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Do you give in to your inner shopaholic?

A study of influencers impact on consumers mobile
impulse buying behavior

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Abstract

Background

Influencer marketing has become a significant marketing tool for companies since the profession as an influencer is emerging. Especially on Instagram as it is one of the biggest social media platforms for influencers. This results in a change for followers also being consumers since more products are being marketed through Instagram. Further, the easy access of mobile devices makes it effortless to purchase products endorsed by influencers. Previous research exists about Influencer marketing, m-shopping and impulse buying behavior. However, an opportunity was found to study the relation of these. Thus, this paper focus on investigating factors on consumers mobile impulse buying behavior affected by influencers, in the context of Instagram.

Purpose

The purpose of this thesis was to investigate influencers impact on consumers mobile impulse buying behavior, analyzing through the social media platform of Instagram.

Method

A study with mixed method research design was conducted to carry out the purpose of this thesis. The qualitative data was collected through semi-structured interviews with the aim to discover in what way Instagram influencers affect consumers mobile impulse buying behavior. The themes and codes acquired from the findings of the qualitative study were tested with a questionnaire through a quantitative study, this to identify which factors impact the consumer's mobile impulse buying behavior the from Instagram influencers.

Conclusion

The empirical evidence suggests that the *Relation to influencers content*, *Perception of influencer*, *Conscious spontaneous purchase* and *Cause of purchase* are factors that have an impact on consumers mobile impulse buying behavior by influencers on Instagram. The empirical evidence further implies an influential process between the different factors. Tough, it was not tested how they were related as the study did not aim to compare the interrelation between the factors.

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1. Introduction

In this part of the thesis, an introduction to the topic is presented. First, a background is given to the subject of influencer marketing related to impulse buying behavior. Further, the problem and purpose are defined as well as contribution and limitations of the study. Lastly, there is a section with key terms to guide how they should be interpreted in this thesis.

1.1 Background

Nowadays marketing is all about creating value and profitable relationships with customers. It starts with understanding who your customers are, what they need and want, as well as how to reach them (Kotler & Armstrong, 2008). During the 21st century, there has been a decline in traditional marketing and online marketing has started to take over more and more. Marketing today has become more complex and are more digitalized than ever, which generates numbers of new opportunities for marketers. This technological world enables people to communicate and to express their ideas and manner in several new ways. One of the latest trends in the rapidly changing marketing environment is social media marketing (Hajli, 2015).

For the past decade, social media has conquered our everyday life. The revolution of social media has become one of the most important marketing strategies for companies (Mangold & Faulds, 2009). The growth of social media has made it possible for companies to reach out and communicate to thousands, or even millions, of people promoting and advertising themselves. Social media strategy enables integrated marketing communication, as well as direct and personal marketing (Boone & Kurtz, 2007). Companies can participate in several different social media channels and communities, including blogs, Twitter, Facebook and Instagram. With the growth of social media there is a lot of opportunities as well as challenges that arise. Social media is always changing and it can be challenging for marketers, as social media strategies or tactics that were effective yesterday might not be effective today (Schaffer, 2013).

The rise of social media has led to an increase of social media influencers promoting brands and products. Using influencers as a marketing tool has become a very popular strategy in today's trend of social media marketing. An influencer on social media is referred to a person who has built a sizeable number of followers (Abidin, 2016). Influencers can be categorized as a micro-, macro- or celebrity influencer depending on the number of followers. Micro-influencer has between 500-10,000 followers, macro-influencer has between 10,000-1,000,000 and celebrity-influencers have more than 1,000,000 followers (Van der Nolk van Gogh, 2017). What also revolves around an influencers number of followers is the engagement rate, measuring the quantity of responses and interactions that is generated by users from content on social media (Tuten & Solomon, 2018). An influencer with a larger

number of followers has a lower engagement rate than an influencer with a lower number of followers (Van der Nolk van Gogh, 2017). Companies can use influencers to endorse a brand or product, these collaborations create awareness and can result in highly credible electronic word-of-mouth (eWOM) (Abidin, 2016). It is not surprising that companies use influencer marketing since 75% of consumers use social media as a reference when making a purchase decision (Sipherd, 2018). There are many influencers on social media today that are easy to find, however, the major challenge for marketers is to identify and select the right influencer. It is important to have an influencer with the right followers for the companies target audience, as well as an influencer who can have strong impact through their posts and collaborations (Pophal, 2016).

Social media has as mentioned grown immensely throughout the years and is still growing. One outcome from this is the community it has created of influencers and their followers. Influencers have emerged through social media and make use of social media platforms to expand their community. These platforms have become an integrated part of consumers lives and changed the way people spend their time and communicate with each other (Dimofte, Haugtvedt, & Yalch, 2016). This is not surprising since according to Statista (2018d) in 2017, the average people worldwide spend five or more hours on their smartphones on a daily basis. As for social media usage in 2017, the average people spend 135 minutes every day on social media platforms (Statista, 2018a).

Instagram is a platform on social media where influencers can reach their audience. The platform is mainly developed for use on mobile devices (i.e. mobile phones, tablets) but is accessible on computers as well. Instagram is a fast-growing platform and between the time period of 2015 to 2017 the monthly active users on the platform were doubled from 400 million to 800 million (Instagram, 2018b; Statista, 2018b). Out of these 800 million users, 500 million are active daily on Instagram (Instagram, 2018b). Instagram usage is most popular amongst the younger generation, as 56% of Instagram users are between 18-29 years old (Pew Research Center, 2016). One attribute Instagram influencers make a great use of is Instastories, that allows the user to upload content instantly, either as a video or picture. Instastories have 250 million daily active stories and are a direct tool for influencers to communicate with their audience (Instagram, 2018b). This is where companies collaborate with influencers to endorse the company's products to the influencers followers (Chris, Hughes, & De Francesco, 2012; Foong & Yazdanifard, 2014). Influencers upload material on their collaborations on their Instastories and links directly to the products that are being endorsed, as well as attached discount codes for the products. As these stories disappear after 24 hours, influencers sometimes also post this information on their account feeds in order for followers to always attain that information.

Consumers choose their own content to follow on Instagram and in that way allows companies to reach the right audience (Dimofte et al., 2016). Consumers seek information and opinion about products from others in order to make purchase decisions, these products have been known to them through influencers on Instagram that consumers trust (Djafarova & Rushworth, 2017). In 2015, 84% of marketers worldwide said they expected to launch at

least one campaign that involved an influencer (eMarketer, 2015). The kind of marketing where companies use an influential person to endorse their products is called Influencer marketing (Tuten & Solomon, 2018). Through a platform such as Instagram, influencers can collaborate with companies to help with promotions for their products, where they can be seen as sub-brands for the companies as they represent their products (Marshall & Redmond, 2015; Seno & Lukas, 2007). Instagram is one of many mobile platforms that are revolutionizing the fashion industry, as it provides the latest fashion trends and the convince of shopping directly from a consumer's mobile phone (Mohr, 2013). Often, the content influencers posts with companies include a discount code that the influencer has received from the company. This can be seen as an effort of persuasion on consumers, as consumers impulse buying behavior online can be driven by sales promotion (Dawson & Kim, 2009). Using social media platforms increase the tendency for people to make impulse purchases (Thoumrungroje, 2014). Impulse buying behavior can be defined as a consumer experiencing a sudden and powerful urge to buy something immediately (Rook, 1987).

Purchases through Instagram influencers builds a whole new platform for m-shopping, that already has enabled the mobility of online shopping into m-shopping. M-shopping allows for a closer connectivity between consumers and brands, simplifying the consumer experience since consumers can shop and buy products on mobile devices via a wireless Internet connection (C. Kim, Li, & Kim, 2015). This increase consumers' spending as m-shopping facilitates a more convenient and efficient way to shop (C. Kim et al., 2015; R. J. H. Wang, Malthouse, & Krishnamurthi, 2015). Retail brands already offer their own applications and empower shop-on-the-go experience for their consumers (M. Kim, Kim, Choi, & Trivedi, 2017). M-shopping is growing and more consumers adapt this way of shopping (R. J. H. Wang et al., 2015; K. Yang, 2010). M-shopping through Instagram can potentially increase mobile impulse buying behavior, since Instagram is a platform mainly based on mobile devices and m-shopping is a time saving and convenient way for consumers to shop whenever they want.

1.2 Problem Definition

Impulse buying behavior is described as people buying products without consideration or reason as to why one needs the product. These decisions are often short and spontaneous (Vohs & Faber, 2007). Impulsive buying behavior and actions can occur when marketers use influencers as a strategy. When an influencer promotes a product they use, it can result in followers wanting to purchase it. Previous research has presented factors influencing impulse buying behavior online, and according to Jeffrey and Hodge (2007) consumers impulsive actions in online decisions are triggered by several factors; easy purchasing, easy access to products and lack of social pressures. In addition, shopping through mobile devices provides a convenient access way of shopping, which can result in m-shopping being a part of people's habitual routines (R. J. H. Wang et al., 2015).

The growth of smartphones over the last decade and due to the technological world occurring today, there are several advantages of m-shopping. First, according to Chen and

Zhang (2015) shopping online is not limited in either time or space. Secondly, there is no significant difference in prices online as from those in physical stores. Finally, consumers can save both time and effort by shopping online (Chen & Zhang, 2015). Comparable to other shopping channels, m-shopping also include advantages such as time saving, convenience and variety of assortment (Aldás-manzano et al., 2009). The advantages of m-shopping can influence impulsive buying behavior. Impulse buying behavior has been researched for many decades, however, there is an emerging research of mobile impulse buying behavior. Additionally, studies about influencer marketing and m-shopping exist as well. Thus, studies investigating the relation of influencers effect on mobile impulse buying is emerging.

The reasons behind influencers impact on consumers mobile impulse buying behavior is an interesting question. It could be due to the offered discount codes or the belongingness of being like the influencer, but also other reason as to why these spontaneous purchases happen. Thus, the problem in this thesis is to understand in what way consumers are affected by influencers and investigate if it results in mobile impulse buying behavior. Thereby, the authors of this study found an opportunity to study this relation.

1.3 Purpose and Research Questions

This thesis touches upon two areas, influencer marketing and consumers mobile impulse buying behavior. They both are connected through social media platforms, such as Instagram, where the influencers have built trust and awareness from their followers. Stressing the issue of the impact influencers have on consumers, as 57% of marketers plan to develop a larger use of Instagram in the coming years according to the social media marketing industry report (Social media examiner, 2016). This shows the importance to understand the impact influencers have on consumers decision to buy.

Previous research on impulse buying behavior have focused on traditional shopping (Bayley & Nancarrow, 1998; Beatty & Ferrell, 1998; Dholakia, 2000; Rook & Fisher, 1995), as well as online shopping (Dawson & Kim, 2009; Floh & Madlberger, 2013; Verhagen & Van Dolen, 2011) in the sense of which factors that affects the consumers impulse buying behavior when shopping. Though, with the abundance of m-shopping, there is an emerging research within the field of mobile impulse buying behavior. Thus, this thesis will focus on the effect of a social media platform Instagram, to deeper understand in what way influencers affect consumers mobile impulse buying behavior in a growing digitalized world. Therefore, the purpose of this study is *to investigate influencers impact on consumers mobile impulse buying behavior, through the social media platform of Instagram.*

The authors' intention with this study was to understand in what way consumers are affected by influencers that results in mobile impulse buying behavior through their mobile devices, as well as the underlying reasons of the phenomena. Further, the authors hope that this study can contribute to further investigations and research about the topic. In order to fulfil the presented purpose, this thesis aims to answer the following research questions:

RQ1. In what way do influencers affect consumers mobile impulse buying behavior through Instagram?

RQ2. What factors impact the consumers mobile impulse buying behavior from Instagram influencers?

1.4 Contribution

The findings are predicted to provide insight of a consumer's mobile impulse buying behavior when influenced by an influencer. Further, leading to a greater understanding of the field of Instagram and influencer marketing. It will also aim to help marketers collaborating with influencers to understand the consumers that follow influencers for their marketing strategies, and hopefully increase their profitability. For consumers, this will broaden their understanding in what way they are affected by influencers when it comes to their impulse buying behavior.

1.5 Delimitations

This thesis will focus on the social media platform Instagram and therefore, other platforms will not be taken into consideration. Since the objective is to investigate mobile impulse buying behavior on Instagram, this thesis will not focus on the view of offline impulse buying behavior. Further, it will only focus on products within the fashion industry.

The research will focus on the most common target audience on Instagram, age 18-29 (Pew Research Center, 2016), other age groups will be excluded. The research will be based in Sweden, and to narrow the extent of Instagram's users the target audience only exist of Swedish citizens. Further, the study will only refer to influencers Instagram accounts and do not take any other accounts into consideration. All individuals follow different influencers, thereby the study will not focus on any specific influencer, neither any specific brand. The study will be restricted to influencers own account feed and Instastories, and advertisement on one individual's Instagram feed that is not from an influencer will not be a part of this investigation. These delimitations are designed to put focus on the purpose and research questions of this study and not to affect the results of this study in any other way.

1.6 Definitions of Key Terms

Collaboration - Collaboration is referred to the relation where companies use people (i.e. opinion leaders or celebrities) to their followers (Chris, Hughes, & De Francesco, 2012; Foong & Yazdanifard, 2014).

Impulse buying behavior - Impulse buying behavior is described as people buying products without consideration or reason as to why one needs the product. These decision-makings are often short, spontaneous and not well thought-out (Vohs & Faber, 2007).

Influencers - An influencer on social media is referred to a person who have built a sizeable social network of people following him or her (Abidin, 2016).

Influencer marketing - Influencer marketing is a form of marketing where companies use influential persons to promote a company's products (Tuten & Solomon, 2018).

M-shopping - M-shopping is a term used where consumers can shop and buy products on mobile devices via a wireless Internet connection (C. Kim et al., 2015).

Social media - Social media is a part of the Internet world that has been developed during the past decades. Social media includes several social media sites and platforms, such as blogs, Facebook, Instagram and YouTube (Kaplan & Haenlein, 2010). Social media enables communication, where people all around the world are able to share experience and discuss with each other (Levinson & Gibson, 2010).

Social media marketing – Social media marketing utilize social media technologies and channels to create, communicate, deliver and exchange beneficial contributions that are of value for a company's customers (Tuten & Solomon, 2018).

Instagram - Instagram is a social media platform compatible with smartphones where users have the opportunity to like, share and comment pictures or videos (Miles, 2014).

2. Literature Review

This chapter provides relevant literature and theories related to the purpose of this thesis. First, a discussion is presented concerning the practice of Social media marketing, Instagram marketing and Influencer marketing, as well as how they are related to eWOM. Second, insights into how technology acceptance effect consumers buying behavior are introduced as well as theory. Lastly, different impulse buying behaviors are described and how it is connected to consumers self-esteem.

2.1 Social Media Marketing

Before explaining the concept of *social media marketing*, it is important to understand and define the term *social media*. During the first decade of the new millennium, a rapid growth of the Internet and social functionalities has evolved and taken an evolutionary step forward in the web use (Obar & Wildman, 2015). Before, individuals spent the majority of their time to read on the web of what other consumers had written and consumed, often through commercial media. The development has made the Internet not only a place to read, but also to interact with each other by allowing users to create and exchange their own content, also called user-generated content (Kaplan & Haenlein, 2010).

For the past two decades, the evolution of social media has generated numbers of new opportunities to interact and engage a wider range of potential customers all over the world in an inexpensive way. Establishing a relationship between customers and companies through social media marketing has become a valuable and important tool for marketers (Tuten & Solomon, 2018). With social media marketing, companies can utilize social media technologies and channels to create, communicate, deliver and exchange beneficial contributions that are of value for the company's customers (Tuten & Solomon, 2018). Despite many opportunities, a major challenge with social media marketing is creating effective content on platforms, as it can be difficult for companies to understand what drives user engagement, i.e. the best way to engage a company's target audience on social media (Jaakonmaki, Muller, & Vom Brocke, 2017). Companies can address this challenge by using analytics on user-generated content and thereby being able to understand the relationship between user engagement and content features.

Social media applications have a significant role in peoples' daily life, and platforms (i.e. Instagram, Twitter, Facebook and LinkedIn) are used by both organizations and individuals (Alalwan, Rana, Algharabat, & Tarhini, 2016). Statistics show that in 2017 there was 2.46 billion social media user all over the world (Statista, 2018c). In 2020 the number of worldwide users is expected to be 2.95 billion, which approximately is a third of the earth's entire population (Statista, 2018e). Social media is an effective mechanism that businesses can use in their marketing strategy, especially in aspects of customer relationship management, customer involvement and communication (Filo, Lock, & Karg, 2015; Saxena & Khanna, 2013). Contrary to traditional one-way communication, social media enable a two-way

communication between companies and customers in a very cost-effective and innovative way (Leeflang, Verhoef, Dahlström, & Freundt, 2014).

2.1.1 Instagram Marketing

Instagram is a social media platform available as an application primarily on mobile devices and allow users to connect, share and spread their photos and videos in a quick and creative way (Instagram, 2018a). When Instagram was launched in 2010 it was the first social media platform developed especially for mobile devices (Miles, 2014). Since February 2018, Instagram has over 800 million monthly active users, making the app one of the most popular social networks worldwide (Statista, 2018b). According to Sheldon and Bryant (2016), gender is a significant predictor when measuring user and non-users of Instagram. The study showed that women are more likely to be active on Instagram rather than men.

Instagram has become an important marketing tool for companies, not only because of the growing number of users, but also as it enables companies to market visual content rather than presenting only textual information (Miles, 2014). According to Neher (2013), peoples preferences for images and visual content increases, this since our brain can consume, process and understand visual information faster than textual. Using images and visual content through Instagram as a marketing tool can be very effective in building awareness, increasing traffic, conversation, share and spread, and yield interest in a highly visual offering (Neher, 2013).

