Study On The Effect Of Influencer Advertising (Sponsored And Non-Sponsored) Message Types And Trust On The Consumer Perceived Purchase Intention in Saudi Arabia

by

Author name

PHD Student: DU JIN

Student ID: 1100602318

Limkokwing University of Creative Technology (LUCT)

Table of Contents

ABSTRACT

The objectives of this article to study the Social media influencer advertising is a fast-growing form of advertising. It has led to companies striking deals with influencers to benefit from the influencers' big audiences of followers and social media users. Influencers promote the companies' brand or product in exchange for a payment. Influencer advertising comes in two forms, sponsored and non-sponsored, factors that may have a perceived effect on purchase intention are different message types as pictures, text, and a combination of picture and text and trust. This report's primary goal is to test whether sponsored and non-sponsored advertising, trust and message type have any perceived effect on consumers' purchase intentions on social media and contribute to previous studies. This study is a survey study with a quantitative approach. Companies should take into consideration the benefit of utilizing influencer-picture advertisements' when it comes to advertising products through social media.also in this article the recommendations tend to be more trustworthy than when celebrities advertise. According to a study, an influencer can affect a company's image either positively or negatively. and Further scope also needs to be done on actual effect on purchase intentions.

Keywords: Influencer , Social Media , Advertising , Purchase Intention, Sponsored And Non-Sponsored

1.0 Introdation

In one of the most dynamic and volatile regions of the world—the Middle East—the role of media only rarely makes headlines but warrants continuing attention as a window on what is happening among people, institutions, and society itself. What is known about the region internally and to the outside world is mediated by traditional news, opinion, and entertainment platforms—and increasingly by ever-changing social media. For the seventh time since 2013, we at Northwestern University in Qatar have conducted a far-reaching survey of media use in the region (Jain & Katarya, 2018). With a prevailing image of the Arab region instability marked by conflict and disruption, this Media Use in the Middle East study paints a more nuanced picture that adds richly to the parameters defined by the dominance of the Arabic language and Islamic faith in the region (Instagram, 2019).

Today, there are many social media platforms, for example, YouTube, Facebook, and Instagram. These platforms have large numbers of users, Facebook, for instance, had 2.45bn active monthly users in 2019 (Noyes, 2019). Similarly, to Facebook, Instagram has many users, as stated by a report done in 2019 Instagram had over 1bn active users (Instagram, 2019).

The big numbers of users on social media platforms creates an opportunity for companies to get in touch with users. Social media users are in these cases potential consumers for many companies. For companies that are interested in advertising through social media and to get in touch with these numbers of users, there are different methods to employ. One such way is to collaborate with influencers (Jain & Katarya, 2018). To explain the term influencers, influencers are social media users that have gained a following of people/social media users that follow the influencers' activity on a social media platform. Influencers are often in a specific field of industry that they have established through social media usage. They are also commonly seen as being trustworthy by their followers. The way collaborations work is that influencers recommend products/services to their followers and then get a fee or a compensation in return from the company they are working with. However, collaborations are sponsored advertisements and sponsorship must be disclosed by the influencer to their followers. This, as to not mislead the followers that what the influencers are stating is being paid for. A reason behind influencer advertising is also, so that companies can utilize influencers to reach the influencer's audience of followers (Stubb, Nyström & Colliander, 2019).

A social media post is something that a social media user puts out for his/her followers. Posts can be in text, picture, or video form (Obar & Wildman, 2015). Posts on social media can also be both sponsored and non-sponsored. Influencer posts have become a critical factor in consumer purchase intention when regarding product and company information. Influencers' posts are popular and influential when regarding social media users. Companies utilize influencers to advertise for that reason. In other words, influence by social media influencers affects consumers' decision-making process, and their purchasing intentions. In many cases companies strive to spread information about their products and therefore work together with influencers to advertise products and services (Arum & Min Sung, 2018). In addition to that, there is the factor of different message types. Message

