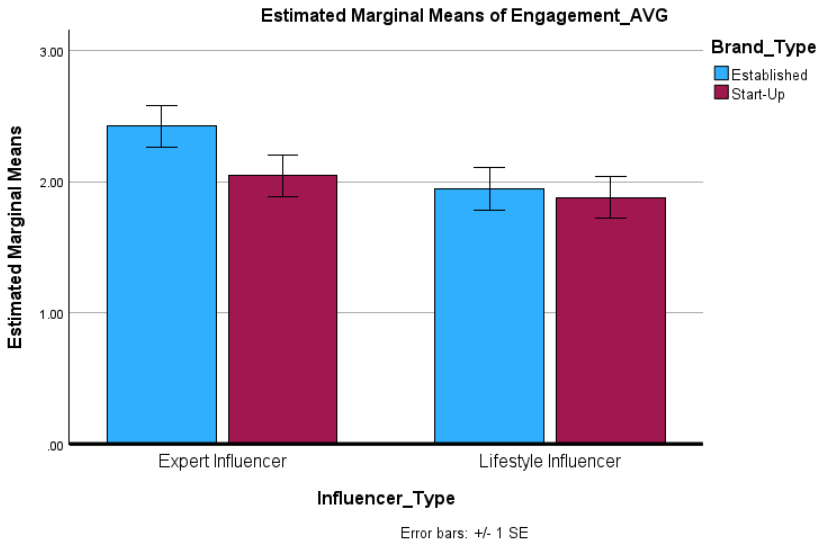
Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Expert Influencer	Established	2.4234	1.49713	74
	Start-Up	2.0450	1.34053	74
	Total	2.2342	1.42881	148
Lifestyle Influencer	Established	1.9484	1.29425	71
	Start-Up	1.8796	1.32899	72
	Total	1.9138	1.30768	143
Total	Established	2.1908	1.41680	145
	Start-Up	1.9635	1.33283	146
	Total	2.0767	1.37765	291

Tests of Between-Subjects Effects

Dependent Variable: Engagement_AVG

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	12.936[a]	3	4.312	2.303	.077	.024
Intercept	1251.466	1	1251.466	668.273	<.001	.700
Influencer_Type	7.458	1	7.458	3.983	.047	.014
Brand_Type	3.635	1	3.635	1.941	.165	.007
Influencer_Type * Brand_Type	1.743	1	1.743	.931	.335	.003
Error	537.461	287	1.873			
Total	1805.444	291				
Corrected Total	550.397	290				

a. R Squared = .024 (Adjusted R Squared = .013)



Univariate Analysis of Variance: purchase intention

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Expert Influencer	148
	2	Lifestyle Influencer	143
Brand_Type	1	Established	145
	2	Start-Up	146

Descriptive Statistics

Dependent Variable: Purchase_Intention_AVG

Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Expert Influencer	Established	4.3324	1.45330	74
	Start-Up	4.2541	1.53223	74
	Total	4.2932	1.48872	148
Lifestyle Influencer	Established	4.2197	1.59898	71
	Start-Up	3.4222	1.50288	72
	Total	3.8182	1.59681	143
Total	Established	4.2772	1.52209	145
	Start-Up	3.8438	1.56910	146
	Total	4.0598	1.55838	291

Tests of Between-Subjects Effects

Dependent Variable: Purchase_Intention_AVG

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	39.377[a]	3	13.126	5.666	<.001	.056
Intercept	4788.360	1	4788.360	2066.858	<.001	.878
Influencer_Type	16.221	1	16.221	7.002	.009	.024
Brand_Type	13.948	1	13.948	6.021	.015	.021
Influencer_Type * Brand_Type	9.402	1	9.402	4.058	.045	.014
Error	664.903	287	2.317			
Total	5500.520	291				
Corrected Total	704.280	290				

a. R Squared = .056 (Adjusted R Squared = .046)

Estimated Marginal Means

Influencer_Type * Brand_Type

Estimates

Dependent Variable: Purchase_Intention_AVG

Influencer_Type	Brand_Type	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Expert Influencer	Established	4.332	.177	3.984	4.681
	Start-Up	4.254	.177	3.906	4.602
Lifestyle Influencer	Established	4.220	.181	3.864	4.575
	Start-Up	3.422	.179	3.069	3.775