Due to the reach Instagram has worldwide there is a growing interest for marketers to use this mobile platform since it creates visibility and awareness to a wider audience (Statista, 2018c). Instagram as a marketing tool can be used by companies in two ways. First, companies can create awareness and distribute content about their products and brand on their own account. Second, companies can use people (i.e. opinion leaders or celebrities) to endorse products to their followers (Chris, Hughes, & De Francesco, 2012; Foong & Yazdanifard, 2014). Further, content on Instagram by both companies themselves or influential individuals can be spread by posts, either posts on their account feed or on their Instastories (Instagram, 2018a).

2.1.2 Influencer Marketing

Influencer marketing is a form of marketing where companies use influential individuals to promote a company's products (Tuten & Solomon, 2018). Influencers with a larger number of followers are perceived by consumers as more attractive and trustworthy, yielding a higher chance for consumers to build an online friendship with the influencer (Jin & Phua, 2014). If an influencer favors a particular brand or product, their followers are most likely to have the same opinion as of the influencer (Townsend, 2015). When influencers collaborate with companies, consumers will then associate certain brands with a certain influencer. Further, by increasing the influencers attractiveness and trustworthiness consumers perception will in turn build brand credibility (Pappu, Cornwell, & Spry, 2011). However, when it comes to

influencers opinions, followers listen more to micro- and macro-influencers, as they are considered to be more trustworthy and relevant than traditional celebrities (Djafarova & Rushworth, 2017). Though, according to Jin and Phua (2014), consumers felt a higher social identification with influencers with a higher number of followers, as well as it mediates the relationship between the influencer and buying intention. Thus, emphasizing the importance of consumers identification with influencers when it comes to product advertisements.

Influencer is a broad term and can be divided into different categories, depending on an influencer’s follower base. This is further displayed in Figure 1, that is developed and based by Van der Nolk van Gogh’s (2017) article. Further, an influencer’s follower base is connected to the results of either low or high engagement rate. Engagement rate is measured by marketers of how users engage with their posts, which includes measuring the quantity of responses and interactions that is generated by users from content on social media (Tuten & Solomon, 2018). A micro-influencer has around 500-10,000 followers and has a higher engagement rate (25%-50%) as they have the ability to connect with their audience at a personal level (Sipherd, 2018; Van der Nolk van Gogh, 2017). This is good for brands that want to communicate with their consumers, as well as micro-influencers are more affordable. Further, a macro-influencer with 10,000-1,000,000 followers have a lower engagement rate (5%-25%), though they have the ability to reach up to 10 times more people than a micro-influencer (Van der Nolk van Gogh, 2017). Macro-influencers have a strong relationship with a specific section of brands, such as fashion, lifestyle or travel. Since macro-influencers have a larger follower base and therefore higher spreadability, their content results in greater exposure, which favors that section of brands (fashion, lifestyle and travel) as more people will be talking about certain products an influencer is promoting. Lastly, influencers with over 1,000,000 followers are seen to be celebrities, either through social media or other origins (Van der Nolk van Gogh, 2017). These celebrity influencers only have an engagement rate of 2%-5%, this because they do not have the same connection with their followers. Celebrity influencers have a global reach of communication and are more suitable to promote certain brands that rather want more exposure than a deeper connection with their consumers.

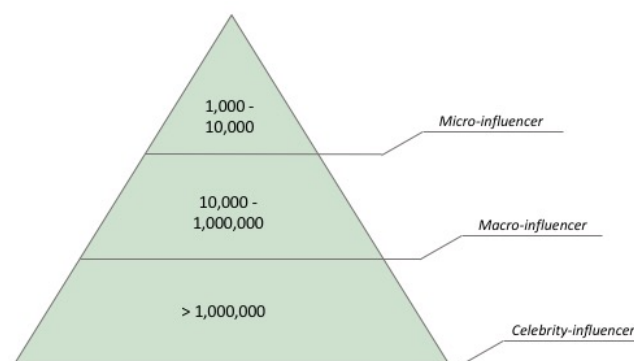


Figure 1: The difference in influencer – based upon Van der Nolk van Gogh, 2017

2.1.3 eWOM

Word-of-mouth (WOM) is an oral person-to-person communication (Arndt, 1967), and has always been an important marketing tool as it has a major impact on customers buying decision (Bone, 1995; Richins & Root-Shaffer, 1988). According to a study by Bone (1995), it was concluded that using WOM during consumption can influence product judgements. However, due to technological growth, electronic word-of-mouth (eWOM) has become the digital version of WOM. The Internet has created new opportunities for how people can communicate today. Thus, people can in a very effortless share their opinions and experience of brands or products regardless of their geographical location, and thereby engage in eWOM communication (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). According to the findings by Knoll (2015), eWOM successfulness depends on both the message and the consumer's characteristics. Previous research show results that eWOM can affect consumers attitudes towards products (J. Lee, Park, & Han, 2008), consumers purchase intentions (Baker, Donthu, & Kumar, 2016), consumers trust towards the company (Ladhari & Michaud, 2015) and consumers loyalty (Gruen, Osmonbekov, & Czaplewski, 2006). Due to the accessibility of technology via smartphones, eWOM on social media such as Instagram, have grown and become a more popular source for influential information of products (Thoumrungroje, 2014). Using influencers as endorsers can to some degree be seen as a highly credible eWOM (De Veirman, Cauberghe, & Hudders, 2017).

2.1.4 Source Credibility

In the context of social media, source credibility is an influential factor of eWOM (Teng, Wei Khong, Wei Goh, & Yee Loong Chong, 2014). Source credibility can be explained as a targeted audience acceptance of a specific source to gain knowledge in order to understand a product (Djafarova & Rushworth, 2017; Ohanian, 1990). These sources have reviews that generate persuasive messages and brings out favorable attitudes towards the products and services, changing the receiver's beliefs (Teng et al., 2014; Wu & Wang, 2011). Source credibility consists of three dimensions; expertness, trustworthiness and attractiveness (Ohanian, 1990; Teng et al., 2014; Wu & Wang, 2011). Firstly, expertness refers to senders' professional knowledge about a product. Martin and Lueg (2013) found that information from an influencer has a greater impact on a receiver's attitude toward a product when the receiver feels that he or she have little knowledge about the product. Hence, an influencer selling products that are new to the receiver is more likely to have a greater influence than selling existing products. Secondly, trustworthiness refers to the receivers' degree of confidence and acceptance towards the source. According to Martin and Lueg (2013), if a receiver perceives that influencers recommend products for their own personal gain, the intention for the receiver to use their information may be disrupted. Thus, the retailers have the best chance of influence when the endorsement is not revealed, though this is regulated by law. Further, when it comes to trustworthiness the receivers lack of knowledge about a product give the influencer greater influential impact on the receiver (Martin & Lueg, 2013). Finally, attractiveness refers to the senders' ability to attract the receiver to consume products or services (Ohanian, 1990). If the receiver already possesses enough information about a

product, the experience of the influencers message is of less value for them (Martin & Lueg, 2013).

Source credibility is claimed to be dependent on ‘argument quality’, which refers to the strength of persuasion in an informational source that will influence message-receivers’ attitude (Cacioppo, Petty, & Morris, 1983; Cheung, Luo, Sia, & Chen, 2009; Teng et al., 2014). Depending on the quality of an argument in an informational message, an Instagram post is validated on the strength of the audience perception of the influencer and can affect the credibility of the source (Djafarova & Rushworth, 2017). The strength of the message means when a receiver considers the argument as convincing and persuasive in defending its position. Also, argument quality is validated in terms of comprehensiveness and accuracy and refers to the review’s information being understandable and informative as well as the correctness of the information presented (Lin, Lu, & Wu, 2012; Nelson, Todd, & Wixom, 2005; Teng et al., 2014). Therefore, consumers can form positive relation to the endorsed brand if a product review is perceived as valid on Instagram (Cheung et al., 2009; Teng et al., 2014). Contrary, invalid and falsely perceived endorsed products can form negative relations towards the brand, but also to the influencer (Cheung et al., 2009). Hence, if a review is perceived either as valid or invalid it determines if the information is perceived as credible or not (Teng et al., 2014). The quality of an Instagram post is further validated in the aspects of relevance and timing. Meaning, relevance on Instagram could be a specific matter related to a certain influencer (Djafarova & Rushworth, 2017). For example, influencers personally involved in the fashion industry might have more credible and relevant endorsed fashion products or services. Rather than influencers within another industry endorsing fashion products with no relevant or credible information and knowledge about fashion products and services. Further, keeping posts up-to-date on current information helps with an influencers credibility (Teng et al., 2014). For example, staying well-informed of the latest fashion trends and seasons shows a great interest in the industry and an increased relevance.

2.1.5 The Halo Effect

The effect where an individual’s perception can create a negative or positive “halo” around another individual is called The Halo Effect and was discovered by Thorndike (1920). It can blur individuals’ characteristics and influence how people are viewed holistically depending on the impression people form of others. Hence, an overall impression of an influencer will impact an individual’s evaluations of that influencers traits. For example, if an individual perceives an influencer as attractive and successful they also tend to see him or her as intelligent and funny, generating a positive reputation or in this case a positive halo around them. This happens unconsciously were people are not aware of this cognitive bias (Long-Crowell, 2016; Smith, Lopez-rodriguez, & Read, 2010). Halo Effect refers to the choice of a product based on a review from an individual potentially endorsing it, where appearances and attractiveness can affect the judgement of people’s character (Djafarova & Rushworth, 2017; Long-Crowell, 2016; Ohanian, 1990). Suggesting that an individual that is considered to be attractive and have an appealing lifestyle is judged to be a better person. Businesses use Halo Effect to their advantage by using influencers with a positive halo to attract beneficial

association with a specific brand in order to gain a genuine reputation (Djafarova & Rushworth, 2017; Smith et al., 2010). Consumers trust the celebrities they aspire to and think that celebrities do not abuse their power of influence, therefore their opinion on a particular brand or website is considered credible (Djafarova & Rushworth, 2017). Consumers associate influencers with certain brands and help the companies to build credibility, influencers can therefore be seen as sub-brand for companies (Seno & Lukas, 2007).

Source credibility and halo effect theories can be said to relate to each other as both are based on the characteristics of attractiveness and trustworthiness that evaluates a source credibility (Djafarova & Rushworth, 2017).

2.2 Mobile Shopping Behavior

Mobile shopping or m-shopping is a term used where consumers can shop and buy products on mobile devices via a wireless Internet connection (C. Kim et al., 2015). M-shopping is similar to other distance shopping channels in the way of time saving, convenience and variety of assortment (Aldás-Manzano et al., 2009). Through a social media platform such as Instagram, m-shopping connects consumers and retailers that leads to generating sales (K. Yang & Kim, 2012). M-shopping enables a closer communication to consumers and improves service connectivity and foremost mobility. It simplifies the consumers shopping experience and makes shopping more convenient and efficient (C. Kim et al., 2015), which causes increased spending among consumers (R. J. H. Wang et al., 2015). Though, Yang, Lu, Gupta & Yuzhi Cao (2012) found that mobile devices are not considered to be useful in situations where other alternatives are available.

The motivations (expectations) and benefits (satisfactions) derived from consumers shopping experiences can be measured through shopping value (Michon & Chebat, 2004). Shopping value can be divided into utilitarian and hedonic values (Babin, Darden, & Griffin, 1994), utilitarian is the value of purchasing products efficient and timely through m-shopping, and hedonic is about the emotional benefits experienced through shopping additionally to the purchase of products (Sarkar, 2011; E. S.-T. Wang, 2010; K. Yang, 2010).

Utilitarian values appear in intentional and rational purchases, it is a result from a consumer's need to search for information (C. Kim, Galliers, Shin, Ryoo, & Kim, 2012; C. Kim et al., 2015; M.-Y. Lee, Kim, & Fairhurst, 2009). Utilitarian values are therefore based on reasonable judgement, providing a greater value as it forms a rational judgement without emotional interference (C. Kim et al., 2015). Consumers are more likely to perceive these values when they feel like they have found and bought what they were searching for (Carpenter & Moore, 2009; Nysveen, Pedersen, & Thorbjørnsen, 2005). According to Yen (2012), utilitarian values are positively connected to consumer loyalty and play an important role in mobile phone services (i.e. mobility-enhanced applications). Utilitarian values are also positively related with consumers attitudes towards using mobile phone services as they use their mobile phones or tablets to obtain information, and it also reflects the flexibility and effectiveness of utilitarian performance (K. Yang, 2010). Additionally, another study found

that mobile transactions are mainly driven by utilitarian values in m-shopping (Kleijnen, de Ruyter, & Wetzels, 2007).

However, shopping is not only about rational purchases but also about the experience and the behavior of enjoying the process (C. Kim et al., 2015). This refers to hedonic shopping values, where consumers perceive these values despite the actual purchase, and instead rather emphasize their leisure time (Deli-Gray, Gillpatrick, Marusic, Pantelic, & Kuruvilla, 2010; C. Kim et al., 2012; M.-Y. Lee et al., 2009; Olsen & Skallerud, 2011). Hedonic shopping values are considered to be influenced by information and service quality when it comes to Internet shopping (C. Kim et al., 2012). Hedonic values are therefore identified through shopping as various of positive emotions experienced when shopping, such as fun, entertainment and excitement (C. Kim et al., 2015). It was found by Kleijnen et al. (2007) that hedonic values also have a positive connection to customer loyalty when it comes to mobile phone services. As well as significant factors of consumers attitudes towards using mobile phone services, as consumers are increasingly using mobile services for fun (C. Kim et al., 2015; K. Yang, 2010). Hedonic values can be important when predicting consumers technology acceptance, therefore hedonic values that are identified as fun can be even more important when predicting the adoption of mobile phone services for consumers (C. Kim et al., 2015). Hedonic values are becoming more and more important in the context of m-shopping as the values have a positive effect on consumers purchase intentions (C. Kim et al., 2015). Discount retailers should consistently develop utilitarian and hedonic shopping values in order to maintain satisfaction among consumers to increase consumer loyalty, eWOM and the sharing of purchases (Carpenter, 2008).

The development of mobile phones has enabled the advancement in the retail industry to start offering their own mobile applications and services to consumers (M. Kim et al., 2017). The rapid penetration of m-shopping can be beneficial for retailers as it creates market opportunities. Companies can expand their businesses to mobile platforms by launching and designing mobile phone applications, similar to their online sites on computers (Bang, Han, Animesh, Minha, & Hwang, 2013). Despite the similarities, the information search behavior is different when using either a computer or mobile phone. Since the content on mobile phones is shown on smaller screens, mobile users intermittently read content (Goh, Chu, & Wu, 2015). Similar results by Ghose, Goldfarb, and Han (2013) found an increase in search cost from smaller screens on mobile phones. Mobile phones have a high level of use when searching for information and evaluating alternatives, which are standard pre-purchase activities, but a low level of use for mobile purchase (Holmes, Byrne, & Rowley, 2013). M-shoppers tend to purchase habitual products that they already have a history of on their mobile phones (Groß, 2015). Although, m-shopping is an increasing trend and more individuals adopt to m-shopping and its services (R. J. H. Wang et al., 2015; K. Yang, 2010).

2.2.1 Technology Acceptance Model

The Technology Acceptance Model (TAM) was developed in 1989 by Fred Davis and describes how users accept and use information technology (Davis, 1989). The model was

developed from previous psychological theories, the theory of reasoned action (TRA) and theory of planned behavior (TPB). TAM has become the most popular model in explaining predictions of user's behavior towards rejection or acceptance of technology (Marangunić & Granić, 2015). As you can see in Figure 2, the model theorizes two key factors to explain system use, perceived usefulness (PU) and perceived ease of use (PEOU). Davis (1989) define perceived usefulness as the users' beliefs and the probability that using a specific system would enhance his or her job performance. If there is high perceived usefulness in a system, users believe in a positive user-performance relationship. In contrast, perceived ease of use is defined as the users' beliefs of a specific system to be free of effort, stating that if an application is perceived to be easy to use than another there is a higher probability to be accepted by users. These two key factors are influenced by external factors such as social factors, cultural factors and political factors (Davis, 1989).

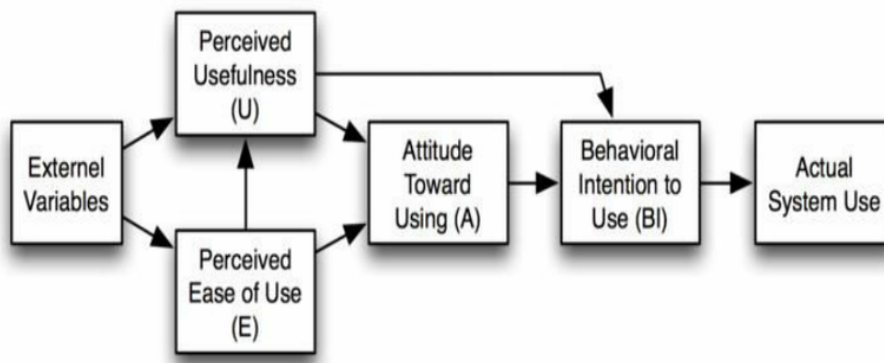


Figure 2: Technology Acceptance Model – based on Davis, Bagozzi, and Warshaw (1989, p.985)

2.3 Impulse Buying Behavior

According to Rooks (1987), impulse buying occurs when consumers decide to purchase something immediately without any direct reflection. Additionally, Rook (1987) considers impulse buying as more emotional than rational. According to Stern (1962), any purchase made by a shopper that is not planned is an impulse buy. He identifies four different types of impulse buying:

- 1) *Pure impulse buying*: This is the most easily noticeable and the type of buying that is truly impulse buying behavior. *Pure impulse buying* can also be seen as escape purchase or novelty that breaks the normal buying pattern.
- 2) *Reminder impulse buying*: This type occurs when the customer gets reminded of the need to purchase an item upon seeing it.
- 3) *Suggestion impulse buying*: This type of impulse buying a shopper has no prior knowledge about an item and occurs when the consumer first views the item and then realizing a need for it. *Suggestion impulse buying's* major difference from *reminder impulse buying* is the lack of knowledge

or experience of the product. In contrast to *pure impulse buying*, *suggestion impulse buying* can be entirely rational or functional purchases.