types are what type of post the influencer upload on social media. It can have the form of a text, picture, video or a combination of text and picture. A study done on Facebook's message types, text, video, and images concluded that posts like updates (textual) and pictures hade more interactions (likes and comments) than video posts and that consumers' reactions were more favorable to messages that weren't sponsored by a company (Mao, Huang & Kwok, 2019). The literature on the subject of advertisement and message types agrees that the way the message is planned and presented affects how consumers respond to the advertisement. Whether in a textual form, an image, or a video, the structure has an impact on consumers' engagement, interactive reactions, and opinions on social media (Rietveld et al., 2020; Kwok & Yu, 2013, 2016; Mao et al., 2019; Teo, Leng, & Phua, 2019: Lillqvist & Louhiala-Salminen, 2014).

Furthermore, sponsored and non-sponsored advertising and message types have been mentioned. But in addition to those, there is the trust factor. Trust is an essential part of the advertising process when considering influencers. Compared to celebrities, influencers are considered to be more trustworthy and real. They can affect users' opinions, attitudes and beliefs due to them being seen as experts and persuasive by their followers. When influencers share opinions and beliefs on social media, they gain a level of trust from other social media users. And due to the trust factor, influencers can drive consumers' purchase intention and result in users being more accepting of advertising and product information. In other words, influencers are influential due to consumers trusting their words (Lim et al., 2017).

Social media influencers represent a new type of independent third party endorsers who shape Uzunoğlu and Kip (2014) explain that when companies and brands started considering the Internet as a strategic communication tool and channel, they also recognized the power of influential users of this platform. The authors conclude that digital influencers have an impact on the members of particular groups, all gathered around similar values and interests, Kempe, Kleinbert and Tardos (2003) suggest that the main question should be how to select initial influencers who will take part in a social media campaign. To do that, managers need to have an intelligent system that supports them in finding the optimal group of influential customers. The selection of a group of individuals who are most likely to generate the largest cascade of influence through eWOM is also known as the influence maximization problem. Roelens Baecke and Benoit (2016) add that there are several developed approaches to resolving the influence maximization problem. They also warn that these algorithms typically are not based on data that represent influence flow as it is not straightforward to gather such data set".

A framework for influence is built upon three pillars to clarify the role they play in assessing the capacity to cause change or effect. These pillars are reach, resonance and relevance (Solis&Webber, 2012) Reach is a measure of popularity, affinity, and potential impact". . Relevance is "the glue of the interest graph and the communities of focus. Individuals aligned through subject matter create a series of linked relationships that send information along communities of focus". Resonance is the measurement of the duration, rate, and level of interactivity around content, a topic, or conversations, High resonance ensures that more people will see each post or update".

According to the same authors, in the world of social media, practitioners are transforming the way to communicate with their target audiences. With the immense growth of bloggers and their increasing power as influencers for media and consumers alike, analyzing and evaluating the most influential will be a vital part of any social media campaign, Through social networks, blogs and videos, consumers are entrenched in the dissemination of information,

Influencers who post recommended products may sometimes use a disclosure method, which states for example that "this product is not sponsored." This is done so that followers won't question the credibility of the post as much as they otherwise would have done if the post was sponsored by a company. The name for this type of non-sponsored advertisements-disclosure content is impartiality-disclosure. This method is successful if the consumers see the post as impartial and without a commercial purpose. An example of how it's done on a platform like Instagram is when an influencer posts and recommends a brand of yoga pants with the hashtag "not-sponsored" (Stubb & Colliander, 2019).

1.1 Problem Statement

As mentioned before, in recent years' companies have shown more interest in social media and advertising through social media. This means that companies often find themselves in a situation where they must decide about whether or not to invest on social media. The methods are many but for companies it may be crucial to invest in the right advertising method to reach as high ROI as possible, therefore a study about whether sponsored and non-sponsored advertising affects consumers purchasing intention when advertising through influencers is needed in the opinion of the authors.

Purchase intentions is an often-used measure when it comes to making decisions about existing and altogether new products according to the literature on purchase intention. For the products that already exist, a company can use purchase intentions to determine future demand. Morwitz et al. (2007) mention that forecasting on demand can be used to make decisions about price and changes in production volumes. They also mention that if the product is new, the purchase intentions can be used to test if it will benefit the company to continue working on it. In addition to that, purchase intention can also help determine what type of consumers the product should be targeted at and in which geographic market it is most suited for.

