Article

THE IMPACT OF SOCIAL MEDIA INFLUENCERS' REPUTATION ON CONSUMER MOTIVATION FOR PURCHASE: AN EMPIRICAL STUDY IN INDIA

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A b s t r a c t

The study aims to explore the various constructs of social media influencers' reputation, such as expertise, authenticity, communication ability, and personal influence and their influence on the construct value perspective of consumer motivation to purchase. The associated purpose is to test the proposition of whether influencers have any influence (positive /negative) on consumer motivation to purchase. For the survey, standard scales found from literature have been used. The sample size of the study is 350 out of which 300 replies are deemed to become eligible for analysis and it consists of responses from social media users all over India. The data was analyzed through linear regression analysis. The findings have indicated that each of the components of social media influencers' reputation has a positive influence on consumer motivation of purchase from the value perspective. The findings will be particularly helpful for those social media marketers who want to establish relevance in choosing an appropriate influencer for their campaign to motivate consumer purchase based on influencers' reputation. Although with a very limited sample size the findings cannot be explicitly generalized.

Key words: *social media influencers' reputation; consumer motivation to purchase; regression; positive influence; social media marketer*

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1. Introduction

Social media influencers are those social media celebrities and individuals who usually influence social media users and their decisions through independent audio-visual content. They try to endorse brands and possibly influence the consumer decision-making process by changing users' attitudes. (Freberg, Graham and McCaughey 2011). Almost every brand or organization, which has a presence online nowadays, is trying to identify and recruit these individuals because of their incredible persuasive influence on social media users, especially their followers. Hence, social media influencers' role has been a fact now. But the question hovers around on what is the nature of this kind of influence, or is it only a hype to say that they influence the consumer purchase decision? And if at all they influence, what are their character components that are responsible for the consumer influence and motivation? To answer all these, the study aims to conduct an empirical investigation on the active social media users in India to know the influence pattern and severity. The study may be based on a small sample size of 300 but its implication may bring tremendous understanding to the area.

2. Review of Literature

According to Werner Geyser (2021) *An influencer* is someone who has:

- authority, expertise, position, or relationship with one's audience that allows one to influence the purchase decisions of others around oneself
- active engagement with a small yet dedicated group of people in a certain market niche. If you have a big specialty, you will have a bigger following.

Individuals who have established themselves as experts in a certain field on social media are known as social media influencers. There is a huge following of enthusiastic, engaged individuals who pay careful attention to what they have to say because of the frequent postings they make about that subject on their chosen social media channels (Jin, S. Venus, Aziz Muqaddam, and Ehri Ryu 2019)

For this reason, brands adore social media influencers: they can set trends and motivate their followers to buy the items they advocate. (Levin, Aron 2020)

According to infleuncermarketinghub.com, social media influencers have been categorized by three main categories- based on the amount of people who follow you, the sorts of material you provide, and the degree of impact you have.

Following classification is based on follower numbers

Mega-Influencers

Mega influencers are persons who have a large number of social media fans. Despite the fact that there are no hard and fast standards defining who is a mega-influencer, most people agree that anyone with more than one million followers on any one social media site qualifies. (Oliveira, Mariana, Renata Barbosa, and Alexandre Sousa 2020)

The vast majority of mega-influencers have risen to prominence through their work in the entertainment industry, whether as actors, athletes, artists, or even reality television stars.. (Erwee, Chanel's upcoming 2019 collection) Some mega-influencers, on the other hand, have built their massive fan bases through their online and social media activity.

For influencer marketing, only large businesses should target mega-influencers (Jahnke, Marlis 2018). They will charge up to $1 million each post for their services, and they will be highly picky about who they work with. The vast majority of the time, mega-influencers will have agents working on their behalf to close any marketing arrangements.

Macro-Influencers

Macro-influencers who, as influencer marketers, are a rung below mega-influencers but yet somewhat approachable. In the event that (Kay, Samantha, Rory Mulcahy, and Joy Parkinson 2020) Social media macro-influencers are those having a following of 40,000 or more individuals but fewer than one million totals.

One sort of person usually makes up the majority of this group. If they are not A-listers, they are at the bottom of the celebrity food chain. The other option is that they are well-established internet gurus with

larger fan bases than the normal micro-influencers. Firms using influencer marketing will benefit most from the second sort of macro-influencer: celebrities.