Pairwise Comparisons

Dependent Variable: Purchase_Intention_AVG

Brand_Type	(I) Influencer_Type	(J) Influencer_Type	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
						Lower Bound	Upper Bound
Established	Expert Influencer	Lifestyle Influencer	.113	.253	.656	-.385	.610
	Lifestyle Influencer	Expert Influencer	-.113	.253	.656	-.610	.385
Start-Up	Expert Influencer	Lifestyle Influencer	.832*	.252	.001	.336	1.328
	Lifestyle Influencer	Expert Influencer	-.832*	.252	.001	-1.328	-.336

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Influencer_Type * Brand_Type

Estimates

Dependent Variable: Purchase_Intention_AVG

Influencer_Type	Brand_Type	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Expert Influencer	Established	4.332	.177	3.984	4.681
	Start-Up	4.254	.177	3.906	4.602
Lifestyle Influencer	Established	4.220	.181	3.864	4.575
	Start-Up	3.422	.179	3.069	3.775

Pairwise Comparisons

Dependent Variable: Purchase_Intention_AVG

Influencer_Type	(I) Brand_Type	(J) Brand_Type	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
						Lower Bound	Upper Bound
Expert Influencer	Established	Start-Up	.078	.250	.754	-.414	.571
	Start-Up	Established	-.078	.250	.754	-.571	.414
Lifestyle Influencer	Established	Start-Up	.797*	.255	.002	.296	1.299
	Start-Up	Established	-.797*	.255	.002	-1.299	-.296

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

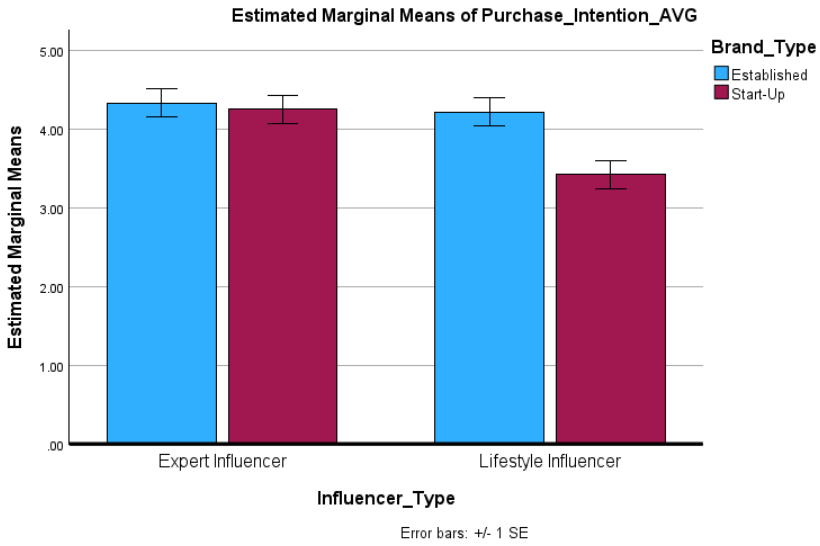
b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Purchase_Intention_AVG

Influencer_Type		Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Expert Influencer	Contrast	.227	1	.227	.098	.754	.000
	Error	664.903	287	2.317			
Lifestyle Influencer	Contrast	22.736	1	22.736	9.814	.002	.033
	Error	664.903	287	2.317			

Each F tests the simple effects of Brand_Type within each level combination of the other effects shown. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.



Univariate Analysis of Variance: Perceived trust in influencer

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Expert Influencer	148
	2	Lifestyle Influencer	143
Brand_Type	1	Established	145
	2	Start-Up	146