1.2 Research Objectives

The purpose of this study is to dig deep into the literature on social media advertising and conclude whether influencer advertising, sponsored and non-sponsored, has any perceived effect on a user's purchase intention. By looking into factors like different message types and trust, perceived effects will be interpreted to finalize the result. Since information about this combination of factors is lacking in literature the study will be adding necessary information into the field of research, other objectives are:

1. To investigate relationship between influencer advertising and user's purchase intention.
2. To determine the sponsored effect on user's purchase intention.
3. To determine the non-sponsored effect on user's purchase intention.

2.0 Literature Review

1.1 Introduction

This chapter will explain the past studies that deal with consumer perceived purchase intention and Influencer advertising (sponsored and non-sponsored) message types and trust and the relationship between the variables. Therefore, this chapter will start with the background of Information richness theory and the consider the Influencer advertising through social media and social media advertising.

1.2 Information richness theory

The so-called information richness theory (also called the Media Richness Theory, MRT) implies that different channels of communication will work well together with different types of information richness levels. When selecting a medium that communicates information, it is often affected by the level of uncertainty connected to the task. Forms of communication with a high level of information richness are often selected when the task is tough to convey to consumers. That is done so that a higher level of clarity can be ensured when the information is being delivered. If the task is easily conveyed, then the level of information richness does not need to be as high. A lower level of information richness also means that the organization that is sending out information can cut down on costs because the medium of communication can be made simpler. Mediums used for communication can differ when it comes to information richness. These differences are caused by four factors:

- Multiple sources - When more than one information channel is used. This can for example be both hand and vocal gestures.
- Instant feedback - Has to with the time it takes to receive responses.
- Language assortment - The use of multiple language symbols (signs, gestures, words, numbers and objects).
- Personalization - This entails the communication of real emotions and feelings when using a medium.

(Lo & Lie, 2008).

Media richness theory and consequently the richness of the information are considerable from two dimensions. First, they monitor the value of use of an information channel regarding its content features; and second, they concern the active role of the user in using an information channel, that the selection of information source by the user can be influenced by his perception of the special features of the source of information. By looking at the previous research, it becomes clear that the richness of information as a broader issue has not been studied in connection with the operation of library users and some of the features have been considered in similar studies. However, the structural features of media can affect users' ability to use its information (Mithas,

Ramasubbu, Krishnan &Fornell, 2006); And probably due to this reason in literature of communication, media richness theory has been used generally in connection with the fact that what sources of information people choose and use (Dennis and Kinney, 1998; Kahai& Cooper, 2003).

1.3 Signaling Theory

Signaling theory can be used to interpret actions between an organization and an individual. This becomes useful when the two parties have access to different information. One of the entities is described as a sender while the other is seen as the receiver. The sender has the choice of if and how they wish to communicate information to the receiver, while the receiver has to choose how to interpret the information that is being sent to them (Connelly et al. 2010;2011).

Signaling theory can be divided into four parts: signalar, signal, receiver, and feedback. The signalar is most often represented by a person, a company or a product. Signals can give of different levels of trust depending on how they are perceived by the receiver. The effect of the signal correlates with how much the receiver can relate to the information that they are getting. The effect of signals can be increased by sending out frequent signals and by making sure that they are more easily observed. Receivers differ from signalers in the aspect that they are most often represented by one person or groups of individuals. The receiver's characteristics play a large part in the effectiveness of the signals that are being sent out. This means that for the concept to work the receiver has to know what to look for and be openly looking for the signal. Feedback functions in the way that the receivers send back information to the signalers about the signal's effectiveness. This is called countersignaling and used for the purpose of ensuring that the signals are effective in their use. It also makes it easier for signalers to change their way of sending out information because they can use the feedback that they have received about the most successful methods of reaching the receivers (Connelly et al. 2010;2011).