Macro-influencers are well-known public Tableures who are good at spreading the word about a cause. Mega-influencers are few in number, therefore finding a macro-influencer who wants to partner with a business should be much easier. Also, they have worked with businesses more often than micro-influencers, so communicating with them will be a breeze.

It is important to be cautious with this type of influencer, to be sure. There are a lot of people in this group that have only gotten where they are because of the money they have made from followers they have bought.

Micro-Influencers

Micro-influencers are persons from all walks of life who have become well-known for their expertise in a particular specialized niche market. These people have a large social media following because of this. No matter how many people a micro-influencer has, how influential he or she is not only determined by the number of people who follow them. (Kay, Samantha, Rory Mulcahy, and Joy Parkinson, all in 2020) Regardless of one's point of view, micro-influencers are social media users that have between 1,000 and 40,000 followers on a single site.

Before a firm tries to contact a micro-influencer, the micro-influencer may not be aware of the existence of the company. If this is the case, the business must first persuade the influencer of its value. The followings of micro-influencers are specialized, and they will not want to damage their relationship with their supporters if they are thought to advocate a bad product.

Influencers are careful about who they deal with since the connection between them and businesses has to fit with target audiences (Isyanto, Puji, Rahayu Gita Sapitri, and Obsatar Sinaga 2020). Some micro-influencers are willing to promote a brand in exchange for payment. However, there will be some that want money in front. Regardless of the price, influencers are unlikely to want to be associated with a business that is deemed unsuitable by their target demographic.

Influence is shifting in scope and type. Micro-influencers are becoming increasingly widespread and well-known. In other cases, people who were formerly almost unknown have suddenly become nearly as well-known as traditional celebrities. It is especially true for the Generation Z, who would rather spend their spare time on the internet than watch television or go to athletic events or movies. (Turner, Anthony, 2015)

Actually, micro-influencers are the future of influence. As a result of the internet, the media has become fragmented into several specialized sub-niches. The specialty groups and forums are where micro-influencers establish themselves as real influencers.

Nano-Influencers

New influencer types are emerging, including nano-influencers. Small numbers of individuals pay attention to these specialists since they are the only ones who know anything about the subject matter at hand (Au-Yong-Oliveira, Manuel, et al. 2019). When it comes to nano-influencers, think of them as the classic "big fish." It is common for nano-influencers to have less than 1,000 fans, but those who do will be engaged and interested in the nano-ideas, influencer's ready to connect with him or her.

For companies that manufacture highly specialized and niche items, nano-influencers may seem little. However, they can have a significant impact on their business. (Au-Yong-Oliveira, Manuel, et al. 2019).

For most firms, nano-influencers have little value because of their lack of control over the public. They may be inexpensive and have a great deal of influence within a limited group of individuals, but in order to reach a large audience, one would need to collaborate with hundreds of nano-influencers.

Following classification is based on types of content

Micro-influencers and blogging are where the majority of influencer marketing takes place nowadays. YouTubers are becoming increasingly significant as a result of the growing popularity of video content in general.

Bloggers

When it comes to social media, bloggers and influencers (predominantly micro-bloggers) have the most genuine and active interactions with their followers Products now acknowledge and encourage this (Agarwal, Nitin, et al. 2008) It is no secret that influencer marketing and blogging go hand in hand. A large number of blogs with significant followings may be found on the world wide web. Bloggers have the ability to influence their followers by mentioning a product favorably in a post and encouraging their readers to give it a try. (Huang, Chun-Yao, et al 2007)

Bloggers that specialize in a particular industry have amassed large followings. The same is true for blogs on a wide range of themes including self-improvement, money and personal financial management (including child raising), music, and child rearing (among many others). Respect from their viewers is a crucial characteristic of very successful blogs.

Instead of having someone promote a product on your site, consider having them do a guest post on it instead. It is possible to manage the content of a guest post on a well-known blog and to include a link to one's own website in one's author profile. (Gaikar, Vishal 2012)

If a blog is popular and important enough, a sponsored post on the blog may be available for purchase. This gives you the option of either writing a post yourself or exerting significant influence on a blogger to write a post on behalf of you. Instead of being mentioned in passing by a blogger or having one of your articles published as a guest post, a sponsored post will cost money (and it is likely to be labelled as such). This has not affected the rankings for many companies who have sponsored blog articles, though. Sponsored Post does not bother Generation Z (Hwang, Yoori, and Se-Hoon Jeong 2016), and as long as the product is relevant to your blog's main readership, there should not be any problems.