Descriptive Statistics

Dependent Variable: Trust_Influencer_AVG

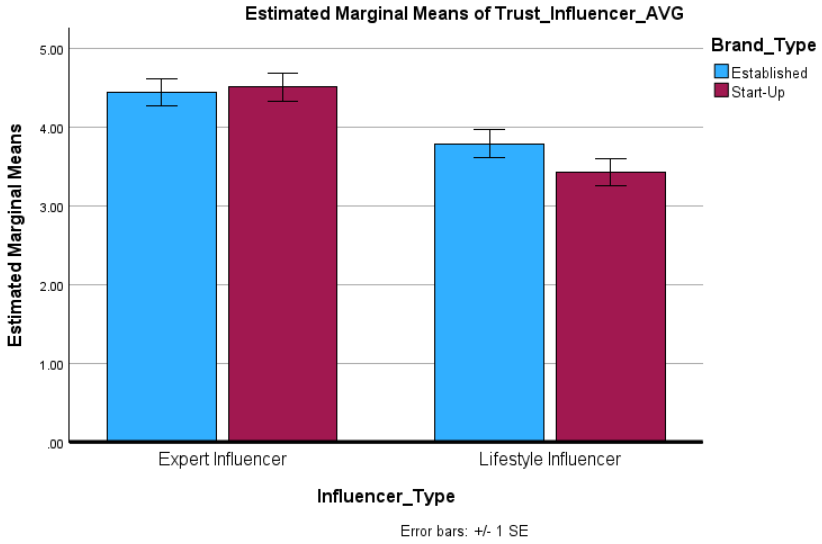
Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Expert Influencer	Established	4.4459	1.53838	74
	Start-Up	4.5081	1.40496	74
	Total	4.4770	1.46849	148
Lifestyle Influencer	Established	3.7915	1.45972	71
	Start-Up	3.4278	1.55294	72
	Total	3.6084	1.51311	143
Total	Established	4.1255	1.53078	145
	Start-Up	3.9753	1.57110	146
	Total	4.0502	1.55029	291

Tests of Between-Subjects Effects

Dependent Variable: Trust_Influencer_AVG

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	59.749[a]	3	19.916	8.970	<.001	.086
Intercept	4755.932	1	4755.932	2141.981	<.001	.882
Influencer_Type	54.714	1	54.714	24.642	<.001	.079
Brand_Type	1.654	1	1.654	.745	.389	.003
Influencer_Type * Brand_Type	3.299	1	3.299	1.486	.224	.005
Error	637.238	287	2.220			
Total	5470.520	291				
Corrected Total	696.987	290				

a. R Squared = .086 (Adjusted R Squared = .076)



Mediation analysis (PROCESS Model 4), Attitude toward the influencer:

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 4
    Y  : Attitude toward Influencer
    X  : Influencer Type
    M  : Perceived trust in influencer

Sample
Size:  291

**************************************************************************
```

```
OUTCOME VARIABLE:
 Trust_In

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2806      .0787     2.2218    24.6983     1.0000   289.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.3457      .2749    19.4436      .0000     4.8045     5.8868
Influenc     -.8686      .1748    -4.9697      .0000    -1.2126     -.5246

************************************************************************
OUTCOME VARIABLE:
 Attitude

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .8580      .7361      .5318   401.7460     2.0000   288.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     1.3568      .2043     6.6398      .0000      .9546     1.7590
Influenc     -.0061      .0891     -.0689      .9452     -.1815      .1692
Trust_In      .7824      .0288    27.1878      .0000      .7258      .8391


****************** DIRECT AND INDIRECT EFFECTS OF X ON Y *****************

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
     -.0061      .0891     -.0689      .9452     -.1815      .1692

Indirect effect(s) of X on Y:
             Effect     BootSE   BootLLCI   BootULCI
Trust_In     -.6796      .1380     -.9513     -.4136

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

WARNING: Variables names longer than eight characters can produce incorrect output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----
```

Mediation analysis (PROCESS Model 4), Attitude toward the brand:

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************
```

```
          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 4
    Y  : Attitude toward Brand
    X  : Influencer Type
    M  : Perceived in the influencer

Sample
Size:  291

**************************************************************************
OUTCOME VARIABLE:
 Trust_In

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2806      .0787     2.2218    24.6983     1.0000   289.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.3457      .2749    19.4436      .0000     4.8045     5.8868
Influenc     -.8686      .1748    -4.9697      .0000    -1.2126     -.5246

**************************************************************************
OUTCOME VARIABLE:
 Attitude

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .7381      .5448      .6300   172.3655     2.0000   288.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     2.3169      .2224    10.4167      .0000     1.8791     2.7546
Influenc      .1025      .0970     1.0573      .2913     -.0883      .2934
Trust_In      .5666      .0313    18.0888      .0000      .5049      .6283


***************** DIRECT AND INDIRECT EFFECTS OF X ON Y *****************

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      .1025      .0970     1.0573      .2913     -.0883      .2934

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
Trust_In     -.4922      .1067     -.7111     -.2929

********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

WARNING: Variables names longer than eight characters can produce incorrect output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.
```

```
------ END MATRIX -----
```

Mediation analysis (PROCESS Model 4), Engagement with the post:

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 4
    Y  : Engagement with post
    X  : Influencer type
    M  : Perceived trust in influencer

Sample
Size:  291

**************************************************************************
OUTCOME VARIABLE:
 Trust_In

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2806      .0787     2.2218    24.6983     1.0000   289.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.3457      .2749    19.4436      .0000     4.8045     5.8868
Influenc     -.8686      .1748    -4.9697      .0000    -1.2126     -.5246

**************************************************************************
OUTCOME VARIABLE:
 Engageme

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .5529      .3057     1.3269    63.3952     2.0000   288.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     -.1201      .3228     -.3722      .7100     -.7555      .5152
Influenc      .1142      .1407      .8113      .4179     -.1628      .3912
Trust_In      .5004      .0455    11.0073      .0000      .4109      .5899


***************** DIRECT AND INDIRECT EFFECTS OF X ON Y *****************

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      .1142      .1407      .8113      .4179     -.1628      .3912

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
Trust_In     -.4346      .0962     -.6340     -.2596
```

```
********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

WARNING: Variables names longer than eight characters can produce incorrect output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----
```

Mediation analysis (PROCESS Model 4), Purchase intention:

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 4
    Y  : Purchase Intention
    X  : Influencer Type
    M  : Perceived trust in influencer

Sample
Size:  291

**************************************************************************
OUTCOME VARIABLE:
 Trust_In

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2806      .0787     2.2218    24.6983     1.0000   289.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.3457      .2749    19.4436      .0000     4.8045     5.8868
Influenc     -.8686      .1748    -4.9697      .0000    -1.2126     -.5246

**************************************************************************
OUTCOME VARIABLE:
 Purchase

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .6391      .4084     1.4467    99.4097     2.0000   288.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     1.2941      .3370     3.8396      .0002      .6307     1.9575
Influenc      .0895      .1469      .6089      .5431     -.1997      .3787
```

```
Trust_In      .6499      .0475    13.6921      .0000      .5565      .7433


****************** DIRECT AND INDIRECT EFFECTS OF X ON Y *****************

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      .0895      .1469      .6089      .5431     -.1997      .3787

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
Trust_In    -.5645      .1218     -.8065     -.3274

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

WARNING: Variables names longer than eight characters can produce incorrect output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----
```

- **Correlation:**

Correlations

		Attitude_influencer_AVG	Attitude_brand_AVG	Engagement_AVG	Purchase_Intention_AVG	Familirity_Smart_Doorbell	Activity_Social_media	Interested_Parchase_Video_doorbell	Influencer_Post_Inform_purchase	Skeptical_Influencer	age	gender
Attitude_influencer_AVG	Pearson Correlation	1	.786**	.559**	.633**	.024	.115*	.289**	.415**	-.522**	.164**	.017
	Sig. (2-tailed)		<.001	<.001	<.001	.678	.050	<.001	<.001	<.001	.005	.771
	N	291	291	291	291	291	291	291	291	291	291	291
Attitude_brand_AVG	Pearson Correlation	.786**	1	.518**	.698**	.024	.176**	.291**	.324**	-.448**	.090	.068
	Sig. (2-tailed)	<.001		<.001	<.001	.680	.003	<.001	<.001	<.001	.125	.247
	N	291	291	291	291	291	291	291	291	291	291	291
Engagement_AVG	Pearson Correlation	.559**	.518**	1	.472**	.172**	.276**	.382**	.522**	-.451**	.089	-.003
	Sig. (2-tailed)	<.001	<.001		<.001	.003	<.001	<.001	<.001	<.001	.131	.959
	N	291	291	291	291	291	291	291	291	291	291	291
Purchase_Intention_AVG	Pearson Correlation	.633**	.698**	.472**	1	.101	.134*	.422**	.309**	-.393**	.102	-.038
	Sig. (2-tailed)	<.001	<.001	<.001		.087	.022	<.001	<.001	<.001	.083	.521
	N	291	291	291	291	291	291	291	291	291	291	291
Familirity_Smart_Doorbell	Pearson Correlation	.024	.024	.172**	.101	1	.269**	.453**	.252**	.025	-.132*	.041
	Sig. (2-tailed)	.678	.680	.003	.087		<.001	<.001	<.001	.676	.024	.481
	N	291	291	291	291	291	291	291	291	291	291	291
Activity_Social_media	Pearson Correlation	.115*	.176**	.276**	.134*	.269**	1	.388**	.374**	-.185**	-.110	.130*
	Sig. (2-tailed)	.050	.003	<.001	.022	<.001		<.001	<.001	.002	.061	.027
	N	291	291	291	291	291	291	291	291	291	291	291
Interested_Parchase_Video_doorbell	Pearson Correlation	.289**	.291**	.382**	.422**	.453**	.388**	1	.410**	-.225**	-.018	.093
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	.756	.115
	N	291	291	291	291	291	291	291	291	291	291	291
Influencer_Post_Inform_purchase	Pearson Correlation	.415**	.324**	.522**	.309**	.252**	.374**	.410**	1	-.519**	-.186**	.015
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	.001	.796
	N	291	291	291	291	291	291	291	291	291	291	291
Skeptical_Influencer	Pearson Correlation	-.522**	-.448**	-.451**	-.393**	.025	-.185**	-.225**	-.519**	1	.061	.021
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.676	.002	<.001	<.001		.297	.723
	N	291	291	291	291	291	291	291	291	291	291	291
age	Pearson Correlation	.164**	.090	.089	.102	-.132*	-.110	-.018	-.186**	.061	1	.002
	Sig. (2-tailed)	.005	.125	.131	.083	.024	.061	.756	.001	.297		.970
	N	291	291	291	291	291	291	291	291	291	291	291
gender	Pearson Correlation	.017	.068	-.003	-.038	.041	.130*	.093	.015	.021	.002	1
	Sig. (2-tailed)	.771	.247	.959	.521	.481	.027	.115	.796	.723	.970	
	N	291	291	291	291	291	291	291	291	291	291	291