In his formulation of signaling theory, Spence (1973) utilized the labor market to model the signaling function of education. Potential employers lack information about the quality of job candidates. The candidates, therefore, obtain education to signal their quality and reduce information asymmetries. This is presumably a reliable signal because lower quality candidates would not be able to withstand the rigors of higher education. Spence's model stands in contrast to human capital theory because he deemphasizes the role of education for increasing worker productivity and focuses instead on education as a means to communicate otherwise unobservable characteristics of the job candidate (Weiss, 1995).

Financial economists have developed several examples to demonstrate these general relationships. They have posited, for instance, that firm debt (Ross, 1973) and dividends (Bhattacharya, 1979) represent signals of firm quality. According to these models, only high-quality firms have the ability to make interest and dividend payments over the long term. In contrast, lowquality firms will not be able to sustain such payments. Consequently, such signals influence outside observers' (e.g., lenders, investors) perceptions of firm quality. Owing to this foundational work, many of the core concepts and constructs of signaling theory grew out of the

finance and economics literatures (Riley, 2001). Although most signaling models include quality as the distinguishing characteristic, the notion of quality can be interpreted in a wide range of relevant ways. For the purposes of our review, quality refers to the underlying, unobservable ability of the signaler to fulfill the needs or demands of an outsider observing the signal. In Spence's classic example, quality refers to the unobservable ability of the individual, which is signaled by completion of the educational requirements necessary for graduation. In Ross's example, quality refers to the unobservable ability of the organization to earn positive cash flows in the future, which may be signaled by financial structure and/or managerial incentives. The notion of quality shares some characteristics with terms such as reputation (Kreps & Wilson, 1982) and prestige (Certo, 2003), but we put forth that these terms are largely socially constructed and derive from the signaler's unobserved quality (or lack thereof).

1.4 Social media advertising

Today's companies should take into consideration the changing nature of the consumer. It has become harder to reach out and make consumers listen to traditional advertisements for example tv and radio. Companies feel the need to adapt to new marketing channels, such as social media and influencers (Lane, King, & Reichert, 2011). Advertisements can come from many different mediums. A few examples are Television commercials, magazines, radio, and influencer/social media advertisements. Consumers' perception of a product differs depending on the type of advertisement to which they are exposed (Chang et al., 2016).

Social media advertising is the procedure when companies, products, and services get advertised through social media platforms. When a company chooses to collaborate with an influencer to advertise, the audience that the companies will be targeting is large and much larger than a traditional advertisement audience. Social media advertising is a modern way to advertise, and it is based on the word of mouth theory (Weinberg, 2009). Users on social media interact with each other and engage, share opinions, and write comments. Considering the time social media users spend online, their purchase decision process is affected. This impact has been a motive for companies to take advantage of this new "two-way communication" and word-of-mouth advertising (Song & Yoo, 2016).

Why social media advertising is effective is due to many reasons. Some of these reasons are making consumers brand-aware, driving conversions, and triggering conversations (Weinberg, 2009; Song & Yoo, 2016; Blanchard, 2011). Weinberg (2009) discusses that making consumers brand-aware will be beneficial for the company that is advertising products and or services. Later on, as a result of brand awareness, a customer can remember the company and its products in the future. If the company makes a good impression on the consumers, then the product the company offers will be an option when a consumer decides to buy something. Trading information is one of the main reasons why social media is essential for a company. From the information richness theory point of view, customers on social media platforms share opinions, experiences, and information about products, which makes them an important factor in spreading information about companies and products (Song & Yoo, 2016).

1.5 Influencer advertising through social media

To describe what influencers are in some words: Influencers are not celebrities; except they are users with a high social media profile. Because influencers are famous on social media, their words and recommendations tend to be more trustworthy than when celebrities advertise. According to a study, an influencer can affect a company's image either positively or negatively. For example, when an influencer displays a product from a company for her or his followers, the company's image will be connected to the influencer and their channel on social media. Considering the fanbase of followers that trust the influencer, companies will have a positive reaction to the product and the company. According to the signaling theory, an influencer can send out information to their followers and the followers will have the choice of how they want to interpret this type of information. But since the influencer's words are trusted by the followers, the company will get a positive reaction if the influencer would say positive things about them. The positive reaction on the featured company will be connected to the influencer from the followers' point of view (Jin, Muqaddam & Ryu, 2019; Connelly et al. 2010;2011).