- 4) *Planned impulse buying*: This occurs when the customer has specific items to purchase in mind, but with the intention to purchase other products depending on coupons offered or price discounts.

Impulse buying seems to fulfil hedonic motives in situations when purchases are made immediately (Hausman, 2000). For instance, Herabadi, Verplanken, & Van Knippenberg (2009) demonstrates that the shopping experiences for an impulse buyer versus a low impulse buyer are quite different, both at an effective and a cognitive level. Two underlying dimensions of product evaluation are described, either hedonistic or utilitarian attribute (Mano & Oliver, 1993). Purchases by an impulsive buyer at a cognitive level were shown to have hedonic rather than a utilitarian attribute. At an effective level, low-impulse buyers did not experience many emotions at all and mostly made purchases with a utilitarian attribute. In contrast, impulse buyers experience many positive emotions such as pleasure and excitement (Herabadi et al., 2009).

With the advancements in technology, online buying has become an important trend. The study by Jeffrey and Hodge (2007) demonstrates online shoppers as being more impulsive than traditional shoppers, this depending on the ease of access to products, ease of purchase process, lack of social pressure and absence of delivery efforts. In the study by Dawson and Kim (2009), external and internal trigger cues of impulse buying were investigated. Promotions including discounts, gifts or free shipping are one of the strongest trigger cues to online and offline shopping and especially for impulse buying behavior. For offline shoppers, external cues can also have an impact on impulse buying behavior such as taste and smell of food, or the color and style of apparel. In contrast, online shoppers are mainly driven by promotions since they are not able to feel, test or smell products.

Another factor of impulse buying is related to an individual's self-esteem. For some people, higher self-esteem lowers their personal self-control, which means it can lead to an increase of their impulse purchases and excessive spending (Khan & Dhar, 2006; Thourmrunroje, 2014; Wilcox & Stephen, 2013). People are more likely to lose their rationality and act on indulgent choices when they are feeling positive and their level of self-esteem is high (Thourmrunroje, 2014; Wilcox, Kramer, & Sen, 2011). Purchase decisions that are irrational and impulsive are considered as hedonic purchase decisions and believed to satisfy individuals' need for social acceptance (Podoshen & Andrzejewski, 2012; Thourmrunroje, 2014). Though, other researchers (Kropp, Lavack, & Silvera, 2005; Rhodes & Wood, 1992) contradict this theory and have found that consumers with lower levels of self-esteem make them more affected by the opinion of others, to seek approval and acceptance. This makes consumers seek more assistance when buying (Bearden, Hardesty, & Rose, 2001), but mainly, lower self-esteem also indicates impulse buying behavior (Verplanken, Herabadi, Perry, & Silvera, 2005). This could prove that consumers with lower self-confidence are more easily affected by influencers' endorsements on Instagram (Djafarova & Rushworth, 2017).

Using social media increases peoples' tendencies to make impulsive purchases when buying celebrity-endorsed products (Thoumrungroje, 2014). Consumers purchase items that are known to them solely through celebrities on Instagram that they trust (Djafarova & Rushworth, 2017). Consumers seek information from opinions of others on Instagram to reduce the perceived risk when making a purchase decision based on their trust for the influencer, linking eWOM with buying behavior based on trust (Djafarova & Rushworth, 2017). Furthermore, it was found that buying a product recommended by celebrities enhances a consumer's self-esteem, seeking the opinion of others to make decisions they are less confident in making themselves (Djafarova & Rushworth, 2017).

2.4 Ethics and Society

When influencers collaborate with companies they post endorsed product, which influencers subtly show on their posts on Instagram. Therefore, influencer marketing and its content can be misleading and as any other form of advertising, Swedish influencers have to follow the Swedish Marketing Act. The Swedish Marketing Act states that "All marketing shall be formulated and presented in such a way that it is clear that it is a matter of marketing" (Government Office of Sweden, 2015). The purpose of the law is that consumers should know when they get independent information and when there is a conscious business influence, as well as show who the sender is. This to make sure it is not confused with any other content. Indicating that if an influencer posts a collaboration on their social network site, it clearly should present if an influencer collaborates with a company in any way, whether an influencer gets paid monetary or non-monetary. Otherwise, it is considered being hidden marketing which makes it illegal. Additionally, other legalizations influencers have to follow include the Copyright Act and if necessary, taxation laws. Influencers should therefore be transparent to followers regarding paid marketing and collaborations that might affect an influencer's followers (Influencers of Sweden, 2017).

Furthermore, being an influencer also include major responsibility since they can have great influence over their followers. It is important for an influencer to be aware of their role and responsibility as an impactor, both in paid and unpaid content, as publicity in their channels may affect the privacy of others. Influencers should act professional and only express opinions they stand for, as well as clearly indicate if the express opinions are influencers own thoughts. Moreover, influencers should not encourage or spread rumors or hate towards other, as well as be observant and counteract personal attacks and hate in the comments fields (Influencers of Sweden, 2017).

3. Methodology

The purpose of this chapter is to provide the philosophical approach to the topic. Accordingly, the research perspective, research approach, as well as the research design and strategy are discussed in this chapter. Further, a detailed description of the chosen methodology is presented.

3.1 Research Perspective

Different philosophies are used within social research methods. In general, the two main research paradigms used by marketing researcher are positivism and interpretivism. Both paradigms guide how scientific knowledge is obtained (Malhotra, Birks, & Wills, 2012). Positivistic philosophy collects material for the development of a theory that enables the researcher to explain and predict a marketing phenomenon. To set up a theory there has to be a minimum information that is reliable, as well as necessary measurements (Malhotra et al., 2012). By using positivism, data is gathered through quantifiable observations that lead to statistical analysis, thus positivism has associations with quantitative research methods (Saunders, Lewis, & Thornhill, 2016). In contrast to positivism, interpretivism conducts research about human actions and the understanding of human behavior, rather than objects (Saunders et al., 2016). Interpretivist data is collected through a naturalistic approach to data, such as observations and interviews. Additionally, interpretivism has a more subjective approach, resulting in investigating issues in greater depth, without any concerns of objectivity. Thereby, the interpretivistic philosophy emphasizes qualitative research methods over quantitative (Bryman, 2012).

Positivism and interpretivism are not the only research paradigm adopted by researchers, there are other philosophies such as pragmatism and realism. According to the theory of pragmatism, there are several different ways of undertaking research. As there may be multiple realities where one single point of view cannot present the entire picture. Pragmatism has a strong association with a mixed research approach and mixed research methods. Accordingly, it can be a combination of both positivism and interpretivist philosophies within one study (Saunders et al., 2016). Thereby, pragmatism is the adopted research philosophy in this thesis. This since the authors found it appropriate to use interpretivism philosophy in the first part of the study, to receive qualitative data that resulted in a deeper understanding and greater insight of influencers impact on consumer behavior in the sense of impulse buying behavior. Additionally, positivism philosophy was used as a second part of the study, to receive quantifiable measurement and statistical analysis. Adopting pragmatism enables credible, well-founded and relevant collected data necessary for this study.

3.2 Research Approach

The extent of theory in a research project raises an important question about the design of the research (Saunders et al., 2016). There are two contrasting research approaches based on reasoning; deduction and induction, but also a third approach named abduction (Saunders et al., 2016).

The form of reasoning this thesis was based on was an abductive approach. According to Bryman (2012), abduction is the theoretical account based on the perspective of a participant's worldview. Abductive research is appropriate to use when a topic in the broader context has a wealth of information, but much less in the context of the study researched (Saunders et al., 2016). When adopting an abductive approach, researchers begin with obtaining data to explore a phenomenon to identify and explain occurring themes and patterns, enabling researchers to modify or develop a plausible theory (Saunders et al., 2016). The theory is later tested by existing data and new data to see how the themes and patterns have occurred (Saunders et al., 2016). Rather than moving from theory to data or data to theory as in a deductive or inductive approach, abduction moves back and forth between theory and data and therefore combining deduction and induction (Suddaby, 2006). Thus, the abductive approach fits accordingly to the combination of qualitative and quantitative methods in this thesis.

The first part of this thesis involves a qualitative method and aims to understand in what way influencers affect consumers impulse buying behavior on Instagram. Additionally, the purpose of the first part was to confirm the authors own thoughts of this study and experiences of influencers impact, and thereby research this phenomenon to interpret consumers thoughts for further investigation. Thus, answering research question one and identifying possible factors connected to consumers impulse buying behavior. Most suitable for the first part was an inductive approach, as there was no theoretical framework applicable to this topic and a qualitative method helped to establish factors to understand impulse buying on Instagram. Further, to investigate the qualitative findings and to answer research question two, a deductive approach was applicable. Thus, in form of a quantitative method, where it tests the qualitative findings as well as measure what factors impact consumers impulse buying behavior. Since research about this topic is emerging, a merely deductive approach would have excluded suitable factors relating to impulse buying behavior on Instagram. Therefore, an abductive approach was most suitable, since the thesis aims to combine several theories and not exclude any relevant information. The qualitative method is therefore in place to find the most applicable factors for the quantitative investigation.

3.3 Research Design and Strategy

Sequential mixed method research is described as one method followed by another to elaborate on the results of initial findings (Saunders et al., 2016). As mentioned, this thesis is based on a qualitative method followed by a quantitative method and was thereby structured as a sequential exploratory research design (Saunders et al., 2016). Furthermore, a mixed

method research was suitable since the study is of a pragmatism philosophy and an abductive approach, as well as the research combined both qualitative and quantitative methods (Saunders et al., 2016). The qualitative method was formed as semi-structured interviews to develop a foundation of measures for the quantitative method. The semi-structured interviews were of an exploratory study as it asked questions to gain new insights and provide an understanding of a specific topic in a new light (Malhotra et al., 2012; Saunders et al., 2016). For the quantitative approach a survey was conducted, and a conclusive research was applied. This since a survey is of a more formal and structured nature and can represent a larger sample (Malhotra et al., 2012). Sequential mixed method research was therefore suitable since one method gives the foundation for the second, which will in order have ground to answer the research questions.

3.3.1 Mixed Method Research

This thesis conducted both qualitative and quantitative methods to test a theoretical proposition in order to develop a richer theoretical perspective (Saunders et al., 2016). By collecting data from both quantitative and qualitative research, an integration of these two methods enables a better understanding of the research in this thesis (J. W. Creswell, 2014). From qualitative data, the authors of this study obtained information that provided deep insights and understanding of the nature of marketing phenomena. The research is unstructured and primarily used in an exploratory design based on small samples. Qualitative data can be collected from either interviews or focus groups. In contrast, quantitative data in this study is collected to examine relationships. The samples are larger and often the research design is conclusive or descriptive. By quantitative data, the researchers aim to receive numerical measurements and statistical analysis (Malhotra et al., 2012).

By applying a mixed research method, this research is valuable in the ability to attract the strengths of a combination of qualitative and quantitative data, since the two types of data complement each other and overcome the limitations of every single design (J. W. Creswell, 2014). Using only qualitative method would not contribute to getting statistics of different factors that can influence consumers mobile impulse buying behavior by Instagram influencers. Whereas using only quantitative data would not give this investigation a deeper understanding of the impact influencers have on consumers. Therefore, a mixed method was chosen and considered most appropriate to apply in this study.

Within mixed research method design, there are several strategies for how data is collected. Data can be gathered sequentially or concurrently (J. W. L. Creswell & Clark, 2011). As mentioned earlier, the mixed method used in this thesis was sequential exploratory research design. Through this, qualitative data were collected first then followed by quantitative. The authors aimed to gain a deep understanding from qualitative semi-structured interviews and afterwards investigate factors using a quantitative survey that can help to reach a larger population, making this a combination of both exploratory and conclusive research. As seen in Figure 3 below, the method process is presented.

A mixed method includes challenges that need to be taken into consideration. This form of research includes the need for extended data collection and requires the time of analyzing both qualitative data and quantitative data. Accordingly, the authors must be familiar with both research methods. Mixed method research requires a clear and structured presentation so that the readers understand the procedure and findings of the activities in this design (J. W. Creswell, 2014). Therefore, the authors of this thesis carefully considered this before a mixed method were selected to the research.

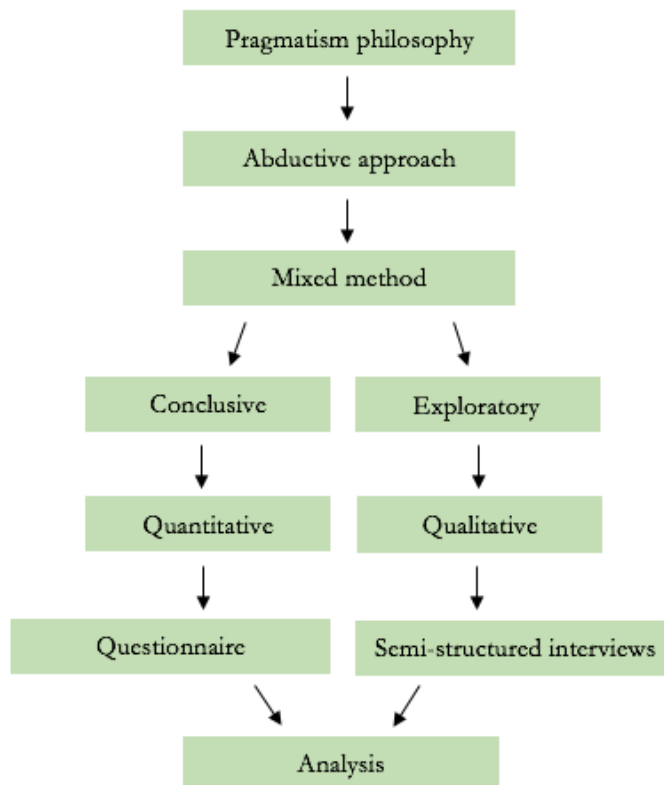


Figure 3: Summary of the method process.

4. Method

This chapter presents an explanation of each of the data collection methods used for the purpose in this thesis, as well as how they are analyzed. Additionally, this chapter concludes by a discussion about reliability, validity and ethics concerning each data collection regarding the study.

4.1 Data Collection

Data collection refers to gathering primary and secondary data (Hox & Boeije, 2005). Primary data is original data that are collected for a specific research problem, by conducting the right research for the problem (Hox & Boeije, 2005). Secondary data, on the other hand, are material created by researchers and are suitable to reuse in other research (Hox & Boeije, 2005). This study uses both primary and secondary data. The secondary data was collected from academic databases such as Google Scholar and Primo. For this thesis, two different primary data collection methods were conducted to fulfil the purpose, firstly by semi-structured interviews to understand in what way influences affect consumer impulse buying behavior. Finally, a questionnaire to test possible factors that influence consumers mobile impulse buying behavior. How these methods were used will be explained below.

Further, the primary data gathered from the methods were beforehand explained for the participants and respondents in this study to be anonymous and confidential. The participants approved the interview to be recorded and were also informed that the data was only used for research purpose, as well as the recorded files to be deleted when the study was finalized. Additionally, since the study was executed in Swedish the Appendixes, Tables and quotes were translated into English. Implying that the meaning of words could differ from the original interpretation. Due to the timeframe for this thesis, a back-to-back transcript was not completed. However, to ensure trustworthiness, the authors put emphasis in the transcript process when translating the words and finding underlying meanings.

4.2 Semi-structured Interview

For the qualitative method, semi-structured interviews were used to establish the initial findings of this study. In exploratory research with an inductive approach, in-depth interviews help to find important information and underlying motivations to get a deeper understanding in the context of the topic (Malhotra et al., 2012; Saunders et al., 2016). In comparison to other qualitative methods such as focus groups, in-depth interviews allow for a more direct and personal structure as participants are interviewed one at a time (Malhotra et al., 2012). This also results in easier coordination of the participant, and take away any social pressure, as in-depth interviews result in the free exchange of information (Malhotra et al., 2012). Semi-structured interviews allow for the researcher to address a specific issue and responses are usually easier to interpret than of other qualitative approaches (Zikmund & Babin, 2016). Semi-structured interviews enable the researcher to develop a set of key

questions to be covered, also called an interview guide. Though, depending on the flow of the conversation the questions may vary as well as the possibility for additional questions (Saunders et al., 2016). The main purpose of the interview guide is to guide the interviewer through the topics that need to be covered, but also as additional questions may be asked it allows for the elaboration of topics that are of interest for the participant.

The semi-structured interviews were found to be the most suitable method to use for the first part of the study. Since the topic of influencer marketing in relation to impulse buying behavior is emerging, in-depth interviews allowed the authors to gather deep insight and knowledge about this phenomenon. It provided the opportunity to examine key factors for the purpose of this thesis and was suitable with the first research question, that aims to understand in what way consumers are affected by influencers when it comes to impulse buying behavior. Additionally, since the participants were interviewed one at a time and no pressure from other participants could affect each other's answer, the authors were able to collect different individual views and compare their opinions. The semi-structured interviews helped to explore responses and to identify key factors for the quantitative method, in order to answer the research questions (Saunders et al., 2016).