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

- **Control Variables: Univariate Analysis of Variance (ANCOVA)- Attitude toward influencer**

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Expert Influencer	148
	2	Lifestyle Influencer	143
Brand_Type	1	Established	145
	2	Start-Up	146

Descriptive Statistics

Dependent Variable: Attitude_influencer_AVG

Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Expert Influencer	Established	4.7793	1.36523	74
	Start-Up	4.9279	1.40262	74
	Total	4.8536	1.38135	148
Lifestyle Influencer	Established	4.2582	1.33832	71
	Start-Up	4.0787	1.40031	72
	Total	4.1678	1.36802	143
Total	Established	4.5241	1.37254	145
	Start-Up	4.5091	1.46017	146
	Total	4.5166	1.41476	291

Tests of Between-Subjects Effects

Dependent Variable: Attitude_influencer_AVG

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	209.283[a]	8	26.160	19.876	<.001	.361
Intercept	268.307	1	268.307	203.852	<.001	.420
Familirity_Smart_Doorbell	1.668	1	1.668	1.267	.261	.004
Activity_Social_media	1.122	1	1.122	.852	.357	.003
Interested_Parchase_Video_doorbell	14.544	1	14.544	11.050	.001	.038
Influencer_Post_Inform_purchase	7.742	1	7.742	5.882	.016	.020
Skeptical_Influencer	59.949	1	59.949	45.548	<.001	.139
Influencer_Type	18.821	1	18.821	14.300	<.001	.048
Brand_Type	.008	1	.008	.006	.937	.000
Influencer_Type * Brand_Type	.933	1	.933	.709	.400	.003
Error	371.165	282	1.316			
Total	6516.778	291				
Corrected Total	580.447	290				

a. R Squared = .361 (Adjusted R Squared = .342)

- **Control Variables: Univariate Analysis of Variance (ANCOVA)- Attitude toward brand**

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Expert Influencer	148
	2	Lifestyle Influencer	143
Brand_Type	1	Established	145
	2	Start-Up	146

Descriptive Statistics

Dependent Variable: Attitude_brand_AVG

Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Expert Influencer	Established	5.0878	1.15379	74
	Start-Up	4.8243	1.10007	74
	Total	4.9561	1.13116	148
Lifestyle Influencer	Established	4.8239	1.22722	71
	Start-Up	4.3125	1.09235	72
	Total	4.5664	1.18528	143
Total	Established	4.9586	1.19352	145
	Start-Up	4.5719	1.12225	146
	Total	4.7646	1.17242	291