For influencers, trust is an essential factor. Trust connects to the consumers' engagement on social media and their willingness to purchase products (Coates et al., 2019). The trust relationship between influencers and followers makes followers more accepting of non-sponsored and sponsored advertisements. Unlike celebrities and advertisements through television, influencers tend to put their intention and emotions in the post when recommending a product or a company. A recommendation of a product made by a celebrity in commercials will not have the same effect as influencers' advertisement due to the reason that celebrities' recommendations are seen as a "business transaction" where the celebrity is paid to advertise the product without any real connection to the product or the company. Whereas influencers are more careful with picking the companies, they want to recommend (Jin et al., 2019).

Influencer marketing emphasises the use of influencers to drive a brand's message to reach the target segment (Smart Insights 2017). In the age of ubiquitous Internet, social media influencers have emerged as a dynamic third party endorser (Freberg et al. 2011). Leveraging on a plethora of social media platforms such as Facebook, Instagram, Twitter and Youtube, social media influencers are aptly used to publicise product information and latest promotions to online followers (Markethub 2016). Social media influencers typically engage with their followers by regularly updating them with the latest information (Liu et al. 2012).

In marketing, endorsement plays a significant role in achieving a company's good reputation and business goals. In recent years, social media influencers have established themselves as potential endorsers by generating a range of buzzwords as compared to other marketing strategies (i.e., celebrity endorsement), and are deemed to be the most cost-efficient and -effective marketing trends (Harrison 2017; Patel 2016; Talaverna 2015). Additionally, social media influencers can also showcase compelling outcome in both media coverage and consumer persuasion (Booth and Matic 2011). Nevertheless, research on social media influencers is still relatively scant (Godey et al. 2016).

1.5.1   Influencer sponsored advertisements

Influencers that have established themselves in a particular genre have therefore become experts in that field from followers' point of view. Influencers often speak to their followers directly through posts, which makes the consumer feel closer to them. When they bring up a product, influencers present it authentically by sharing opinions and personal preferences. Which is also connected to the information richness theory where the personalization factor is used. That leads to consumers believing the product's functions are beneficial. Another underlying factor to why consumers believes in influencer is that a large portion of influencer-content is not sponsored at all, but instead intend to amuse and entertain the audience. That creates a bond between the consumer and influencer, which makes the consumer more likely to be affected by a product promotion (Schouten, Janssen & Verspaget, 2020;2019).

In recent years, online sponsorships have increased from 24% to 37% of all new means of interactive media. Online sponsors appear on a specific site or a special section on the site in order to give the advertiser a visibility for marketing purposes. For example, the logos of Macy's and Pfizer both appear in the official website of the American Heart Association, along with the added text "Macy's and Pfizer are the proud sponsors of the American Heart Association, for the women campaign Go Red b", Interactive Advertising Bureau (2015).

Internet marketing differs from traditional advertising due to the numerical data that it provides. Nearly all the ATL advertising mediums may not guarantee the total reach of the target audience, like how many people see a TV Commercial or a press ad. Similarly, it's not easy to measure the number of total people who see a billboard ad. But digital marketing campaigns no matter which platform you prefer (search engine, web page, social media, etc.) bring specific data related to interaction with the ad. This feature and strong interaction (between advertiser and consumer who are actively looking for information) make digital advertising unique (Deighton, 1996, p. 151). Another critical difference between traditional and digital advertising is targeting. In mass media channels like TV or newspaper, a significant part of the marketing budget spent for irrelevant target groups and the message cannot be customized according to different target audiences (Abraham & Lodish, 1990, p. 50–60).