With in-depth interviews, an interviewer's interpretation of data could result in difficulties to analyze the data as well as acknowledge hidden messages (Malhotra et al., 2012). To overcome this, it was important in this thesis to connect findings with theory to make sense of the data. Also, there is a chance that the interviewer could influence a participant's answers because of the lack of structure (Malhotra et al., 2012). This challenge could be avoided, as the study was based on semi-structured interviews and an interview guide was used.

4.2.1 Participant Selection and Sampling Technique

Some requirements were set up for this study to select the right sample of participants. Firstly, the base selection required the participants to belong to the population of Instagram users, in order for them to understand the platform. Secondly, since the most popular age span for Instagram users is between 18-29 (Pew Research Center, 2016), only participants between 18-29 were asked to take part in the interviews. Thirdly, as the research was based in Sweden, only Swedish citizens participated. Lastly, participants were required to have made an online purchase of endorsed products from influencers on Instagram, as the purpose is to investigate influencers' impact on consumers' mobile impulse buying behavior. To conclude, the target audience of this study are Swedish Instagram users between 18-29 years old that have made an online purchase of products endorsed by influencers on Instagram.

In this study, non-probability sampling was chosen as sampling technique due to lack of representation of the targeted population in a sampling frame. Since the population of m-shopping Instagram users in Sweden are not known and no list could be obtained from the population. Rather than selecting sample elements on chance as in probability sampling, non-probability sampling relies on the personal judgment of the researcher (Malhotra et al., 2012). For in-depth interviews, non-probability sampling does not provide any guidance for the

sample size and rather focus on the purpose in order to explore the research and gain theoretical insights to the number of samples (Saunders et al., 2016). Accordingly, a sample size of six participants was interviewed in order to find key factors to build the questionnaire on. The findings developed from the semi-structured interviews were later tested in the quantitative method to ensure high credibility of the findings regardless of the small sample size. It is suggested to continually collect samples until a saturation point is reached, meaning until enough data has been collected in order to provide new information and themes (Saunders et al., 2016). This implicates that additional interviews could be essential if six interviews were not sufficient enough to collect suitable data. Though, after conducting six interviews the saturation point was met and adequate findings were collected for the purpose and key factors, indicating that the sample size was sufficient.

Further, there is a range of different non-probability sampling techniques available, and in this study a judgmental sampling technique was chosen. This study had a smaller sample size as the topic at hand covers a considerably large amount of information (Saunders et al., 2016). The target audience of this study concludes of participants with an Instagram account between 18-29 years old that have made an online purchase of products endorsed by influencers on Instagram. Thus, the authors then chose to include participants based on their judgement of those matching the requirements. Though, the likelihood of the sample to be representative is low when it comes to judgmental sampling (Saunders et al., 2016). Using a maximum variation sampling enables a more representative judgement sample, where diverse characteristics are identified to ensure maximum variation within the sample (Patton, 2002). Therefore, prior to the selection of the sample, this study used a list of sample selection criteria's. This to ensure a mix of age, occupation and difference in Instagram activity.

4.2.2 Set up and Execution

Participant	Gender	Date	Age	Occupation	Length	Recording
A	Female	2018-03-08	23	Working	21 min	Audio/Notes
B	Female	2018-03-08	28	Working	12 min	Audio/Notes
C	Female	2018-03-12	22	Student	18 min	Audio/Notes
D	Female	2018-03-12	26	Student	21 min	Audio/Notes
E	Female	2018-03-14	23	Student	24 min	Audio/Notes
F	Female	2018-03-14	25	Working	17 min	Audio/Notes

Table 1: Summary of the interviews

The interview questions were of non-sensitive character, as the topic did not bring up any upsetting issues that intimidate, discredit or incriminate the participants (R. M. Lee, 1993). Considering that the nature of the interview questions was non-sensitive, the location of the semi-structured interviews were in an informal setting (Saunders et al., 2016). The semi-structured interviews were conducted at the participants' homes since they lived in different towns and had different schedules. It was important that the participants' felt relaxed and

comfortable in order for them to be honest and share their views on the topic. This to encourage the conversation to find possible codes for the second research question. The average interview lasted for 20 minutes, a sufficient timeframe due to the concise nature of the questions and for the first research question. All the interviews were held in Swedish correspondent to the target audience and were conducted during the time period between 8th to 14th of March 2018. To be able to discover themes and codes, the interviews were recorded to ensure proper transcribing of the findings. Additionally, notes were taken during the interviews, as the authors took turn interviewing the participants one at the time. A summary of this information is outlined in Table 1. Before the interviews started the participants were asked for permission to record as well as ensuring them anonymity and confidentiality. Further, the participants were given a short information about the topic and purpose of the research.

The questions in the interview guide (see Appendix 1 & 2) were conducted to get an understanding of consumers perception of the influencer marketing phenomenon. In terms of the participants' view of influencers, as well as participants' shopping behavior through Instagram impacted by influencers and the usage of technology when purchasing. The interview guide included open-ended questions, with the intention to ensure discussions and avoid yes or no answers, which is preferable when conducting semi-structured interviews (Malhotra et al., 2012; Saunders et al., 2016). Further, when anything recognizable from literature or reoccurring factors from the different interviews about influencers impact and its impact on impulse buying behavior appeared, probing questions was appropriate to use. The participants also had different views that enabled the authors to detect and compare different factors.

First, the interview started with introductory questions to establish foundation for the discussion and to make the participants feel comfortable. These questions were about a participants' Instagram usage to make sure they matched the requirements for the population sample and to get introduced to the topic for further discussion. Essentially, the introduction questions were about identifying if the participant was a match to fulfil the purpose of the study. The second part involved questions about the participant's different views on influencers and their collaborations with brands and their products. Since the first part was to establish previous experience rather than concepts (Saunders et al., 2016), this part captured the relationship between the participant and the influencer. Thirdly, questions were asked about the participant's buying behavior when it comes to purchasing products endorsed by an influencer. This, to see the connection between an influencer and the process of buying, what kind of products one buy, how frequently they buy products, as well as for what reason. Moreover, the fourth section brings up the technological use of Instagram and the buying process. Discussing the issue of where participants buy products and why. Hence, this section aimed to identify for example, if they go through the whole buying process on their mobile device or their computer, and why the specific participant think that process is the most preferable one. Lastly, when the discussion had gone on for a while and the participants felt comfortable and had discussed some cognitive behaviors, a few questions

about spontaneous behavior were asked. Fundamentally, the objective was to identify what factors might have caused the participants impulsive buying behavior.

4.2.3 Pilot Testing

Before conducting the semi-structured interviews, a pilot test was completed on the interview questions. The purpose of the pilot test was to assess the questions, environmental settings and the flow of the discussion. The authors chose one participant within the targeted population of this study to take part in a simulated interview, that later were excluded from the sampling frame of the semi-structured interviews. The outcome of a pilot test is to capture how a participant would perceive the questions and where the nature of the conversation will lead the discussion.

The pilot testing was very useful, especially since the authors of this study were new to semi-structured interviewing. The participant in the pilot test was a 23-years-old female student. The test interview took place at Jönköping University in a quiet area and lasted for 15 minutes. The result of the test interview revealed some changes that were necessary. It concerned changes of the flow during the interview, such as not to ask repeating and similar questions back and forth in the interview, but also change the wording of some questions in order to lead the discussion in a natural flow. These improvements helped the authors to minimize the chance of collecting biased data from participants that might not understand the questions or think they are confusing in some way. Otherwise, the authors of this study felt they had incorporated all the necessary question to fulfil the purpose of the semi-structured interviews.

4.2.4 Data Analysis

The qualitative data from the semi-structured interviews were analyzed using a Thematic Analysis. When researchers want to find themes and patterns in their data, this type of analysis is beneficial and flexible to use when seeking to understand factors of human attitudes and exploring interpretations of a phenomenon (Saunders et al., 2016). The purpose of the first research question was to understand in what way influencers affect consumers mobile impulse buying behavior via Instagram in order to answer the second research question. Therefore, the interviews were constructed to find factors influencing mobile impulse buying behavior impacted by influencers on Instagram, that also confirmed and expanded the authors' thoughts and experience of this phenomena. Since previous research method of semi-structured interviews was mainly used to gain an understanding of the findings. Moreover, Thematic Analysis was suitable since the authors wanted to gain insight and knowledge from the data gathered in order for the data to be tested in the quantitative method, this was also suggested by Saunders et al. (2016).

The process of analyzing the data was examined by both the authors together throughout the whole process. Initially, it started by becoming more familiar with the data and compiling the results from each interview. Thus, by listening and transcribing the six recorded

interviews. Thereafter, the notes and transcripts were read thoroughly and further analyzed. To understand the answers and to determine the most valuable information for the purpose, codes were identified. The codes were summarized and interpreted from the meanings of the answers and divided into themes (Saunders et al., 2016).

After the analysis, a total of 22 codes were identified and divided into four different themes. The codes were distributed to different themes since they were of different characteristics. The characteristics were grouped and divided into these different themes and identified as; Instagram Influencer, Reason for purchase, Emotional Influence and Technological Use. The codes in the theme of Reason for purchase were partially found in previous researched and used to identify consumers different types of impulse buying behavior. These are further explained in detail in the findings, and the codes were tested in the quantitative study.

4.3 Questionnaire

For the quantitative method, a survey was used as a second part of the study. With a survey, the researcher can collect quantitative data in a structured questionnaire administered to a sample of a target population (Malhotra et al., 2012). The purpose of a survey is to collect quantitative or statistical information (Zikmund & Babin, 2016). Furthermore, a survey can generalize the sample result. In this thesis, the questionnaire has been internet-mediated and self-administered, in which the responsibility for reading and answering the questions lies with the respondents themselves. Additionally, surveys are used to gather information about consumers characteristics such as lifestyle and demographics. Thereby, this method works well with conclusive research design, as the aim of this design is to examine a proposed relationship.

There are several advantages of using survey method. Firstly, a questionnaire is relatively easy to administer. A survey can be administered in many different ways (i.e. online, email or telephone) and a broad range of data can be collected (i.e. intentions, beliefs, opinions etc.). Moreover, a survey provides a quick and often very cost-effective way of assessing information about a population (Zikmund & Babin, 2016). However, a survey has downsides that the researcher must take into consideration. Numerous errors can occur that contribute to misleading information (Zikmund & Babin, 2016). For instance, the respondents in a survey might be unwilling or unable to respond, or does not respond honestly and accurately. (Malhotra et al., 2012). Therefore, the authors of this study have evaluated the quality, as well as estimated the accuracy of the survey to present results and conclusions that are credible.

The purpose of a quantitative method in this study is to answer the second research question and investigate what factors that impact the consumers' mobile impulse buying behavior from influencers on Instagram. With the results of the survey enabled the authors to conduct a factor analysis. This statistical technique was used for simplifying and analyzing a larger set of data with many variables. Thereafter, finding which questions in the survey that was interrelated with each other and discovering the different groups of variables (Pallant, 2005).

Therefore, a quantitative method in form of a survey was considered appropriate as the second part of this study.

4.3.1 Participant Selection and Sampling Technique

To ensure comparability between the methods, the quantitative target population sampling has the same requirements as the qualitative sampling. Therefore, the target population of the questionnaire was Swedish Instagram users between 18-29 years old that had made an online purchase of products endorsed by influencers on Instagram. The questionnaire was distributed via Facebook and therefore the sample frame characteristics were based on Facebook, as the population frame was lacking. Although, the sample frame could involve characteristics that do not represent the target population. Therefore, the respondents in the data collection process were tested to see that they met the requirements (Malhotra et al., 2012). As the questionnaire was distributed via the social media platform Facebook, it can be argued that this is more effective than through Instagram. This, since hyperlinks cannot be posted on Instagram posts, as well as the lack of spreadability Instagram posts have. On Facebook people can share the content of other posts and in that way generate a larger amount of spreadability.

Due to the lack of population frame of the target population, a non-probability sampling was used in this study. Further, snowball sampling was chosen since it fits with how the questionnaire was distributed. In snowball sampling, an initial group of participants with the requested characteristics are identified (Malhotra et al., 2012), that in addition distributes the questionnaire to their friends. Therefore, seven individuals were selected to share the questionnaire, all of different occupations, ages and Instagram usage. The aim with this approach was to reach as many as possible with the same characteristics, since snowball sampling have the objective to increase the probability to attain desired characteristics of the population (Malhotra et al., 2012). Since Facebook users have similar characteristics as Instagram users and 91% of those using Instagram also use Facebook (Pew Research Center, 2018), it could be argued that the probability of reaching the target population was high.

The total number of respondents in the questionnaire were 212, whereas only 73 of them had the requirements to complete the whole survey. This means that 139 of the respondents did not meet the criteria for the target population, which resulted in 34% of the total respondents to be of value in the study. The low percentage could be due to the requirements (listed in next section) in the begging of the questionnaire. The respondents had to meet the requirements in order to participate in the whole questionnaire, otherwise they would be terminated. Hence, only data from 34 % of the total respondents were of value. Additionally, there were twelve respondents who met the requirements but did not fulfil the whole questionnaire and was not used for the study. This was due to the respondents answered less than 50% of the survey (Saunders et al., 2016).

According to Saunders et al. (2016) response rate should be calculated. As mentioned, a total of seven people posted the questionnaire on their Facebook account. Since this study

investigated consumers in the age group of 18-29, it would be very time consuming to go through all the individuals Facebooks friends and get a total number of those within the targeted age group in order to see the total reach of the survey. Therefore, due to the time limit of this thesis, an exact response rate was not calculated in this study. However, an approximate consideration was made by the authors showing that the response rate was quite low. The authors argue that non-response probably could depend on respondents refusing to participate in the questionnaire, either because there was no interest in this topic or unwillingness to answer.

4.3.2 Questionnaire Design

The questionnaire for this study was designed in Qualtrics and distributed on the social media platform Facebook from the 19th of March to 2nd of April 2018. The questionnaire was based on the analysis of previous qualitative method of semi-structured interviews. According to Zikmund and Babin (2016), one of the most critical stages of a survey research is to design a questionnaire. If the questions are not good enough, the quality of the response and result will not be useful. Therefore, as recommended by Zikmund and Babin (2016), the questionnaire was free from loaded and leading questions, as well as it had an appropriate language to the group of people being studied in this thesis.

As you can see in Appendix 3 and 4 the questionnaire contains four different themes and includes a total of 35 questions. To make sure that the respondents' answers in the right order, each part has its own page-break. The questions in the survey consist of close-ended questions, which signify questions that have a limited set of answers (Zikmund & Babin, 2016). Some of the questions the respondents' answers are in the form of multiple choice options, but mostly the questions were answered with a Likert scale. This scale ranged between 1-6, stating 1 as "I do not agree at all" to 6 as "I strongly agree". A six-point Likert scale can be selected to reduce the risk that deviation of personal decision making happens, as well as being appropriate when the study has several variables (Chomeya, 2010). A six-point rating scale was chosen since the authors of this study wanted the respondents to commit either a positive or negative end of the scale. The authors were aware that the selected six-point scale could manipulate respondents by not allowing them to answer neutral. Though, it became evident from the semi-structured interviews that participants very quick claimed to not buy impulsively. However, along with the conversation most of the participant realized and got reminded of cases where they bought impulsively. Therefore, a six-point scale was appropriate in this questionnaire, since the authors consider it was necessary for the respondent to reflect over their behavior and not only answer in a quick and simple way with a neutral point.

According to Saunders et al. (2016), the questionnaire should start with a welcome letter. An introduction is very important, as the welcome letter incorporate the topic of the study. A thank you statement to the respondents for their contribution and the approximated time of completing the survey was introduced. Additionally, a confidentiality statement was included,

assuring anonymity and informing the respondents that the results were intended to be used only by the authors for this thesis.

As recommended by Rea and Parker (2014), the first questions were intended to be introductory and easy to answer, including age and Instagram usage. Moreover, the first questions included requirements to make sure that the respondent belongs to the target population and to make sure the study to be valid. If the respondent did not meet the requirements, they were terminated out of the survey. The required questions are outlined in Table 2.

Statement	Data detail
Do you use Instagram?	Required to have Instagram
Do you follow one or more Influencers?	Required to follow an influencer
Have you ever bought fashion products that has been marketed by influencers on Instagram?	Required to have been influenced to purchase

Table 2: Data requirements

As mentioned, the questionnaire includes four themes. Firstly, questions were asked about influencer on Instagram, with the purpose to collect data about consumer attitudes and feelings about influencer marketing on Instagram. The second section contains questions about impulse buying, to discover what potential factors affect this type of buying. These questions were based on Sterns (1962) four different types of impulse buying behavior. Thirdly, questions about the consumers' emotional influence was asked, to investigate whether consumer purchases more or less if they are happy or sad. The last theme in the questionnaire includes questions about technological usage, with the purpose to investigate if consumers purchase from their mobile devices or computers. At the end of the survey, three demographics questions were asked. Additionally, for the survey to give a more accurate result a few control questions were asked. This to check for inconsistencies and to see how reliable the respondents answered throughout the survey, as well as the respondents' attention to the content of the questionnaire. There were three control questions, which are outlined as red in Table 3, Table 4 and Table 5.