YouTubers

However, blogs are not the only popular online material. Video material is also quite popular. Instead of each video producer having their own website, YouTube allows everyone to have their own channel. Brands frequently partner with well-known YouTube video providers to promote their products. (Westenberg, W. M 2016)

Podcasters

The popularity of podcasts, a relatively new type of internet entertainment, is rising. Many well-known Tableures have emerged as a result of it, maybe most notably John Lee Dumas of Entrepreneurs on Fire. (McClung, Steven, and Kristine Johnson 2010)

Social Posts Only

It is important to remember that bloggers, podcasters, and YouTubers do not simply rely on returning visitors yearning for fresh content. Most bloggers and content creators are also micro-influencers since they aggressively promote fresh articles and videos on social media. In reality, social media is where the great majority of today's influencers get their start. Instagram has emerged as the most popular social media platform in recent years as influencers build their posts around stunning photographs. While influencers can be found on all major social networks. (Stubb, Carolina, and Jonas Colliander 2019)

Following classification is based on the level of Influence

Celebrities

Celebrities were the first influencers, and they continue to play a role, albeit one that is diminishing in prominence. (Hou, Mingyi 2019)

As a result of celebrity endorsements, influencer marketing has grown in popularity. Celebrities have long been known to boost sales for companies who use them to their advantage. The use of celebrities as influencers by businesses, particularly high-end ones, is still prevalent.(Hou, Mingyi 2019)

Traditional celebrities that are ready to engage in this type of influencer marketing are hard to come by, which makes it difficult for most businesses to include them in their campaigns. However, an exception will be made in the case of companies which manufacture products popularized by well-known celebrities. If such is the case, the celebrity may be willing to utilize his or her platform to tout the product's merits. Many musical instrument manufacturers, I am sure, gain from players using

their instruments voluntarily. (Gräve, Jan-Frederik 2017)

Celebrities as influencers can have a few drawbacks, one of which is that their legitimacy may be questioned by the intended audience. If Justin Bieber suggested an acne cream, he could have a huge impact, but if he recommended a retirement community, he would have a much smaller impact. (Shukla, Shekhar, and Ashish Dubey 2021)

Many people follow celebrities on social media, and they have a sizable following. However, the extent to which they have genuine impact over people who follow them is disputed.

Key Opinion Leaders

Journalists, industry experts, and other thought leaders are powerful influencers who help businesses gain a competitive advantage. (Moynihan, Ray 2008)

Leaders in the industry and thought leaders are held in high regard because of their credentials, position, or level of knowledge. The reputation of the company where they work has a lot to do with earning respect. To give you an example, the writer of a news article for a famous publication may not be an expert on the topics he covers, but he is recognized for being a good enough writer to work there.

These experts include: (Venkatraman, Meera P 1989)

- Journalists
- Academics
- Industry experts
- Professional advisors

As with bloggers or social media stars, attracting the attention of a major newspaper journalist who subsequently writes favorably about one's firm is an effective approach to use the journalist as an influencer for one's own brand. Bonus: The journalist will almost certainly write his/her story for free in this scenario (Goldstraw, Dee 2015)

Industry and opinion leaders frequently collaborate with bloggers and content creators; they are mentioned in blog articles and even utilized in social media campaigns by these individuals. Traditional media and social media are becoming increasingly entwined.

Be mindful that many important opinion leaders have developed their reputation in an offline context and may not be very active on social networks while interacting with them.

All the influencers are not the same. They do not exert same level of influence on their followers. What makes them apart and different is their reputation. Reputation is an assessment that replicates stakeholders' opinions about or perceptions of an entity's nature, behaviour, etc., accrued from long. It includes reliable and wide-ranging evaluation gathered over time, and a positive reputation assists in good push of a brand or decision (Gotsi, M.; Wilson, A.M 2001)

Reputation is a formative latent construct. According to a multidimensional scale development study of Ryu, E.A. and Han, E in 2020 social media influencers' reputation is derived from four aspects: Communication Skills, Influence, Authenticity, and Expertise. In this study their factors have been considered to work upon further.