Online affiliation system is the placement of ads in various formats (banners, text links, animated images, etc.) with the links to substitute or complementary websites. It aims to drive traffic from third-party sites to a marketer's own web page (Ha, 2008, p. 39–46). It's a very popular form of pay-per-action or pay-per-sale advertising whereby individual publishers and marketers paid a commission based on converted traffic such as a click which forwarded a visitor to a sale. Bringing visitors to a website is just the first step of a company's marketing communication mix (Hofacker & Murphy, 1998, p. 710). With this perspective, affiliate marketing is a low-risk model for merchants and advertisers as they pay out only upon successfully completed sales. This is also the reason behind almost every major online retailer thinking to make investment for an online affiliation system (Chachra, Savage & Voelker, 2015, p. 41).

In affiliate marketing, commission payments made according to three different parameters (Fiore and Collins, 2001, p. 48):

• Pay-per-click: an affiliate paid for the total visitor (for example, 1 cent for 10 visitors).

• Pay-per-lead: an affiliate paid for the total subscriptions (for example, 2 dollars for every mail list subscription).

• Pay-per-sale: an affiliate paid for every sale, a percentage or a flat rate, that it generates (for example, 20 dollars for every sale).

These performance parameters determine the total amount of money that an affiliate will earn. Therefore, one of the biggest disadvantages of affiliate marketing is an additional motivation for fraud. Affiliates might have an intention to generate fake impressions, clicks, or conversions (actions, sales) to get more revenue (Goodman, 2005).

Consumers are increasingly using social media networks to get information about brands, products, services, and interact with fellow consumers (Casalo, Flavian & Ibanez-Sanchez, 2017, p. 369). As posited by Okazaki and Taylor (2013, p. 67) that social media have stronger brand building potential compared to conventional media, this study aims to provide a review about how social media can be a good marketplace which allows users to sell their products and moreover earn commissions for every sale that they mediate for different brands. So far social media was a tool that let people to share their daily lives and to allow brands to advertise in this way. But with new developments on social media (esp. Facebook and Instagram) and some other apps (Whatsapp), the function of these apps has dramatically changed.

1.5.2 The role of influencers message type

As social media is expanding in numbers, the posts' message type and characteristics have awakened high interest, therefore, researchers have done studies on the subject. According to a study using visual and textual posts to convey messages on social media platforms has become more common. On a daily basis, an average of 42 million images is being uploaded to Instagram for example (Rietveld et al., 2020).

3.0 Theoretical Framework

A model illustrated the relationship the perceived effect of non-sponsored and sponsored influencer advertising on consumer purchase intention is presented schematically in figure (2-1). The figure presented an overview of the model to be tested in this study. The variables used for this study are going to be presented in this part. The dependent variable for this study is purchase intention. Since the purpose of this study is to test whether different factors could have any perceived effect on it. The independent variables for this study are Gender, Age, Picture, Text, Picture*Text and Trust.
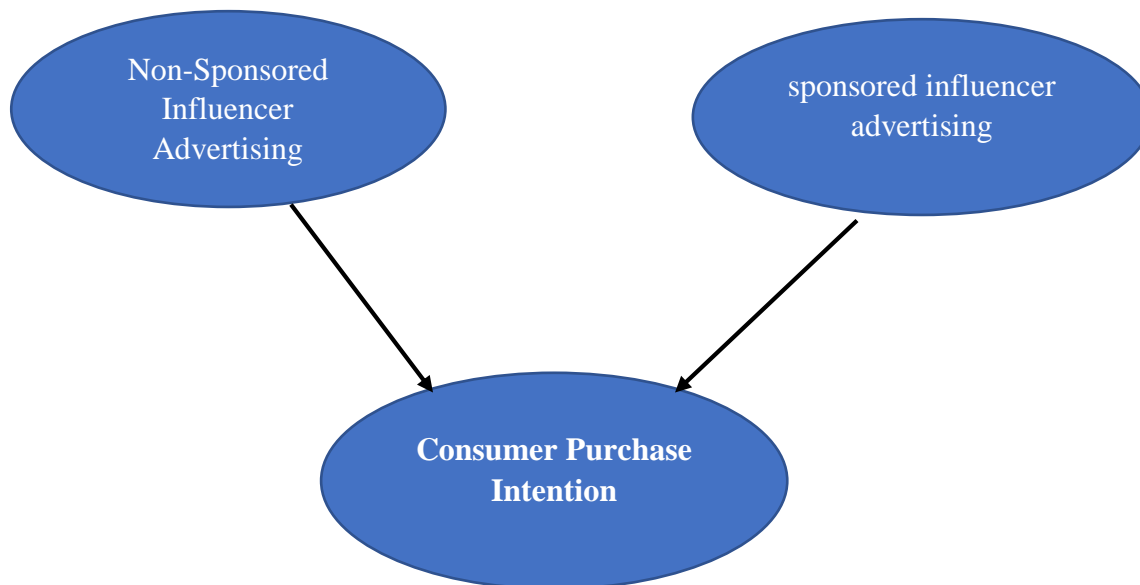
Figure 1. 1 Theoretical Framework