Theme	Item
<i>Instagram influencer</i>	I get inspiration to buy by influencers on Instagram
	I have positive associations to influencers collaborations and sponsored posts
	I have negative associations to influencers collaborations and sponsored posts
	I find influencers collaborations and sponsored post of value for me
	I think influencers post collaborations and sponsored posts to often
	Influencers on Instagram have impact on my fashion purchases
	Influencers impact me more if they are famous
	Influencer impact me more if the pictures are of high quality
	Influencer impact me more if they have knowledge about a product
	Influencers impact me more if they have a good style
	Influencers impact me more if I already trust them

Table 3: Questionnaire items – Instagram influencer

Theme	Item
<i>Spontaneous shopping</i>	Spontaneous fashion purchases happen when I get inspired by influencers on Instagram
	Spontaneous fashion purchases happen when I have a need for a product
	Spontaneous fashion purchases happen when I do not have a need for a product
	Spontaneous fashion purchases happen when I have a need for a product and get reminded of it on Instagram
	Spontaneous fashion purchases happen when I have knowledge about a product
	Spontaneous fashion purchases happen when I have experience of a product
	Spontaneous fashion purchases happen when a discount code exist

Table 4: Questionnaire items – Spontaneous shopping

Theme	Item
<i>Emotional influence</i>	My fashion purchases are affected by my mood
	My fashion purchases increase if I am in a good mood
	My fashion purchases increase if I am in a less good mood
	I shop fashion products because I think it is fun
	I shop fashion products because I have a need for it

Table 5: Questionnaire items – Emotional influence

Theme	Item
<i>Technological use</i>	I execute my fashion purchases on my mobile phone because it is easy
	I execute my fashion purchases on my computer/tablet because it has a bigger screen
	I start an activity on my mobile phone and then finalize it on my computer/tablet
	I start an activity on my computer/tablet and then finalize it on my mobile phone

Table 6: Questionnaire items – Technological use

4.3.3 Pilot Testing

In this study, the questionnaire was pre-tested before it was distributed on Facebook. According to Malhotra et al. (2012), pilot testing of the questionnaire should be conducted on a small sample of respondents and can be helpful to identify possible errors that might lead to bias or misleading results. In this study, the questionnaire was pre-tested on five individuals with the same characteristics as the targeted population. The respondents in our pilot testing had a mix of occupation, age and gender that were selected from the authors' judgement. The aim was to ensure objectivity in the data collection, that the questions were understandable and well formulated in order for respondents to answer the survey without any problem. The received feedback regarding the questionnaire resulted in some small improvements to the questionnaire. A few questions were improved by changing the structure of the sentences to make it more apparent.

4.3.4 Data Analysis

The data collected by the questionnaire were analyzed using SPSS Statistics. The execution of the statistics in SPSS was done by both the authors of this study in order to make sure that all the steps were done correctly, as well as analyzed by the authors together throughout

the whole process. The semi-structured method and analyzation revealed an understanding of consumers attitudes and opinions, as well as it answered the first research question to understand in what way influencer affect consumers mobile impulse buying behavior through Instagram. Thus, the first study of this thesis resulted in several factors of how consumers are affected by influencers on Instagram. From the result, four themes and 22 codes were developed and used for further investigation. The questionnaire was performed and analyzed with a factor analysis. A principal component analysis (PCA) was used in this study and as mentioned executed in SPSS. PCA is a technique where the aim is to transform a large set of correlated variables into a smaller set of uncorrelated variables called components or factors (Pallant, 2005). Since the second part of this study was to answer the second research question about investigating what factors that impact consumers mobile impulse buying behavior from influencers on Instagram, the authors found it appropriate to perform a principal component analysis.

When conducting the principal component analysis, three steps should be performed (Pallant, 2005). Firstly, an assessment of the suitability of the data for factor analysis was done. To determine if the data set were suitable a Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity was performed. In order for the factor analysis to be appropriate, the KMO test should have a minimum value of .600 and a significant Bartlett's test of sphericity. Factor extraction is the second step, which involves determining the smallest numbers of factors to retain. Pallant (2005) recommend different techniques to identify the number of factors to use in the data analysis. This can be used with a Kaiser's criterion indicating that all the factors with an eigenvalue 1.0 should be retained for further investigation. However, Kaiser's criterion has in some situations been criticized for retaining too many factors. Therefore, a scree test is recommended to use in addition to making sure that the right numbers of factors are taken into account. Scree test is a line plot of the eigenvalues of the factors and graphically determine how many numbers of factors that should be retained. The point of a rapid change in the curve indicates the number of factors that should be retained, as these factors are the most meaningful to explain the variance of in the data set (Pallant, 2005). Once the numbers of factors have been identified the third step of principal component analysis involves an interpretation of the factors by rotating them. When the factors are rotated, the patterns of loading are presented in an easier way to interpret. The two main rotations approach are oblique (correlated) or orthogonal (uncorrelated) (Pallant, 2005). The most common orthogonal rotation approach is called Varimax, it is a method that tends to minimize the number of variables that have high loadings on each factor (Pallant, 2005). Therefore, these decisions were made as it was suitable for this study and extracts the most relevant factors.

4.4 Quality of the Research

4.4.1 Quality of Semi-structured Interviews

Evaluating the quality of a research is essential. In this thesis, the qualitative method is evaluated with validity and reliability to ensure accurate data, as well as measures the concepts intended for the study (Saunders et al., 2016). The reliability and validity in the semi-structured interviews are further explained below.

4.4.1.1 Validity

Validity in qualitative research indicates the appropriateness of the obtained data and that it actually measures what it is intended to measure (Saunders et al., 2016). In order to achieve a high level of validity for the semi-structured interviews in this thesis, different aspects were taken into account. The interview questions were as easy and clear as possible to ensure that the participants understood them. The questions were of non-sensitive character and include open-ended questions. Asking open-ended question to require the participants to answer with more thought that might define or describe a situation, rather than a simple one-word answer. (Saunders et al., 2016). Another technique used to ensure validity of the interviews in this study was by using probing questions (Saunders et al., 2016). The interviewer occasionally probed the participants with follow-up questions by asking for further explanations if the answer was vague or if an elaboration of the answer were necessary.

Moreover, Saunders et al. (2016) recommend a variety of participants for making the research more valid. Therefore, the selected participants were of different ages, as well as had different occupations and Instagram activity.

4.4.1.2 Reliability

Reliability refers to the consistency and replication of a research, indicating that a research is reliable if a researcher replicates an earlier research design and attain the same findings (Saunders et al., 2016). The requirements for reliability in semi-structured interviews are not as high and does not necessarily need to be repeatable, since they generally reflect the reality at the time when they were conducted. It is still very important that the research is trustworthy and explains the whole research design, reasons behind the choices of strategy and method, as well as how data were collected (Saunders et al., 2016). Although, the reliability requirements are lower for semi-structured interviews and there are certain aspects that need to be taken into account to assure some level of reliability.

Saunders et al. (2016) explain that semi-structured interviews are related to issues of bias. Interviewer bias is one potential bias that can influence reliability. An interviewer's behavior, comments and tone can create bias while asking questions (Saunders et al., 2016). In the conducted interviews of this study, the interviewers strived to be objective in order to get as reliable data as possible. Another bias related to reliability is response bias. This type of bias refers to the participant answering the questions incorrectly. Which could be caused by lack

of knowledge or a feeling of insecurity but could also be if questions are too private and thereby the participant may not respond honestly (Saunders et al., 2016). The interviewers used a simple language with short and clear questions, as well as a structured interview. Since the topic of this thesis is influencers' impact on mobile impulse buying behavior, no private nor personal questions were asked, and the perceived risk of response bias was not high. Bias might also result from participants and the sampling, as the required time for an interview could result in less willingness to participate. This can bias the researchers' sampling and from whom the data are obtained. Therefore, this issue is important to take into consideration when sampling (Saunders et al., 2016). Within this research, the participant bias was not considered to be a problem, since the expected time for the interview was short, as well as had a low number of participants.

4.4.2 Quality of Questionnaire

Internal validity and reliability of the collected dataset and its response rate depends to a large extent on the design of the questions, the structure of the questionnaire and the pilot testing (Saunders et al., 2016). A determined valid questionnaire facilitates accurate data and measures the concepts intended for the study, whereas a reliable questionnaire exhibits that the data has been collected consistently (Saunders et al., 2016). This is further explained below.

4.4.2.1 Validity

To assess the validity of the questionnaire different aspects had to be considered. First, internal validity regarding questionnaires refers to the capacity of measuring what is intended to be measured and that the measurement presents a reality in the findings (Saunders et al., 2016). The questions were carefully developed and formed with regard to the nature of the research questions, in order to ensure internal validity for the questionnaire in this study. Secondly, the aspect of face validity is to establish that a question, scale or measure appears logically to reflect correctly to the intended measure (Saunders et al., 2016). Face validity was ensured by distributing the questionnaire to five acquaintances that reviewed and discussed the concept it measured. Lastly, construct validity refers to the degree to which a set of questions actually measures what it claims to measure, usually referred to as questionnaires containing a scale (Saunders et al., 2016). To ensure construct validity the questionnaire had a Likert scale based on previous studies. Additionally, items derived from the semi-structured interviews were compared to other factors concerning influencers' impact and types of impulse buying behavior when constructing items in the questionnaire.

4.4.2.2 Reliability

It is necessary that a questionnaire is reliable in order to be valid. Therefore, reliability is concerned with the stability of the questionnaire and whether it will produce dependable

findings under different circumstances (Saunders et al., 2016). It is important that the findings are reliable in order to be transparent for other researchers to use the study.

Reliability can be assessed by three different approaches: test re-test, internal consistency and an alternative form (Saunders et al., 2016). Assessing reliability in the questionnaire for this research it was determined that internal consistency was the most appropriate approach to use. Internal consistency measures the consistency of responses by correlating the response to the items from the questionnaire (Saunders et al., 2016). There are different methods to use when calculating internal consistency. Since the questionnaire was measured by scale to further measure a specific concept it was most applicable to use Cronbach's alpha to assure reliability, where the alpha coefficient has a value between 0 and 1 (Saunders et al., 2016). Additionally, Saunders et al. (2016) suggest that the ideal result of the calculated alpha coefficient should be a value of .70 or above, which indicates that the items measure the same thing and can be considered reliable. Though, on items with low values of less than .30 indicates that the questions measure something different from the scale (Pallant, 2005). According to Pallant (2005), with shorter scales of less than 10 questions it is common to find lower values of .50 that still implies that the results can be considered reliable. In this research the Cronbach's alpha had a value of $\alpha = .767$, indicating the questionnaire is reliable.

4.5 Ethics in Marketing Research

When conducting research, ethical issues exist and must be taken into consideration. Ethics refers to standards of behavior and principles towards those who become the subject of the study or are affected by the conducted research. Ethics is especially important where research involves interaction with individuals or organizations (Saunders et al., 2016). This thesis was conducted through a mixed research method approach and to provide an ethical research, different aspects were taken into consideration in both the quantitative and qualitative approach.

The characteristics of qualitative research are to understand, gain insight and explore the depth of a social phenomenon. To obtain this information, appropriate questions must be asked by the interviewer, this to ensure that the participant feels confident in answering in a truthful and correct way. It is also of importance that the interviewer does not ask questions that intrude on their privacy or cause harm. Furthermore, the participants engaged in a research should be on a voluntary basis (Malhotra et al., 2012). To ensure that this thesis follows ethical standards the authors did not force anyone to participate. At the beginning of the interview, the participants were well informed about their anonymity and what their answers were going to be used for in this thesis. The interviews were recorded, and the interviewer informed about this before starting to receive approval from the participants. In the conducted interview no inappropriate question was asked, nor questions about the participants' rights and privacy. During the interview the participants were allowed to change their answers or opportunity to add information whenever they wanted, this to receive an answer that was represented in a correct way according to the participants. To add, the participant was able to ask any question at any time.

Quantitative research has comparable ethical principles as in qualitative research. In a survey as well, the researcher needs to ensure the respondents' anonymity and confidentiality. The respondents answering the questions should be voluntary, therefore the survey should not be too long and take up too much time for the respondents. According to Malhotra et al. (2012), a pilot testing of the survey could be considered as more ethical. In this thesis, all the respondents of the survey were assured anonymity and confidentiality. The respondents were not forced to answer the survey, all who answered did it on their own initiative. To avoid the survey taking up too much time from the respondents, no open-ended questions were asked, only questions with multiple choice and scale answers were included. Additionally, the survey in this paper was tested on five respondents, this to assure that the question was clearly understood, as well as crucial and right information was included.

Furthermore, the researcher has other duties except for the data collection. The researcher has to manage, analyze and report data ethically. It is important to maintain objectivity and transparency, by disclosing personal or emotional interest that may affect the research. The researcher needs to be honest throughout the whole research, not misrepresenting or falsifying results and data (Zikmund & Babin, 2016).

5. Empirical Findings

The following chapter introduce the empirical findings from both data collection methods. First, the results from the semi-structured interviews are given. Consequently, the results from the questionnaire are provided and begin to describe the descriptive findings and thereafter findings from the factor analysis are presented.

5.1 Findings from the Semi-Structured Interviews

5.1.1 Instagram Influencer

The authors thoroughly examined the answers from the data collection of the semi-structured interviews. It was found throughout the interviews both similarities and disparities emerged within the opinion of influencers impact on Instagram and the way of using mobile phones when purchasing. In general, the answers were mostly unanimous and several factors concerning influencers impact on followers were mentioned intermittently. When participants expressed themselves of opinions about the topic regarding influencers impact to impulse buying behavior, certain factors were acknowledged throughout their answers. The participants mostly followed Swedish macro influencers with 100,000 followers or more. All participants disclosed that they follow influencers lifestyle for inspiration and for new ideas. They are interested in the mix of pictures posted on influencers daily life as well as their fashionable style and choices they make. Participant B said: "I follow influencers because of them, following their clothing style, pictures and lifestyle". All participants expressed that they follow an influencer because they like that person, rather than the products or brands the influencer endorse and represent.

Most of the participants have followed several influencers on Instagram for a long time and have become people who they know and trust. The participants expressed that influencers who believe in product they endorse and stands for them they by posts on Instagram can therefore be trusted. Though, if it shows that the influencers are doing a collaboration exclusively for money, the influencers will lose some of that trust. As participant B expressed: "I trust the influencers less if they only do it for money". Further, the participants mentioned that trustworthiness does not depend on the number of followers an influencer has. Most of the participants mentioned that influencers quality of a marketing post is more important. Participant E said: "Trustworthiness depends on how professional the post looks, one can see pretty obvious how much time and effort the influencer has put on a post, as well as if they really mean it or if it is to only earn money". In the eyes of the participants, a collaboration is well executed and genuine when an influencer chose collaborations they believe in and do it for the purpose of their followers and not only for the money. Therefore, if a collaboration is genuine the participant does not see it as a way to sell but as a part of the influencer, something that is positive and of value for the participant. Overall, most of the participants expressed that they trust influencers more if they present their collaborations in an honest and genuine way, and by that have a greater impact on their followers.

Participants expressed that they see positive on collaborations only to a certain extent. Meaning, it can easily be too much sponsored posts if influencers post more than one collaboration post a day. Participant C said: “It feels like some are bought, and not genuine”. This lowers the personal connection between the influencer and the follower, which means that the influencer has lost their purpose to their followers and are not genuine anymore. Almost all participants said that if an influencer’s posts too much collaborations they would unfollow that influencer, displaying a negative effect on influencers. Participant D made a valid point concerning this and said: “I chose to follow them, it is not like they come up in my feed any other way”. Indicating that the followers decide themselves when influencers post enough collaborations in order to feel when to follow them or not. While a few participants meant that if they see more than one collaboration a day from an influencer they would just scroll past everything they think are collaborations, rather than unfollow.

However, participant D mentioned that: "It could be very valuable for me if the influencer has background knowledge about a subject". Establishing that if an influencer shows great knowledge about a product, it could in the eyes of the consumer be more convincing and credible if the influencer believes and stands for that product. Therefore, participants have a more positive reaction towards that influencer, which can generate a more genuine and trustworthy image of that influencer. Overall, the participants look mostly positive on influencers and their collaborations, as almost all say they follow influencers to get inspired.

The Instagram influencer codes generated from these findings are outlined in Table 7 and were further used to represent each item of the Instagram influencer section in the questionnaire.

Theme	Code
<i>Instagram influencer</i>	I get inspiration from influencers
	My association to endorsed posts
	I think endorsed posts is rewarding
	I think influencers posts endorsed posts to often
	My fashion purchases are influenced by influencers
	Influenced if the influencer is more famous
	Influenced if the pictures used is of high quality
	Influenced if the influencer shows great knowledge about a product
	Influenced if the influencer has good style
	Influenced it I trust the influencer

Table 7: Coding – Instagram influencer

5.1.2 Reason for Purchase

There exists a large number of factors when it comes to consumers incentive to buy a product, whether it is something consumers realize themselves or not. All participants said that they always think through their purchases before they buy. Though, participant A said the following: “There has to be a need to look it up, or a need might be growing when I see something”. It can be hard to say if the participant recognizes which need they have for a product, or if it instead is a want for the product. For participant F it related to what type of product it was about, where participant F expressed this about a piece of clothing: “It depends on what it is, often it could be that you see something nice and do not think if you actually need it or that you want it just because it is nice”. Though, it was consistent between the participants that they usually think through their purchases and wait to see if they really need the product. However, participant C stated: “If I want I will buy, otherwise I will think about it”. Indicating that there is also a want for products. Amongst the participant, waiting to make their purchase could be anything from an hour to several days.