Consumers have various motivational factors for their purchase. The motivation depends on various influential factors upon which the final shopping behaviour exerts. One of the most important concepts in consumer purchasing behaviour research is customer motivation (Wagner & Rudolph, 2010). As a rule, consumers choose products based on their practicality and pleasure (Dhar & Wertenbroch, 2000). The advantage of getting the utility seen by the customer as a property of the goods and services promised and supplied by a business is referred to as utilitarian motivation (Carpenter & Moore, 2009; Seetharaman et al., 2017). When seen from a utilitarian perspective, customers are seen as purchasing items in an orderly and efficient manner in order to achieve their goals with the least amount of inconvenience possible (Childers, et al., 2001). When it comes to a customer's perception of a behavior's utility, worth and wisdom, utilitarian aspects are important. (Nam et al, 2016).

Zeithaml (1988, p 14) Consumer views of what they get and what they are given may be used to determine perceived value, according to a study

published in the Journal of Consumer Research." I. Barbopoulos, L.-O. Johansson (2017) done a study on designing a consumer motivation scale and adopted the value concept from the study of Sweeney & Soutar (2001) on consumer perceived value. In this study the scholar has referred to the scale of I. Barbopoulos, L.-O. Johansson (2017) for measuring consumer notion about perceived product value for their purchase motivation.

When you have hundreds of thousands or millions of followers on platforms like YouTube, Instagram, and Facebook, you are considered a social media influencer. (De Veirman, M.; Cauberghe, V.; Hudders, L., 2017). Online social networks give influencers a platform to connect with and share their personal lives with customers, as well as generate and interact with massive volumes of multimedia material. Social media familiarity and followers give them immense power. With digital media, one of the most important roles of influencers is to help consumers make purchase decisions.

People trust influencers because they are sharing their personal experiences and lives with the public. Influencers are now more trusted by customers. Influencers have a big impact on customers' decision-making, perspectives, attitudes, and behaviours, hence leveraging them in marketing is a more effective method than many others. (Talaverna, M 2017)

Social media platforms like Instagram and YouTube have millions of followers because they arrange their everyday lives into a specific area of interest and post it online. Apple and Cownie (2017; MediaKix 2017). When it comes to social media, influencers have risen to prominence, despite the fact that some "conventional" celebrities have found their way into it.

Influencer marketing has become a huge business opportunity for marketers, and they are investing a lot of money in it (WFA 2018). Influencers are seen as trustworthy sources of information, as well as having the power to influence large swaths of the population's purchasing habits. "(De Veirman, Cauberghe, and Hudders 2017; Djafarova and Rushworth 2017)."

Numerous academic studies are being conducted to better understand influencer marketing and how it affects consumer behavior. Vloggers may be able to influence consumers' purchase intentions for (luxury) things they advertise via their vlogs, according to some studies. According to Chapple and Cownie (2017)'s customer interview research, consumers regularly buy or recommend products recommended by lifestyle vloggers. Based on trust and similarity assessments by survey participants, vloggers were perceived as trustworthy information sources.

"Colliander and Dahlén (2011) discovered that blog entries about a fashion brand resulted in a stronger brand attitude and improved purchase intent than online magazine articles on the same topic. According to Djafarova and Rushworth (2017), female Instagram users believe that influencers are more trustworthy and relatable than traditional female superstars and that their product reviews have a substantial impact on their purchase behaviour. Not enough has been done to evaluate the impact of influencer endorsements to more traditional kinds of endorsement advertising."

Social media influencer postings have an impact on customers' purchase intentions, according to Lim et al. (2017). Research shows that social media influencers who are not considered experts in a subject have little effect on people's purchasing decisions. On the other hand, customers' willingness to purchase these products was greatly influenced by celebrities whose public image was consistent with that of their respective corporations.

3. Proposed Hypothesis

In light of this research and extensive literature evaluation, the following hypotheses are to be tested:

H1: Social Media Influencer's expertise positively influences consumer motivation to purchase (The perceived Product Value Perspective)

H2: Social Media Influencer's authenticity positively influences consumer motivation to purchase (The perceived Product Value Perspective)

H3: Social Media Influencer's influence positively influences consumer motivation to purchase (The perceived Product Value Perspective)

H4: Social Media Influencer's communication ability positively influences consumer motivation to purchase (The perceived Product Value Perspective)

Methodology

According to Eun Ah Ryu and Eun Kyoung Han (2020), a structured questionnaire was used to perform this study. Barbopoulos, L.-O. Johansson (2017) for consumer motivation to purchase has been designed. The web form has been circulated among different parts of country through social network and the sample response of 300 has been found eligible for analyses. The scale dimensions and references has been given below—