Tests of Between-Subjects Effects

Dependent Variable: Attitude_brand_AVG

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	115.965[a]	8	14.496	14.462	<.001	.291
Intercept	242.322	1	242.322	241.756	<.001	.462
Familirity_Smart_Doorbell	2.248	1	2.248	2.242	.135	.008
Activity_Social_media	1.271	1	1.271	1.268	.261	.004
Interested_Parchase_Video_doorbell	11.148	1	11.148	11.122	<.001	.038
Influencer_Post_Inform_purchase	.577	1	.577	.576	.449	.002
Skeptical_Influencer	32.645	1	32.645	32.569	<.001	.104
Influencer_Type	6.551	1	6.551	6.536	.011	.023
Brand_Type	10.447	1	10.447	10.423	.001	.036
Influencer_Type * Brand_Type	.870	1	.870	.868	.352	.003
Error	282.660	282	1.002			
Total	7004.750	291				
Corrected Total	398.625	290				

a. R Squared = .291 (Adjusted R Squared = .271)

- **Control Variables: Univariate Analysis of Variance (ANCOVA)- Engagement with post**

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Expert Influencer	148
	2	Lifestyle Influencer	143
Brand_Type	1	Established	145
	2	Start-Up	146

Descriptive Statistics

Dependent Variable: Engagement_AVG

Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Expert Influencer	Established	2.4234	1.49713	74
	Start-Up	2.0450	1.34053	74
	Total	2.2342	1.42881	148
Lifestyle Influencer	Established	1.9484	1.29425	71
	Start-Up	1.8796	1.32899	72
	Total	1.9138	1.30768	143
Total	Established	2.1908	1.41680	145
	Start-Up	1.9635	1.33283	146
	Total	2.0767	1.37765	291

Tests of Between-Subjects Effects

Dependent Variable: Engagement_AVG

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	203.723[a]	8	25.465	20.715	<.001	.370
Intercept	27.053	1	27.053	22.006	<.001	.072
Familirity_Smart_Doorbell	.091	1	.091	.074	.785	.000
Activity_Social_media	1.114	1	1.114	.906	.342	.003
Interested_Parchase_Video_doorbell	13.210	1	13.210	10.746	.001	.037
Influencer_Post_Inform_purchase	27.859	1	27.859	22.662	<.001	.074
Skeptical_Influencer	20.949	1	20.949	17.041	<.001	.057
Influencer_Type	3.465	1	3.465	2.818	.094	.010
Brand_Type	3.622	1	3.622	2.946	.087	.010
Influencer_Type * Brand_Type	2.913	1	2.913	2.370	.125	.008
Error	346.674	282	1.229			
Total	1805.444	291				
Corrected Total	550.397	290				

a. R Squared = .370 (Adjusted R Squared = .352)

- **Control Variables: Univariate Analysis of Variance (ANCOVA)- Purchase intention**

Between-Subjects Factors

		Value Label	N
Influencer_Type	1	Expert Influencer	148
	2	Lifestyle Influencer	143
Brand_Type	1	Established	145
	2	Start-Up	146

Descriptive Statistics

Dependent Variable: Purchase_Intention_AVG

Influencer_Type	Brand_Type	Mean	Std. Deviation	N
Expert Influencer	Established	4.3324	1.45330	74
	Start-Up	4.2541	1.53223	74
	Total	4.2932	1.48872	148
Lifestyle Influencer	Established	4.2197	1.59898	71
	Start-Up	3.4222	1.50288	72
	Total	3.8182	1.59681	143
Total	Established	4.2772	1.52209	145
	Start-Up	3.8438	1.56910	146
	Total	4.0598	1.55838	291

Tests of Between-Subjects Effects

Dependent Variable: Purchase_Intention_AVG

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	223.826[a]	8	27.978	16.422	<.001	.318
Intercept	168.832	1	168.832	99.095	<.001	.260
Familirity_Smart_Doorbell	2.055	1	2.055	1.206	.273	.004
Activity_Social_media	.514	1	.514	.301	.583	.001
Interested_Parchase_Video_doorbell	69.120	1	69.120	40.570	<.001	.126
Influencer_Post_Inform_purchase	.167	1	.167	.098	.754	.000
Skeptical_Influencer	38.946	1	38.946	22.859	<.001	.075
Influencer_Type	11.755	1	11.755	6.900	.009	.024
Brand_Type	11.067	1	11.067	6.495	.011	.023
Influencer_Type * Brand_Type	4.577	1	4.577	2.687	.102	.009
Error	480.454	282	1.704			
Total	5500.520	291				
Corrected Total	704.280	290				

a. R Squared = .318 (Adjusted R Squared = .298)