Further, when it came to the buying process through influencers on Instagram, half of the participant did not feel any time pressure from the influencer or from any offered discount codes. They rather buy several products at once when they know about all the products they need or want. Or as a few participants also expressed, that if they think they would forget the post while they kept looking at other things, they would just send the post to themselves. As participant D said: “I save my posts and have a few to look through, and then take all at the same time”. Though, the other half of the participants could sometimes feel time pressured. In cases when time pressure occurred were such as when discount codes had an expiration time or if they knew something was popular and could be sold out fast. It could also be a combination of a discount code and what type of occasion that was coming up. Participant E said that: “Bianca Ingrosso had a discount code of 30% on NA-KD and then I went in to buy a dress and got discount, and it was not a purchase I intended to do. I did not really need a new dress, but I was going out that weekend anyway and thought it was fun with something new to wear”. Indicating impulsive behavior when there is no need for the product but instead when a want for the product occurs through discount codes and a special occasion.

Most participants said that there is a greater chance of purchasing impulsive online, either on mobile phones or computers, rather than in traditional stores. Spontaneous shopping online could somewhat be unconsciously and hard for people to admit, or even realize they make it. Overall, the participants always started to say that they wait and think through before they purchase, but along the conversation they got reminded of purchases they consider to be impulsive. As participant E realized: “But there does exist quite a lot of thought into it before I purchase, mostly, well except that dress from NA-KD last week”.

The Reason for Purchase codes generated from these findings are outlined in Table 8 and were further used to represent each item of the Reason for Purchase section in the questionnaire.

Theme	Code
<i>Reason for purchase</i>	If I get inspired by an influencer
	If I have a need for a product
	If I have a need and get reminded of a product
	When I have knowledge about a product
	If I have experience of a product
	If there exist a discount code

Table 8: Coding – Reason for purchase

5.1.3 Emotional Influence

Factors associated with emotional influence were also said to have an effect on impulse buying behavior. Reasons for consumers to buy a product have some emotional connection, whether a consumer has a good or bad day. Likewise, any post on Instagram can affect a consumer’s self-esteem, depending on an influencers impression or the mood of the consumer. Almost all participants expressed that they exclusively buy when they are in a good mood. Participant F explained it as: “When I have a bad day I do not have the patience to look for products to buy, then I rather look on posts on my friends and see what they are up too”. Or as participant A said: “Days I feel ugly and boring I do not shop”. However, not everyone has the same way of shopping as compared to participant E, that said: “I always find ways to shop. But mostly I think I shop when I feel a bit down and want to feel beautiful to feel better”. Further, the participants also said that it is not only their mood that is the emotional influence. Participants mentioned that they reward themselves, using motivational compensation to celebrate something, but also to comfort or treat themselves. As expressed by participant C: “It is not about dampen my mood or to feel better, it is more about treating myself something after for example an exam”. Either way, the participants shop when they feel like enjoying themselves, whether they are feeling down or are happy and in a good mood.

The Emotional Influence codes generated from these findings are outlined in Table 9 and were further used to represent each item of the Emotional Influence section in the questionnaire.

Theme	Code
<i>Emotional influence</i>	I get influenced because of my mood
	I shop because I think it is fun
	I shop because I have a need for it

Table 9: Coding – Emotional influence

5.1.4 Technological Use

The semi-structured interviews revealed that the participants technological use during purchases were executed differently. Some of the participants made their purchases through mobile phones and expressed it as a flexible, quick and an accessible way of making purchases wherever you are. In addition, a few of them mentioned that today’s applications and most of the websites has been adopted for mobile devices and its smaller screens, which makes it very easy to purchase. Participant B mentioned the features of Instagram such as Instagram stories and said: “Instagram stories and links make it very easy by just swiping up and I will come directly to the product”. However, not all the participants were equally convinced by using their mobile phone when making purchases, others preferred using computers instead. The participants who use computers or tablets for their purchases find it more preferable due to the bigger screens. By having a bigger screen, they can see the products better. Two of the participants mention that they feel more secure with the payment process when shopping on a computer, since it is easier to fill in payment details with a keyboard and all details are more comprehensive. Thereby, the findings show that some prefer to use their computers while others prefer to use their mobile devices.

Additionally, the participants used different combinations of devices in their purchasing process. As mentioned, some of them made their purchases on mobile phones and others on their computers and one on a tablet. A combination of them was also an option, as participant B said: “I can discover an interest on my mobile phone, then look at it more on the computer due to the bigger screen, and in the end purchase it from my mobile phone”. Or as participant F stated: “I prefer to order from my computer. But if I do not have a computer available, which I do not have that often, only when I get home from work, I will buy on my mobile phone. It definitely depends on where you are”. Indicating that whether you buy on your mobile phone or on your computer depends on the circumstances. Either it is due to the size of the screen or where you are located and the environment. Considering what participant D said: “If I am at home I prefer to use the computer instead of my mobile phone, due to the bigger screen”.

The Technological Use codes generated from these findings are outlined in Table 10 and were further used to represent each item of the Technological Use section in the questionnaire.

Theme	Code
<i>Technological use</i>	A mobile device ease of use
	A computers bigger screen
	Starting the purchase process on one device then switch to another

Table 10: Coding – Technological use

5.2 Findings from Questionnaire

5.2.1 Demographics

Demographic questions allow the researcher to know characteristics of the targeted population. Using these types of questions enabled the authors to fully understand and explore how attitudes, opinions and behavior differ (Saunders et al., 2016). Demographic questions used in this survey were age, gender, and occupation since the authors of this thesis found those as the most relevant for this study. Since the requirements of the target audience were between 18-29 all respondents outside that range were terminated out of the survey. Out of the respondents, the questionnaire was completed by 99% female and only 1% male. Further, the respondents' occupation revealed that 47% were students, 49% were workers and 4% were on parental leave.

5.2.2 Cronbach's Alpha

To assess the internal consistency of the questionnaire a reliability analysis in the form of Cronbach's alpha was performed on 22 items (see Appendix 5). Cronbach's alpha of $\alpha = .767$ showed that the questionnaire reached acceptable reliability. Most items appeared to be valuable to retain, otherwise, it would result in a decrease of the alpha if deleted. There were a few items that would increase the alpha, the biggest exception to this was item 19, which would increase the alpha to $\alpha = .783$. Therefore, a removal of the item should be considered. Though, since the initial alpha of the whole set was above $\alpha = .70$ and there was not a significant change in deleting any items that may increase the initial alpha, all items were retained.

5.2.3 Factor Analysis

For the interpretation of the data collected in SPSS, a principal component analysis was conducted. This to investigate if there existed some patterns between the factors and if they could be categorized as groups. Before conducting the principal component analysis, the propriety of the data was evaluated to determine whether the data was appropriate for the analysis. The Kaiser-Meyer-Olkin test (see Appendix 6) generated a value of .676, resulting in a value over .60 and indicating a sufficient sampling adequacy. Further, the Bartlett's test exhibited a p-value of .00, producing a statistically significant value of the dataset as it was under a p-value of .05. Accordingly, the results from the test indicated that the principal component analysis was appropriate for the data collection in this study.

5.2.3.1 Factor Extraction Method

Component	Total	% of Variance	Cumulative %
1	5.517	20.433	20.433
2	3.667	13.583	34.016
3	2.477	9.175	43.191
4	2.370	8.779	51.970
5	1.633	6.048	58.016
6	1.335	4.943	62.961
7	1.165	4.316	67.277
8	1.014	3.756	71.033

Table 11: Eigenvalues

In order to see how many components from the principal component analysis should be retained a Kaiser criterion technique was used to extract the right components. When using this technique, only factors with an eigenvalue of 1.0 or above are retained for further analysis. All values are listed in Appendix 7 and are presented in Table 11 as well, with eight components that had values of 1.0 or more. Signifying that these eight components should be retained for further investigation. Additionally, often when using the Kaiser criterion, it could in some situations result in too many components being extracted. Therefore, another approach was conducted to visually plot each of the eigenvalues for the components, a so-called scree test (see Appendix 8). This helps to find a point where the shape of the curve changes and becomes horizontal and recommends retaining components above the breaking point of the plot. The scree plot showed a rapid change after five components and indicated that only five components should be retained. After this, an analysis of both the eight and five components was conducted to see which gave both a simple solution and as much explanation of the variance as possible in the data set. When looking at the eight components there were a few components that gave low and confusing factors that were not significant enough for further analysis. Since the scree plot indicated a greater change after five components that captured more of the variance and provided clearer factors, five components were selected to be retained in this thesis.

5.2.3.2 Interpretation of Factors

Each of the components were rotated using Varimax method in order to interpret all factors. All loadings are charted in the Appendix 9 and the loadings form each component are presented in Table 12.

	Component				
	1	2	3	4	5
Influencers impact me more if the pictures are of high quality	.768				
Influencers impact me more if they have a good style	.751				
Influencers on Instagram have impact on my fashion purchases	.733				
Influencers impact me more If I already trust them	.652				
Influencers impact me more if they are famous	.636				
I have positive associations to influencers collaborations and sponsored posts		.850			
I find influencers collaborations and sponsored posts to be of value for me		.794			
Spontaneous fashion purchases happen when I already have experience of a product			.785		
Spontaneous fashion purchases happen when I have a need for a product			.702		
Spontaneous fashion purchases happen when I have knowledge about a product			.630		
My fashion purchases increase if I am in a less good mood				.732	
I execute my fashion purchases on my mobile phone because it is easy				.707	
Spontaneous fashion purchases happen when I get inspired by influencers on Instagram				.626	
Spontaneous fashion purchases happen when I do not have a need for a product				.588	
My fashion purchases are affected by my mood					.506
Spontaneous fashion purchases happen when a discount code exist					.479
I shop fashion products because I think it is fun					.455

Table 12: Component coefficients

As seen in table 13, the principal component analysis revealed five components. Throughout the upcoming sections of this thesis, the components will further be referred as factors. Factor 1 involve set of variables of the relation a consumer has towards an influencer and its content. The features of variables in this group of factors include such as quality of the post and influencers perceived style and trust. Factor 2 involves variables connected to consumers perception of influencers, including variables such as valuableness and associations toward collaborations. Factor 3 contain set of variables of conscious purchases, such as underlying reasons when spontaneous purchases occur. Factor 4 include set of variables about the cause

of purchase, such as the mood of the consumer, technological use and need for products. Factor 5 consist of variables of the enjoyment when purchasing, such as consumers happiness and purchases with reduced cost.

Factor	Label	Eigenvalue
1	Relation to influencers content	5.517
2	Perception of influencer	3.667
3	Conscious spontaneous purchases	2.477
4	Cause of purchase	2.370
5	Enjoyment of purchasing	1.633

Table 13: Retained factors

5.2.3.3 Reliability of Factors

Factor	Label	Cronbach's alpha
1	Relation to influencers content	$\alpha = .796$
2	Perception of influencer	$\alpha = .857$
3	Conscious spontaneous purchases	$\alpha = .652$
4	Cause of purchase	$\alpha = .658$
5	Enjoyment of purchasing	$\alpha = .491$

Table 14: Cronbach's alpha from factors

In order to see if all items within the factors measured the same phenomenon, a reliability test of Cronbach's alpha were conducted to test the consistency of the relation. The resulting values of Cronbach's alpha on the factors from the test is visible in Table 14. Interpreted from this, two of the factors showed a clear result above $\alpha = .70$, which indicates that there is consistency in the scales measured. The factor with the highest reliability was Perception of influencer (Factor 2) with a Cronbach's alpha of $\alpha = .857$. Additionally, Relation to influencers content (Factor 1) corresponded to a rather high alpha value above $\alpha = .796$. Opposed to the two higher values, Conscious spontaneous purchases (Factor 3), Cause of purchase (Factor 4) and Enjoyment of purchasing (Factor 5) resulted in alpha values below $\alpha = .70$. Though, since short scales of less than 10 items is allowed to have alpha values above $\alpha = .50$, Conscious spontaneous purchases and Cause of purchase with alpha values above $\alpha = .60$ can still be considered to prove consistency. In contrary, since Enjoyment of purchasing yields an alpha value below $\alpha = .50$, it cannot be considered to measure consistency. All factors created from the factor analysis except factor 5 could be considered reliable in this study, and therefore factor 5 is not used in the rest of the thesis.

6. Interpretation

In this chapter, theories from the literature review are compared with the empirical findings from the semi-structured interviews as well as the questionnaire. The analysis presents a discussion with the aim to discover what the results implies. Further, the section intends to demonstrate a clear connection to each research question, in order to fulfil the purpose of this thesis.

6.1 Consumers Perspective of Influencers Impact

Four themes were derived out of the 22 codes found during the data analysis from the semi-structured interviews. The following themes are the consumers perspective of influencers impact on mobile impulse buying behavior through the social media platform Instagram: *Instagram influencer, Emotional influence, Reason for purchase* and *Technological use*.

6.1.1 Instagram Influencer

Van der Nolk van Gogh (2017) explained that influencers with less followers (i.e. Macro-influencers with 100,000-1,000,000 followers) have a higher engagement rate, rather than celebrities that have a low engagement rate. Further, followers listen more to macro-influencers as they are considered to be more trustworthy (Djafarova & Rushworth, 2017). In line with the findings from these researchers, the role of trustworthiness seems to play a great role in the relation between followers and macro-influencers, as most of the participant follows macro-influencers. According to Jin and Phua (2014), influencers yield a higher chance to build an online friendship if the influencers have a larger followers count, since they then are perceived as more attractive and trustworthy. It revealed in the semi-structured interviews that the number of followers an influencer has do not matter whether they would trust an influencer or not. From the followers' perspective, the emphasis lays on an influencers quality and ability to present their collaborations in a genuine way, rather than the number of followers an influencer has. Macro-influencers seem to be most popular amongst consumers to interact with, since macro-influencers have higher engagement rate than celebrities, although still quite high followers count. Further, as most of the participants followed macro-influencers, it became evident that there do exist some kind of attractiveness and trustworthiness with influencers that have more followers.

Further, it became evident from the semi-structured interviews that how influencers present their collaboration have a great impact on a follower's perception of a certain influencer. An influencer can be trusted as long it perceives that the influencer stands for the collaborated post. This aligns with previous research (Djafarova & Rushworth, 2017; Long-Crowell, 2016; Ohanian, 1990) about Halo Effect, confirming that appearances and trustworthiness can affect the overall impression followers have on influencers. Martin and Lueg's (2013) study on source credibility also proves that a follower's intention to use an influencers information may be disrupted if an influencer is recommending a product for its own personal gain.

Whether an influencer creates a positive or negative reputation around them, it will have a great impact on an influencer's followers. Martin and Lueg (2013) explained that an influencer's professional knowledge has a greater influential impact if a follower has little or no knowledge about the product. During the semi-structured interviews, it was revealed that influencers generate a more genuine and trustworthy image if influencers show great knowledge about products. When the influencer shows their professionalism of influencer marketing and their knowledge about fashion brands and their products it affects the consumers' reason to buy. Thereby, it reasons well with previous research, that an influencers reputation does affect consumers influence and their perception of the influencer, in the sense of appearances and knowledge.

6.1.2 Emotional Influence

Another perspective of how influencers impact a consumer's choice is by emotional influence, by the influencers themselves and their posts but also by the consumers. Depending on which mood a consumer has influencers and their posts can be interpreted in different ways. What became apparent in the semi-structured interviews was the clear view that everyone is different and act on their mood when shopping. Participants both shopped when they were feeling happy and motivated, but also when feeling down and needed to feel better or reward themselves. In line with these findings, the research on self-esteem shows that peoples higher self-esteem can lead to an increase of impulse buying (Khan & Dhar, 2006; Thourungroje, 2014; Wilcox & Stephen, 2013). As confirmed by Thourungroje (2014), people lose their self-control when they are feeling positive, and therefore have a higher chance of being influenced to buy by influencers when looking through Instagram. In contrast to feeling positive, it also became evident that negative feelings could influence consumers shopping behavior through influencers. Kropp et al. (2005) explained that lower self-esteem makes consumers seek approval and becomes more affected by influencers. It was revealed form the semi-structured interviews that participants shop when they were feeling down to feel better, to look for inspiration and to feel beautiful. Aligning with Verplanken et al. (2005) findings, that lower self-esteem leads to impulse buying behavior. This clearly demonstrates that there do exist opposite assumptions about a consumer's emotion when shopping, both from a consumer's point of view and the contradicting theory in previous research. Either consumers have lower self-control when feeling positive or seek approval when feeling negative. This is where the influencer emerges and inspire consumers to buy.

Further, Djafarova and Rushworth (2017) found that buying a product in collaboration with an influencer increases a consumers self-esteem, whether already feeling positive or negative. Consumers with lower levels of self-esteem are easily affected by opinion of others when it comes to making buying decisions (Kropp et al., 2005; Rhodes & Wood, 1992). Therefore, influencers affect a consumer's decision more easily when they are less confident in making it themselves. In this case, consumers are easily affected by influencers and their collaborations on Instagram and to some extent exhibits a habit. Meaning, if a consumer has bought something through an influencer they trust before and had a positive experience, it

could lead to a repeated behavior. As a result, the next time consumers shop they know from previous experience that they will be satisfied. Trusting that influencers know what they are doing and as such, being genuine and stand for what they do makes it easy for consumers to be influenced.

6.1.3 Reason for Purchase

Rook (1987) explains that impulse buying is considered to be more emotional rather than rational. Additionally, Herabadi et al. (2009) study claim that impulse buyers experience many positive emotions. In line with the empirical findings, which indicates that consumers impulse buying decisions often are based on emotional reasoning. Consumers often shop for fun and to experience positive feelings, such as rewarding themselves after an achievement. Additionally, as mentioned in the previous section, consumers also sometimes buy impulsively when they are feeling down and seek to feel better.