4.0 Recommendations

Influencers can purposefully post information about products and services with or without collaboration with companies. Sometimes, influencers unintentionally make a post about companies and their products as a recommendation for followers. Recommendations can occur as a result of the influencers interacting with the brand or because of personal preferences (Erkan & Evans, 2016).

The subject of influencer recommendations has been studied, and the conclusion is that it is an effective way to advertise (Neves et al., 2015). Influencers are seen as opinion leaders, and this means that the followers adopt their opinions about certain brands that get recommended, which then affects the consumers' purchase intention. The level in which an influencer recommends a brand has an impact on how much the consumers get affected. If the influencer often shows/recommends a specific brand, then it will have a more significant impact on the consumers' purchase intention towards that brand. Some factors are essential when it comes to influencer recommendations. These factors are trust, credibility, and the usefulness of the brand or product. If these factors are fulfilled, then there is a higher chance that the influencer's word of mouth is adopted by the consumer (Jiménez-Castillo & Sánchez-Fernández, 2019).

5.0 Future Scope

The next step in this research is getting a deeper understanding of the subject of social media advertisements and how it affects purchase intention. Given more time, more factors could have been considered, which can affect purchase intention, then the handful used in this report. Other factors that can be included are video message type, price, specific influencers, loyalty, and a lot more. More control variables should be included, instead of only using age and gender. A couple of examples of control variables that can be useful for future studies are price, likes on posts, and specific influencers. These variables should also be held constant and not

differing so that reliability can be held to a higher standard. This study also excluded people that were younger than 18 years old because of laws and regulations in Saudi Arabia, but this may differ in other countries, so it could be included as well. There may also be different underlying factors that can affect the result, such as which platform a company chooses to advertise on. By putting two platforms against each other, companies would be able to see how much of a perceived effect different platform have compared to each other.

The study of the actual effect from the impact of social media advertising sponsored and non-sponsored should also be conducted. The reason for this is because it will be able to provide more reliable results on the hypothesis that have been asked in this report. This will have to be conducted through an experiment or some other method which can measure the real-world purchase intention of the consumers and not just the perceived effect. With the conduction of an experiment it will also become easier to include videos as a message type because it can be shown directly and will not have to rely on a survey program like Microsoft forms. In our case when we tried this in the beginning the video would not load quickly enough for the trial group and needed a couple of minutes before it could be watched.

The mediating effect of all the variables would also be beneficial to study because it would show if specific variables worked well or badly together. That could be done by testing the mediating effect of some variables on purchase intention. It means that a study on a direct and indirect effect would be conducted. It could lead to a study of how to maximize the effect on purchase intention by comparing the variables that only have a positive effect on purchase intention.

6.0 Canclusion

The purpose of this study was to study influencer advertisements from the company's point of view. In other words, how this type of advertising can benefit a company in terms of purchase intentions and sales. Especially the perceived effect of sponsored and non-sponsored advertising, message type and trust on consumers' purchase intention. were formed and augmented for through the use of existing research. Companies can also use the knowledge that an influencer's sponsored advertisements do not have any perceived effect on consumer purchase intention more or less than if the advertisement would have been non-sponsored, which is good because the companies can advertise without worrying about consumers purchase intention. They can also start to create more collaborations with influencers, which will create an even bigger market with exchanges in terms of buying and marketing products. In Figure 1. the age distribution can be seen. It shows that the respondents were concentrated in the age range from 23 to 28 years of age.