Dimension	References
Social media influencer's expertise	SMI Reputation Measurement Scale, Ryu, E.A.; Han, E. Social Media Influencers Reputation: Developing and Validating a Multidimensional Scale. Sustainability 2021, 13, 631. https://doi.org/10.3390/su13020631
Social media influencer's authenticity	SMI Reputation Measurement Scale, Ryu, E.A.; Han, E. Social Media Influencers Reputation: Developing and Validating a Multidimensional Scale. Sustainability 2021, 13, 631. https://doi.org/10.3390/su13020631
Social media influencer's communication ability	SMI Reputation Measurement Scale, Ryu, E.A.; Han, E. Social Media Influencers Reputation: Developing and Validating a Multidimensional Scale. Sustainability 2021, 13, 631. https://doi.org/10.3390/su13020631
Social media influencer's influence	SMI Reputation Measurement Scale, Ryu, E.A.; Han, E. Social Media Influencers Reputation: Developing and Validating a Multidimensional Scale. Sustainability 2021, 13, 631. https://doi.org/10.3390/su13020631
Value motivation to purchase	I. Barbopoulos and L.-O. Johansson, The Consumer Motivation Scale: A detailed review of item generation, exploration, confirmation, and validation procedures, Data in Brief, 2017 , page 13 http://dx.doi.org/10.1016/j.dib.2017.04

Results

In the demographic information frequency distribution, the study has included four kinds of age range. According to the survey result (Table 5.1) the age group of 15-25 comprise of 18.3%, 26 to 35 age group comprise of 40.3 %, 36 to 45 age group comprise of 27% and greater than 46 age group consist the rest of 14.3 % of the respondents.

Out of the total 300 eligible respondents 100% of them stood active social media user. Table 5.2 illustrate the result.

Together there are 19 items in four dimensions of social media influencers'' reputation namely as Expertise, Communication ability, authenticity and personal influence. The internal consistency and reliability have been assessed through the Cronbach alpha test and the value came out as .932. Since any value greater than .6 has been considered as reliable so the items here are found consistent to analyze further. Table 5.3 illustrate that.

In the consumer motivation to purchase in terms of perceived value, there are 5 items and the Cronbach value comes as .830 which says the items are internally consistent to analyze further. Table 5.4 illustrates that.

According to the Tab no. 5.5, the result of linear regression analysis of Social media influencers' expertise (Predictor X VAR) and Consumer motivation to purchase from the perceived values point (Predicted Y VAR) the model looks deemed fit because of its significance value (p) is under .005. "The R value illustrates 23% correlation among the X and Y variable and the R^2 indicates 5.3% of the total variation in the dependent variable Y can be explained by X. Overall the model indicates the statistical significance of the regression model.Here,

$p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable."

According to the Tab no. 5.6, the result of linear regression analysis of Social media influencers' Authenticity (Predictor X VAR) and Consumer motivation to purchase from the perceived values point (Predicted Y VAR) the model considered fit because of its significance value (p) is under .005. There is 52.3 percent correlation between the X and Y variables; the R2 shows that 27.5 percent of the total variance in the dependent variable Y can be accounted for by the X variable. As a whole, this model shows how statistically important the regression model is. In this case, p 0.0005 is less than 0.05 and shows that the result variable is statistically substantially predicted by the regression model.

According to the Tab no. 5.7, the result of linear regression analysis of Social media influencers' Communication ability (Predictor X VAR) and Consumer motivation to purchasefrom the perceived values point (Predicted Y VAR) the model considered fit because of its significance value (p) is under .005. The R number shows that there is a 44.1 percent correlation between the X and Y variables, and the R2 shows that there is a 19.5 percent correlation between the X and Y variables. Overall, the model shows that the regression model is statistically significant. The regression model predicts the outcome variable with a statistically significant accuracy of p 0.0005, which is less than 0.05.

According to the Tab no. 5.8, the result of linear regression analysis of Social media influencers' personal influence (Predictor X VAR) and Consumer motivation to purchase from the perceived values point (Predicted Y VAR) the model considered fit because of its significance value (p*)* is under .005. There is a 55.8% correlation between the X and Y variables and the R2 suggests that 31.1 percent of the total variance in the dependent variable Y can be explained by X, according to the R value. Overall, the model shows that the regression model is statistically significant. The regression model predicts the outcome variable with a statistically significant accuracy of p 0.0005, which is less than 0.05.