Online shopping can be more impulsive rather than traditional shopping, because of the easy access to products, ease of purchase and lack of social pressure (Jeffrey & Hodge, 2007). In line with the semi-structured interviews, most of the participants expressed that there was a greater chance of buying impulsively online, either by mobile devices or computers, rather than in traditional stores. This since the easy access to products online. Shopping online is also more time saving since consumers can do it wherever and whenever they want, thereby, fewer reasons to travel around to different shopping malls.

It further became evident from the semi-structured interviews that people often think through their purchases and states they have a need for products they buy. The empirical findings also revealed that consumers mostly do not feel any time pressure if they get affected by influencers on Instagram. In a few cases, consumers could feel time pressure if a discount code exists for a short period of time or if they think a product is popular and will be sold out quick. As mentioned, the semi-structured interviews revealed that the participants often think through their purchases and claimed that they do not buy impulsively. However, along with the conversation they got reminded of purchases considered to be impulsive. Thus, the authors of this thesis argue that it can be difficult to study consumers behavior and their spontaneous purchases since impulse buying sometimes can be unconsciously and hard for people to admit. Additionally, besides thinking through their purchase the findings revealed that the participants impulsively buying sometimes happen when they have a need for it and other times because they have a want for it. Purchases by impulsive buyers have hedonic attributes rather than utilitarian, and by hedonic shopping consumers experience many positive emotions (Herabadi et al., 2009). However, consumers might not know they need a product until they see it. Thus, one can question whether it really is a need or a want for the product, since a need for products is often related to products that are basic and essential.

6.1.4 Technological Use

According to C. Kim et al. (2015) m-shopping simplifies consumers shopping experience by being more convenient and time efficient. In line with the empirical findings, shopping through mobile phones are also considered by consumers to be flexible and time efficient. The semi-structured interviews revealed that most of the participants discovered a need or want for a product on their mobile phone but did not necessary make their final purchase there. If the participant were at home or had a computer available, they preferred to use the computer due to the bigger screen and a keyboard. This aligns with the research by S. Yang et al. (2012) that also found that mobile technologies are not considered to be useful in situations where other alternatives are available. Since the purpose of this thesis was to investigate influencers impact on mobile impulse buying behavior, one can claim from the findings that consumers get inspired and discover a need for products when they are scrolling on their mobile phones. However, depending on circumstances consumers either continue their purchase process and buy on their mobile phones, or the finalized purchases is executed on their computers. Thus, it became evident through the semi-structured interviews that there was a difference between purchasing impulsive online either by mobile devices or computers.

6.2 Investigating Factors with Influential Impact

The previous section interprets the consumers perspective of influencers impact on mobile impulse buying behavior, that were used to establish the second part of the study. From the quantitative study, the following four groups had set of items, which could be categorized to create its own factors that influence consumers mobile impulse buying behavior, thereof: *Relation to influencers content, Perception of influencer, Conscious spontaneous purchase and Cause of purchase.*

6.2.1 Relation to Influencers Content

Relation to influencers content was one of the factors established and retained from the principal component analysis. The set of items represents influencers impact on consumers when they are making fashion purchases. The findings show the relations a consumer have towards an influencer and its content. The factor consists out of five items; *the impact of high quality pictures, the impact of the influencers good style, influencers impact on consumers fashion purchases, the impact of an already established trust between the consumer and influencer and the impact a more famous influencer has.*

Instagram offers not only textual content, but rather focuses most on visual content as pictures and videos. Previous researcher (Neher, 2013) has established that consumers preference for images increases as our brains consume, process and understand visual information faster. This in line with the findings that an influencers quality of the picture has a high impact on consumers purchases. Though it is not only about the picture itself but also

about the content in the picture and if consumers personally think an influencer fashion style is fashionable enough. The empirical findings show that an influencer who is fashionable, according to the consumer, have more impact on the consumer when it comes to buying a product. An influencers attractiveness shows to be an important part of consumers reason to purchase, this in line with Ohanian (1990) research of the sender's ability to attract the receiver to consume products or services. For an influencer to be fashionable means being relevant and up to date in their work of fashion (Teng et al., 2014). As previous research has mentioned, keeping up with current information and trends helps an influencers credibility as well as staying well informed within the fashion industry. Being informed shows great credibility and confidence within the field, as consumers want to keep up with the newest and trendy styles that result in their desired fashion style.

Further, consumers get more affected to buy if they already have a trust to the influencer. As suggested by Djafarova and Rushworth (2017), consumers seek the opinion of others when they buy to reduce the perceived risk. Additionally, buying a product recommended by an influencer enhances the consumer's self-esteem. Consumers see influencers as their friends and when an influencer recommends a product the consumers trust the influencer to not abuse that power. This in line with Djafarova and Rushworth (2017) research, which results in influencers opinion to be considered credible by consumers when it comes to buying products. How famous an influencer is can also be considered to impact a consumer more. In line with Jin and Phua (2014), that influencers with more followers are perceived as more attractive and trustworthy by consumers and increase the chance to build an online friendship with the influencer.

6.2.2 Perception of Influencer

The findings of this study show that items associated with influencers collaboration have an effect on consumers perception of the influencer. Hence, the second factor perception of influencer that consists out of two items: *the positive association to influencers collaboration* and *the value collaborations have to the consumer*.

Previous research (Thoumrungroje, 2014) implies that social media increases the tendency for consumers to make impulse purchases when buying endorsed products. This in line with the empirical findings that consumers have positive associations to influencers collaborations and that they also are valuable for them. Consumers lower self-esteem is said to have a greater impact on consumers (Djafarova & Rushworth, 2017), which can prove that consumers are easily affected by collaborations influencers present. Further, collaborations are seen to be valid as consumers have a positive relation to the endorsed products and the influencer, this is supported by (Cheung et al., 2009; Teng et al., 2014). If consumers would have negative relations towards certain fashion products they would most likely think so because they perceive a post as invalid or an influencer as not credible on Instagram. This can indicate that consumers look at collaboration as a part of an influencer.

6.2.3 Conscious Spontaneous Purchase

The third factor established and retained from the principal component analysis is related to items of conscious purchase, such as when they occur in situations of impulse buying. The factor consists of three items: *consumer purchase spontaneous when they have a need for a fashion product*, *consumer purchase spontaneous when they have an experience of a fashion product* and *consumer purchase spontaneous when they have knowledge about a fashion product*.

The findings of this factor can be related to the different types of impulse buying as suggested by Stern (1962). The three items in this factor are considered as planned impulse buying. Planned impulse buying is in some way considered as a conscious need before a purchase, instead of being an unconscious need that suddenly comes to mind. In line with this study, consumers seem to buy spontaneously when they are conscious and have specific fashion products in mind. The factor relates to this as they have a product they need in mind, as well as having of knowledge and experience. Indicating that the consumer knows what he or she needs. Planned impulse buying can be seen as a consumer having a need for a dress, but do not know exactly what kind of dress to purchase until visiting a website. Thereby, one can argue that these spontaneous purchases happen with consciousness and the purchases are to some extent thoughtful. According to Stern (1962), planned impulse buying occurs when a consumer has a product in mind and additionally purchasing other products due to discount codes or coupons. Contrary, the findings of this study did not reveal purchasing additional fashion products due to discount codes or coupons when consumers were shopping a product they had in mind.

Furthermore, knowledge also has a connection to the influencer, as more knowledge a consumer has the more they trust themselves instead of an influencer. As research implies, the less knowledge a consumer has the more they trust and rely on the influencers opinion of endorsed products (Djafarova & Rushworth, 2017). This could also imply that if a consumer has a previous experience of an influencer that were positive, they will trust that influencer to buy the next time.

6.2.4 Cause of Purchase

Cause of purchases is the fourth and last factor established and retained from the principal component analysis. The findings of this factor are shown to have a cause on the consumers buying behavior. The factor consists of four items: *consumer purchase spontaneous when they do not have a need for a fashion product*, *consumers make spontaneous fashion purchase when they get inspire by influencers on Instagram*, *consumer execute fashion purchases on mobile phones because they found it easy* and *fashion purchases increases when consumers are in less good mood*.

Consumers can purchase fashion products spontaneous when they do not have a need for it and can be related to pure impulse buying as a type of impulse buying by Stern (1962). Since pure impulse buying is an escape purchase where a consumer breaks the trend of normal shopping behavior, purchasing impulsively without a need can be seen as breaking the usual shopping habit for a consumer.

The findings from this factor show that consumers fashion purchases increase when they are in less good mood. This in line with the study by Herabadi et al. (2009) where positive emotions such as excitement and pleasure are experienced by an impulse buyer. This indicates that when consumers are in a less good mood there is a higher chance of shopping spontaneously in order to feel better. Since impulse shopping can lead to many positive emotions that can change the mood of the consumer. Furthermore, consumers spontaneous fashion purchases happen when they get inspired by influencers on Instagram. Consumers seek information and opinions from others on Instagram when making purchase decisions (Djafarova & Rushworth, 2017). If consumers are in a less good mood it can be valuable for them to rely on influencers they trust and their opinion about products, since they inspire consumers with their content in posts which can increase their fashion purchases.

Furthermore, it reveals that consumers find it easy to execute their fashion purchases on mobile phones. In line with the study by C. Kim et al. (2015), their results show that m-shopping simplifies the consumers shopping experience since it is more convenient and efficient. Thereby, one can conclude from this factor that consumers being in a less good mood could be scrolling on their mobile phones, get inspiration from influencers on Instagram, that results in spontaneous fashion purchases without even having a need for it, and by that influencer in that way have impact on consumers mobile impulse buying behavior.

6.3 The Process of Influential Impact

According to several authors, social media has developed into a valuable tool for marketers, which has changed the way marketers implement their strategies (Kaplan & Haenlein, 2010; Tuten & Solomon, 2018). Through Instagram, marketers have access to consumers personal feed. Where consumers can create and exchange their own content and decide themselves who to follow and not (Kaplan & Haenlein, 2010). Thus, influencers have become an integral part of consumers feed amongst their own family and friends, which have put influencers on the same level. Influencer marketing enables companies to be seen through an influential person, rather than using traditional marketing.

In the empirical study, it became evident there is a difference in gender when it comes to buying fashion products marketed by influencers. In line with the findings, Sheldon and Bryant (2016) found that women are more likely to be active on Instagram than men. Indicating that Instagram influencers who are women could be more active, which also results in more women being influenced than men. This can therefore be why almost only women were participating in this study.

Using Instagram marketing allow for companies to visually market their fashion products in a more attractive way. Hence, influencers posting a picture with a certain brand demonstrates how the product can be worn and used, showing their fashionable look and inspire consumers to shop. This from a level and perspective as a trustful friend, rather than comparing to a website where the person in the picture is unknown. Considering that mobile

shoppers are mainly driven by promotions since they cannot feel the products (Dawson & Kim, 2009), using Instagram influencers allow for consumers to look at products in a different way.

When buying products endorsed by influencers, peoples tendency to make impulse purchases increases as they use social media (Thoumrungroje, 2014). It was evident from the findings that the type of impulse buying behavior consumers often acquire is planned impulse buying. This occurs when consumers have a specific item in mind but has not decided exactly what attributes it should have, such as color, model or brand. Indicating that consumers can still be influenced by their purchase even though they have a product in mind but not yet the specific attributes of it. Accordingly, consumers can be influenced during many occasions by influencers on Instagram posting a picture, either a collaboration or not, of a fashion product the consumer had in mind and thereby find the specific product to buy.

It has become evident that when consumers buy impulsively it can easily be executed on mobile devices. One of the newest attribute on Instagram during the past couple of years is Instagram stories. This update enables followers on Instagram to look at influencers stories where an influencer can market a product and include links directly to the products. As revealed from the interviews, this was seen as an easy and positive attribute. The application of Instagram can therefore be accepted by consumers due to its perceived usefulness and perceived ease of use, as the links on Instagram stories are just one tap away to land directly on a products website and payment. This in line with TAM, that if an application is perceived as easier to use than another there is a higher probability that the application is accepted by users (Davis, 1989). Additionally, the findings by (Ghose et al., 2013; Holmes et al., 2013) suggest that the use of mobile screens increase the search cost but the level of mobile purchase is low, which means that there is a high level for using mobile phones when searching for information. Tough, when other alternatives than mobile devices are available mobile devices is not considered to be useful S. Yang et al. (2012). Indicating that if a computer is available consumers rather carry out their actions there, considering the visual content being larger displayed. This could mean that consumers rather use their mobile deceives when looking on Instagram when discovering fashion products and then use their computers to finalize their purchase. By the findings of this study, there is no significant difference whether consumers carry out their purchases on mobile devices or computers.

Investigating the influential impact on consumers mobile impulse buying behavior, it became evident that it is a process of influential impact. One thing leads to the other. To connect the different factors found, it can be explained as an influential process of the consumer's way from their personal emotion, to influencers impact, to carrying out the purchase on any device.

7. Conclusion and Discussion

The final chapter of this thesis aims to answer the research questions based on the findings obtained from the analysis. Consequently, a discussion of how the findings from the study can be applied to managerial and societal situations are made. Furthermore, the limitations of the study are presented as well as suggestions for further research are provided.

7.1 Purpose and Research Questions

When measuring the two areas in this study, influencer marketing and mobile impulse buying behavior, it became clear that the topics are complex in their own way. Still, looking at them together made sense. Every consumer is different as they possess different minds and personalities, which can be difficult to interpret when conducting research. Still, consumers are of great importance when it comes to influencer marketing as influencers would not exist without their followers. Further, consumers are vital in the buying process and it is of high importance to understand consumers and their behavior in these matters. The purpose of this thesis was to *investigate influencers impact on consumers mobile impulse buying behavior, through the social media platform of Instagram*. Semi-structured interviews were conducted to understand in what way the impact influencers have on consumers mobile impulse buying behavior and to identify relevant factors. The factors established were then tested in a questionnaire to find the most relevant factors that impact consumers mobile impulse buying behavior from Instagram influencers. The findings from this study were used to answer the following two research questions and to fulfil the purpose.

RQ1. In what way do influencers affect consumers mobile impulse buying behavior through Instagram?

From the qualitative study, 22 factors were identified by the participants about the impact influencer has on consumers and their mobile impulse buying behavior. Each of the factors was categorized into four different themes. Factors related to Instagram influencers and in what way they affect consumers were given most attention. They measured in what way influencers are begin perceived by the consumer in the sense of trustworthiness, attractiveness and being genuine in their collaborations. The authors conclude that influencers on Instagram clearly affect consumers behavior and purchases. Consumers become inspired by different influencers by their lifestyle and fashion style, as well as by different reasons when products are endorsed on Instagram. Since influencers can be considered as any other friend, they are perceived as very trustworthy and information can be of high value. Thereby, influencers have an impact on consumers. However, it was found that influencers impact does not always lead to consumers mobile impulsive buying behavior and instead it could be enough as just an inspirational source. Additionally, indicators of impulse buying were essential for this study and related to factors such as self-esteem, knowledge, fun and having a need for the product. The use of technology also became

evident which showed a difference in the buying process but resulted in being equal between mobile devices and computers when a purchase was finalized.

RQ2. What factors impact the consumers mobile impulse buying behavior from Instagram influencers?

In the results of this study, four factors influencing consumers became evident. The findings suggest that the *relation to influencers content* is important when it comes to consumers reason to buy. Since the perception of the influencer when it comes to their content have a high impact on consumers intention to buy, such as attractiveness and trustworthiness. Additionally, the *perception of influencer* has a great impact on consumers perception of what influencers market and can affect the impact it has on consumers purchase decision, whether influencers are perceived as valid or not. Furthermore, *conscious spontaneous purchase* has an impact in the way consumers think when they purchase, in this case consumer are aware of what to buy but still are affected by influencers, more so when consumers have less knowledge about certain products. *Cause of purchase* relates to different motivations to buy, such as through mobile devices or knowing what to buy when getting inspired and feeling down. From the analysis, we can conclude that the four factors are of diverse significant and can form a process of influential impact since the four factors can be intercorrelated to each other. However, the aim was not to find relations between the factors and therefore we cannot exactly know how these are intercorrelated.

7.2 Implications

7.2.1 Managerial Implications

When it comes to consumers behavior towards influencers impact, the result of this study can be of value for marketers. Marketing is constantly changing and since social media platforms are always developing it creates new opportunities for marketers (Schaffer, 2013). Working with influencers changes how platforms can be utilized for companies and their marketers. Since Instagram has become a platform where marketers have the ability to sell their products or services through influencers, it enables them to co-create content to their campaigns and become more targeted. Companies can amplify their impact in the right way, by targeting their conversation to the right audience. This means that marketers should also choose influencers with values aligned with the values of the brand and who have the right target audience, that will gain value of the endorsed content influencers post.

In addition, companies need to consider the content used in collaboration post affect consumers attitude towards their brands. The empirical findings described that collaborations can be ignored by consumers and have a negative effect on how consumers perceive companies' brands. Though, it was also evident that when influencers demonstrate knowledge about endorsed products they are considered as more trustworthy and it will also have a positive effect on the company. Therefore, marketers should be informative and

detailed about their products to their influencers since greater knowledge have an impact on consumers purchase decisions.

Marketers using influencers enable them to not just market their products in one way on their own Instagram account but on several influential accounts. Influencers chose to work with many different brands and do not only endorse one. Since consumers have influencers on the same level as their own friends on Instagram, the endorsed products can be viewed as recommendations for different brands like any other friend would do. Consumers trust the opinion influencers has on brands, products and style. It is of value for marketers to keep an eye out for trends and be one step ahead in order to communicate to influencers they collaborate with, to beat the consumers own friends to the punch.