7.0 References

Alalwan, A.A. 2018, "Investigating the impact of social media advertising features on customer purchase intention", International Journal of Information Management, vol. 42, pp. 65-77.

Arum, E. S. and Min Sung (2018) 'The Effect of Social Media Attributes on Purchase Intention through Motivation Dimensions and Social Media Product Browsing', Journal of Marketing Thought, 5(2), pp. 12–22. doi: 10.15577/jmt.2018.08.01.2.

Blanchard, O. 2011, Social media ROI: managing and measuring social media efforts in your organization, Que, Indianapolis, Ind.

Connelly, B.L., Certo, S.T., Ireland, R.D. & Reutzel, C.R. 2010;2011;, "Signaling Theory: A Review and Assessment", Journal of management, vol. 37, no. 1, pp. 39-67

Eurostat, 2018. [Online] Available at: https://appsso.eurostat.ec.europa.eu/nui/submitViewTableAction.do [Accessed 25 11 2019].

Erkan, I. & Evans, C. 2016, "The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption", Computers in Human Behavior, vol. 61, pp. 47-55.

Gao, S., Mokhtarian, P.L. & Johnston, R.A. 2008, "Non Normality of Data in Structural Equation Models", Transportation Research Record: Journal of the Transportation Research Board, vol. 2082, no. 1, pp. 116-124

Jiménez-Castillo, D. & Sánchez-Fernández, R. 2019, "The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention", International Journal of Information Management, vol. 49, pp. 366-376

Kim, S.J., Maslowska, E. & Tamaddoni, A. 2019, "The paradox of (dis)trust in sponsorship disclosure: The characteristics and effects of sponsored online consumer reviews", Decision Support Systems, vol. 116, pp. 114-124.

Kwok, L. & Yu, B. 2013, "Spreading Social Media Messages on Facebook: An Analysis of Restaurant Business-to-Consumer Communications", Cornell Hospitality Quarterly, vol. 54, no. 1, pp. 84-94.

Kwok, L. & Yu, B. 2016, "Taxonomy of Facebook messages in business-to-consumer communications: What really works?", Tourism and Hospitality Research, vol. 16, no. 4, pp. 311-328.

Lillqvist, E. & Louhiala-Salminen, L. 2014, "Facing Facebook: Impression Management Strategies in Company–Consumer Interactions", Journal of Business and Technical Communication, vol. 28, no. 1, pp. 3-30.

Lo, S. & Lie, T. 2008, "Selection of communication technologies—A perspective based on information richness theory and trust", Technovation, vol. 28, no. 3, pp. 146-153

Lu, L., Chang, W. & Chang, H. 2014, "Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness", Computers in Human Behavior, vol. 34, pp. 258.

Morwitz, V.G., Steckel, J.H. & Gupta, A. 2007, "When do purchase intentions predict sales?", International Journal of Forecasting, vol. 23, no. 3, pp. 347-364.

Peters, K., Chen, Y., Kaplan, A.M., Ognibeni, B. & Pauwels, K. 2013, "Social Media Metrics — A Framework and Guidelines for Managing Social Media", Journal of Interactive Marketing, vol. 27, no. 4, pp. 281-298.

Peters, K., Chen, Y., Kaplan, A.M., Ognibeni, B. & Pauwels, K. 2013, "Social Media Metrics — A Framework and Guidelines for Managing Social Media", Journal of Interactive Marketing, vol. 27, no. 4, pp. 281-298.

Lu, L., Chang, W. & Chang, H. 2014, "Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness", Computers in Human Behavior, vol. 34, pp. 258.

Stubb, C., Nyström, A. & Colliander, J. 2019, "Influencer marketing: The impact of disclosing sponsorship compensation justification on sponsored content effectiveness", Journal of Communication Management, vol. 23, no. 2, pp. 109-122.