Conclusion

The above result indicates that the pattern of influence of social media influencers various characteristics components are direct on consumer perceived value motivation for purchase. Although the degree of the influence varies construct wise. It has also been observed that despite of some weak and moderate level influence (defined by the R^2 values), the overall influence is proven positive. Thus, the following proposed hypothesis have been accepted on the basis of the significance level of the model---

Proposed Hypothesis	Accepted / Rejected
H1: Social Media Influencer's expertise positively influences consumer motivation to purchase (The perceived Product Value Perspective)	Accepted
H2: Social Media Influencer's authenticity positivelyinfluences consumer motivation to purchase (The perceived Product Value Perspective)	Accepted
H3: Social Media Influencer's influence positively influences consumer motivation to purchase (The perceived Product Value Perspective)	Accepted
H4: Social Media Influencer's communication ability positively influences consumer motivation to purchase (The perceived Product Value Perspective)	Accepted

Implications

Academic: The academic implications of the study spreads over the contribution to the body of knowledge of social media influencer and consumer decision making and motivation to purchase. Along with the literature contribution, the study has explored a new dimension in understanding the direct relation between social media influencers role into consumer motivation to purchase. Scholars can take this study as a base to explore further on the bigger sample size and other geodemographically area and add more variables to see the level of influence.

Industry: This study particularly adds into social media influencer marketing practices. Influencer marketing takes a hefty toll on marketing budgets and proper understanding of thisinfluence can lead to save time and cost on influencer choice. This will help them to make an index of parameters while selecting social media influencers' expertise and other factors.

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Result Tables

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-25	55	18.3	18.3	18.3
26-35	121	40.3	40.3	58.7
36-45	81	27.0	27.0	85.7
Greater than 46	43	14.3	14.3	100.0
Total	300	100.0	100.0	

Table 5.1: Respondent Age Demographics

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	300	100.0	100.0	100.0

Table 5.2: Social Media User (Y/N) Frequency

Cronbach's Alpha	N of Items
.932	19

Table 5.3: Reliability Statistics (Social Media Influencers' Expertise, Communication Ability, Authenticity & Personal Influence)

Cronbach's Alpha	N of Items
.830	5

Table 5.4: Reliability Statistics (Perceived Value Motivation to Purchase)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.307	.233		18.469	.000	3.848	4.766
	Mean of Social Media Influencer Expertise	.171	.042	.230	4.077	.000	.088	.253

a. Dependent Variable: Mean of Percived Value

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.230[a]	.053	.050	.76552	.053	16.624	1	298	.000

a. Predictors: (Constant), Mean of Social Media Influencer Expertise

b. Dependent Variable: Mean of Percived Value

Table 5.5: Regression Summary of Social Media Influencers' Expertise and Perceived Value Motivation to Purchase

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.523[a]	.274	.271	.67031	.274	112.351	1	298	.000

a. Predictors: (Constant), Mean of Social Media Influencer Authenticity

b. Dependent Variable: Mean of Percived Value

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.109	.298		7.079	.000	1.523	2.695
	Mean of Social Media Influencer Authenticity	.503	.047	.523	10.600	.000	.409	.596

a. Dependent Variable: Mean of Percived Value

Tab 5.6: Regression Model Summary of Social Media Influencers' Authenticity and Perceived Value Motivation to Purchase

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.441[a]	.195	.192	.70593	.195	71.982	1	298	.000

a. Predictors: (Constant), Mean of Social Media Influencer Communication Ability

b. Dependent Variable: Mean of Percived Value

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.356	.226		14.866	.000	2.912	3.801
	Mean of Social Media Influencer Communication Ability	.331	.039	.441	8.484	.000	.254	.407

a. Dependent Variable: Mean of Percived Value

Tab No 5.7: Regression Model Summary of Social Media Influencers' Communication Ability and Perceived Value Motivation to Purchase

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.558[a]	.311	.309	.65272	.311	134.761	1	298	.000

a. Predictors: (Constant), Mean of Social Media Influencer Personal Influence

b. Dependent Variable: Mean of Percived Value

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.833	.296		6.193	.000	1.250	2.415
	Mean of Social Media Influencer Personal Influence	.578	.050	.558	11.609	.000	.480	.676

a. Dependent Variable: Mean of Percived Value

Tab No 5.8: Regression Model Summary of Social Media Influencers' Personal influence and Perceived Value Motivation to Purchase