7.2.2 Ethical and Societal Implications

Social media platforms have created a community for influencers and marketing through influencers has become an increasing trend. With the increase of new marketing opportunities, the society needs to keep up with the developments. By this, it is necessary for both influencers themselves and companies to ensure they follow Swedish laws and regulations. The Swedish Marketing Act is the most significant. The law force influencers to marketing transparency when they collaborate with companies. Thus, influencers need to clearly label their collaboration post on social media to show which posts are endorsements and which are personal opinions. According to the Swedish Marketing Act, Swedish influencers on Instagram must indicate when the post is a collaboration, displayed with the company's name between the account name and the picture. In addition, other laws such as the Copyright Act and Taxations laws if an influencer is liable of taxation need to be taken into consideration as well.

Influencers has ultimate responsibility for their actions and to their followers since they can influence a large extent of people. They are role models and need to consider the consequences of their actions. Consequently, influencers need to put extra thought into how followers can be affected before uploading posts since it could trigger or put pressure on their followers. However, one should also bear in mind that everyone needs to take their role in the process of their actions. Influencers, companies and consumers all have to take responsibility and accountability for the end result.

Due to the expansion of the digital technology, mobile devices and its application are easily accessible, and shopping online is a quick way of spending. Since influencers present fashionable pictures and posts of products, consumers can with just a click be transferred directly to the product and payment. This could consequently increase consumers shopping behavior, especially impulsive shopping since buying products endorsed by influencer are found to increase consumers self-esteem (Djafarova & Rushworth, 2017), which could lead to a repeated behavior.

7.3 Limitations

During the research process, several limitations have been recognized and will be explained in the following section. The limitations should be taken into consideration when looking at the results of this research as well as conducting further research on this topic.

The target population of the study were Swedish Instagram users between the ages 18-29. Since a non-probability sampling frame was used, generalizability to a larger population was limited in some different ways. Firstly, as mentioned, the study had an age range between 18-29 and therefore assumptions can only be made to people within that age range. Secondly, the nationality should be taken into consideration, as the study was conducted in Sweden. Additionally, the authors have translated the findings of the research from Swedish to English in the best possible way, though the Swedish meaning of the translated words might vary from the English. Lastly, the target population in this research were Instagram users, as well as influencers on Instagram. Therefore, this needs to be taken into consideration as the study only concentrated on one social media platform.

Another limitation discovered during the research process was the difficultness to study consumers impulse buying behavior. Since it sometimes occurs in consumers unconscious minds, as well as might be hard for people to admit. Due to the time frame of this study, it was not possible to follow up the mobile impulse buying behavior during a longer period. A further limitation was made by only focusing on products within the fashion industry as other industries were excluded. Therefore, other studies could consequently differ if the research was made in other industries. Moreover, the study was executed from the consumers perspective, and therefore any perspective from either influencers or companies were excluded.

7.4 Future Research

The aim of this research was to understand and investigate influencers impact on consumers mobile impulse buying behavior, through the social media platform of Instagram. In this section, the authors of this study suggest future research and recommendations that should be considered when conducting a study with a similar purpose.

Due to the sample size of this study, a weak generalization of the findings exists and therefore a suggestion is to apply future research to a larger sample size. Conducting a study with more respondents and with a greater variety that could include other consumer groups. This study was conducted on Swedish citizens and from a Swedish perspective, therefore future studies that can address the same research problem in different settings and countries. As influencers and social media is an international phenomenon and can connect people all over the world, it would be interesting to conduct a study among different nationalities. Moreover, all participant and almost all respondents were females' consumers. Therefore, it could be suggested to apply this study to the perspective and behavior of male consumers. It would as well be interesting to investigate the identified factors and compare genders, in order to

see if the view and behavior of influencer impact on mobile impulse buying behavior are similar or if there is a difference between them.

Furthermore, as consumers impulsive buying behavior can be hard to measure, it would be interesting to apply a similar study of influencer impact on consumers purchase intentions. Additionally, similar studies could be done based on different brand perspectives, rather than on a specific industry. Another suggestion is to conduct a longitudinal study that is spread over a couple of years. With more time, researchers could investigate and follow up consumers behavior and actions concerning influencer impact on mobile impulse buying for a longer period that could be more valuable.

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Appendix

Appendix 1

Intervjufrågor

Introduktion:

1. Vilka sociala medier använder du?
2. Hur länge har du använt Instagram?
3. Varför använder du Instagram?

Instagram Influenser:

4. Hur många av dom du följer är influencers?
5. Märker du när influencers lägger upp samarbeten på deras flöden med ett företag?
6. Hur ser du på en influencer som lägger upp samarbeten?
7. Är det skillnad på olika influencers som representerar en produkt? Litar du mer på en influencer än en annan, varför?

Köpbeteende:

8. Har du någon gång köpt en produkt som har marknadsförts av en influencer på Instagram? Vilken typ av produkt?
9. Köper du för att du behöver det eller för att den influensern har det?

Mobilanvändning:

10. Vart köper du produkter som du ser på Instagram? (Mobilen/datorn)
11. Varför köper du på mobilen? / Varför köper du inte på mobilen?

Impulsköp:

12. Hur långt efter att du ser en produkt på Instagram köper du den?
13. Vad är anledningarna till att du köper produkter genom Instagram?

Appendix 2

Semi-structured interview questions

Introduction:

1. Which social media do you use?
2. For how long have you been using Instagram?
3. Why do you use Instagram?

Instagram Influencer:

4. How many of the people you follow on Instagram are influencers?
5. Do you notice when influencers upload collaborations on their accounts?
6. What is your opinion of an influencer posting collaborations?
7. Are there any differences in who the influencer is that represent a product? Do you trust one influencer more than another, why?

Buying Behavior:

8. Have you at one time or another purchased a product marketed by an influencer on Instagram? What kind of product?
9. Do you buy because you have a need for it or because the influencer has it?

Mobile use:

10. Where do you buy the products you have seen on Instagram? (Mobile/computer)
11. Why do you buy on your mobile phone? / Why do you not buy on your mobile phone?

Impulse buying behavior:

12. How soon after you see a product on Instagram do you buy?

Appendix 3



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Hej, tack för att du tar dig tid och vill dela med dig om dina åsikter om influencers på Instagram. Vi heter Rebecca och Erica och vi skriver vår magisteruppsats som handlar om influencers påverkan av mobilköp genom Instagram.

Vi skulle verkligen uppskatta din hjälp genom att svara på denna enkätundersökning. Naturligtvis är dina svar anonyma och informationen kommer endast att användas till vår magisteruppsats. Din medverkan här är helt frivillig.

Enkäten tar ungefär 4 minuter att svara på.

Stort tack på förhand.

Majoriteten av frågorna i enkäten besvaras med en sexgradig skala som representerar hur påståendet påverkar dina köp. I skalan representerar 1 = instämmer inte alls och 6 = instämmer helt.

*Med influencers menas en person med ett aktivt Instagramkonto som kollaborerar med företag.

Ålder?
<input type="radio"/> < 18 <input type="radio"/> 18 – 29 <input type="radio"/> > 29
Använder du Instagram?
<input type="radio"/> Ja <input type="radio"/> Nej
Följer du en eller flera influencers på Instagram?
<input type="radio"/> Ja <input type="radio"/> Nej
Har du någon gång köpt modeprodukter som har marknadsförts av influencers via Instagram?
<input type="radio"/> Ja <input type="radio"/> Nej
Vart gör du främst dina modeinköp?
<input type="radio"/> Mobilen <input type="radio"/> Surfplattan <input type="radio"/> Datorn

På en skala från 1 till 6, ange hur väl påståendet stämmer in på dig	Instämmer inte alls					Instämmer helt
Instagram influencers						
Jag får inspiration till köp av influencers på Instagram	1	2	3	4	5	6
Jag ser positivt på influencers samarbeten och sponsrade inlägg	1	2	3	4	5	6
Jag ser negativt på influencers samarbeten och sponsrade inlägg	1	2	3	4	5	6
Jag tycker influencers samarbeten och sponsrade inlägg är givande	1	2	3	4	5	6
Jag tycker influencers lägger upp samarbeten och sponsrade inlägg ofta	1	2	3	4	5	6

Instagram influencers						
Mina modeinköp påverkas av influencers på Instagram	1	2	3	4	5	6
Jag påverkas mer av en influencer om personen är mer välkänd	1	2	3	4	5	6
Jag påverkas mer av en influencer om bilderna är av hög kvalitet	1	2	3	4	5	6
Jag påverkas mer av en influencer om personen visar kunskap om en produkt	1	2	3	4	5	6
Jag påverkas mer av en influencer om personen har en bra stil	1	2	3	4	5	6
Jag påverkas mer av en influencer jag litar på	1	2	3	4	5	6

Spontan shopping						
Spontana modeinköp sker när jag blir inspirerad av influencers på Instagram	1	2	3	4	5	6
Spontana modeinköp sker när jag har ett behov av en produkt	1	2	3	4	5	6
Spontana modeinköp sker när jag inte har ett behov av en produkt	1	2	3	4	5	6

Spontana modeinköp sker när jag har ett behov och blir påmind av en produkt på Instagram	1	2	3	4	5	6
Spontana modeinköp sker när jag har kunskap av en produkt	1	2	3	4	5	6
Spontana modeinköp sker när jag redan har erfarenhet av en produkt	1	2	3	4	5	6
Spontana modeinköp sker när det finns en rabattkod	1	2	3	4	5	6

Humör						
Mina modeinköp påverkas av mitt humör	1	2	3	4	5	6
Mina modeinköp ökar om jag är på bra humör	1	2	3	4	5	6
Mina modeinköp ökar om jag är på mindre bra humör	1	2	3	4	5	6
Jag shopper kläder för att jag tycker det är kul	1	2	3	4	5	6
Jag shopper kläder för att jag är i behov av det	1	2	3	4	5	6

Teknologisk användning						
Jag utför mina modeinköp på mobilen för jag tycker det är enkelt	1	2	3	4	5	6
Jag utför mina modeinköp på dator/surfplatta för jag vill se det på en större skärm	1	2	3	4	5	6
Jag påbörjar en aktivitet på mobilen och sedan slutför den på datorn/surfplatta	1	2	3	4	5	6
Jag påbörjar en aktivitet på datorn/surfplatta och sedan slutför den på mobilen	1	2	3	4	5	6

Kön?
<input type="radio"/> Kvinna <input type="radio"/> Man <input type="radio"/> Annat

Sysselsättning?
<ul style="list-style-type: none"><input type="radio"/> Studerande<input type="radio"/> Arbetande<input type="radio"/> Arbetslös<input type="radio"/> Annat
Månadsinkomst före skatt?
<ul style="list-style-type: none"><input type="radio"/> 0 – 14 999 kronor<input type="radio"/> 15 000 – 29 999 kronor<input type="radio"/> 30 000 – 44 999 kronor<input type="radio"/> 45 000 kronor eller mer

Dina svar är registrerade. Tack för att du tog dig tid att medverka.

Appendix 4



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Hi, thank you for taking your time to answer this survey and sharing your opinion about influencers on Instagram. Our names are Rebecca and Erica and we are writing our master thesis that is about influencers impact on mobile impulse buying behavior through Instagram.

We would really appreciate your help by answering this survey. Of course, your answers are anonymous and the information will only be used for the purpose of the thesis. Your participation is completely voluntary.
The survey takes about 4 minutes to answer.

Thanks in advance.

The majority of the questions contains of statements that represents how they affect your purchases. The statements will be answered on a numbered scale from 1 to 6, where 1 = Not correct at all and 6 = Completely correct.

*With influencer means a person with an active Instagram account that collaborates with companies.

Age?
<input type="radio"/> < 18 <input type="radio"/> 18 – 29 <input type="radio"/> > 29
Do you use Instagram?
<input type="radio"/> Yes <input type="radio"/> No
Do you follow one or more influencers on Instagram?
<input type="radio"/> Yes <input type="radio"/> No
Have you ever bought fashion products that has been marketed by influencers on Instagram?
<input type="radio"/> Yes <input type="radio"/> No
Where do you mainly make your fashion purchases from?
<input type="radio"/> Mobile phone <input type="radio"/> Tablet <input type="radio"/> Computer

On a scale from 1 to 6, indicate how well the statement applies to you	Not correct at all					Completely correct
Instagram influencers						
I get inspiration to buy by influencers on Instagram	1	2	3	4	5	6
I have positive associations to influencers collaborations and sponsored posts	1	2	3	4	5	6
I have negative associations to influencers collaborations and sponsored posts	1	2	3	4	5	6
I find influencers collaborations and sponsored post of value for me	1	2	3	4	5	6
I think influencers post collaborations and sponsored posts to often	1	2	3	4	5	6

Instagram influencers						
Influencers on Instagram have impact on my fashion purchases	1	2	3	4	5	6
Influencers impact me more if they are famous	1	2	3	4	5	6
Influencer impact me more if the pictures are of high quality	1	2	3	4	5	6
Influencer impact me more if they have knowledge about a product	1	2	3	4	5	6
Influencers impact me more if they have a good style	1	2	3	4	5	6
Influencers impact me more if I already trust them	1	2	3	4	5	6

Spontaneous shopping						
Spontaneous fashion purchases happen when I get inspired by influencers on Instagram	1	2	3	4	5	6
Spontaneous fashion purchases happen when I have a need for a product	1	2	3	4	5	6
Spontaneous fashion purchases happen when I do not have a need for a product	1	2	3	4	5	6

Spontaneous fashion purchases happen when I have a need for a product and get reminded of it on Instagram	1	2	3	4	5	6
Spontaneous fashion purchases happen when I have knowledge about a product	1	2	3	4	5	6
Spontaneous fashion purchases happen when I have experience of a product	1	2	3	4	5	6
Spontaneous fashion purchases happen when a discount code exist	1	2	3	4	5	6

Emotional influence						
My fashion purchases are affected by my mood	1	2	3	4	5	6
My fashion purchases increase if I am in a good mood	1	2	3	4	5	6
My fashion purchases increase if I am in a less good mood	1	2	3	4	5	6
I shop fashion products because I think it is fun	1	2	3	4	5	6
I shop fashion products because I have a need for it	1	2	3	4	5	6

Technological use						
I execute my fashion purchases on my mobile phone because it is easy	1	2	3	4	5	6
I execute my fashion purchases on my computer/tablet because it has a bigger screen	1	2	3	4	5	6
I start an activity on my mobile phone and then finalize it on my computer/tablet	1	2	3	4	5	6
I start an activity on my computer/tablet and then finalize it on my mobile phone	1	2	3	4	5	6

Gender?
<input type="radio"/> Woman <input type="radio"/> Man <input type="radio"/> Other

Occupation?
<input type="radio"/> Student <input type="radio"/> Employed <input type="radio"/> Unemployed <input type="radio"/> Other
Monthly income before taxes?
<input type="radio"/> 0 – 14 999 kronor <input type="radio"/> 15 000 – 29 999 kronor <input type="radio"/> 30 000 – 44 999 kronor <input type="radio"/> 45 000 kronor or more

Your answers have been registered. Thank you for your time and for participating.

Appendix 5

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I get inspiration to buy by influencers on Instagram	99,97	192,231	,465	,618	,752
I have positive associations to influencers collaborations and sponsored posts	100,81	202,298	,171	,790	,766
I have negative associations to influencers collaborations and sponsored posts	101,90	211,251	-,091	,700	,780
I find influencers collaborations and sponsored posts to be of value for me	101,09	200,659	,227	,757	,763
I think influencers post collaborations and sponsored posts to often	100,60	205,258	,045	,613	,774
Influencers on Instagram have impact on my fashion purchases	100,57	188,828	,508	,621	,748
Influencers impact me more if they are famous	101,20	187,872	,430	,480	,751
Influencers impact me more if the pictures are of high quality	99,84	191,787	,545	,751	,750
Influencers impact me more if they have knowledge about a product	99,69	195,175	,391	,658	,756
Influencers impact me more if they have a good style	99,47	192,688	,514	,633	,751
Influencers impact me more if I already trust them	99,63	189,657	,521	,686	,749
Spontaneous fashion purchases happens when I get inspired by influencers on Instagram	100,94	183,156	,594	,781	,742
Spontaneous fashion purchases happens when I have need for a product	100,49	198,833	,200	,485	,765
Spontaneous fashion purchases happens when I do not have a need for a product	101,21	191,939	,342	,525	,757
Spontaneous fashion purchases happens when I have a need for a product and get reminded of it on Instagram	100,41	191,232	,458	,545	,751
Spontaneous fashion purchases happens when I have knowledge about a product	100,99	190,333	,481	,707	,750
Spontaneous fashion purchases happens when I already have experience of a product	100,74	194,455	,359	,643	,757
Spontaneous fashion purchases happens when a discount code exist	100,30	200,068	,166	,344	,767
My fashion purchases are affected by my mood	99,93	194,270	,386	,592	,755
My fashion purchases increase if I am in a good mood	100,14	193,458	,352	,580	,757
My fashion purchases increase if I am in a less good mood	101,66	200,142	,159	,633	,768
I shop fashion products because I think it is fun	99,97	195,390	,360	,414	,757
I shop fashion products because I have a need for it	100,86	203,545	,097	,542	,771
I execute my fashion purchases on my mobile phone because it is easy	100,73	206,867	-,019	,726	,783
I execute my fashion purchases on my computer/tablet because it has a bigger screen	100,57	194,364	,202	,709	,768
I start an activity on my mobile phone and then finalize it on my computer/tablet	101,29	186,062	,366	,505	,755
I start an activity on my computer/tablet and then finalize it on my mobile phone	103,11	210,393	-,065	,483	,773

Appendix 6

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,676
Bartlett's Test of Sphericity	Approx. Chi-Square	890,384
	df	351
	Sig.	,000

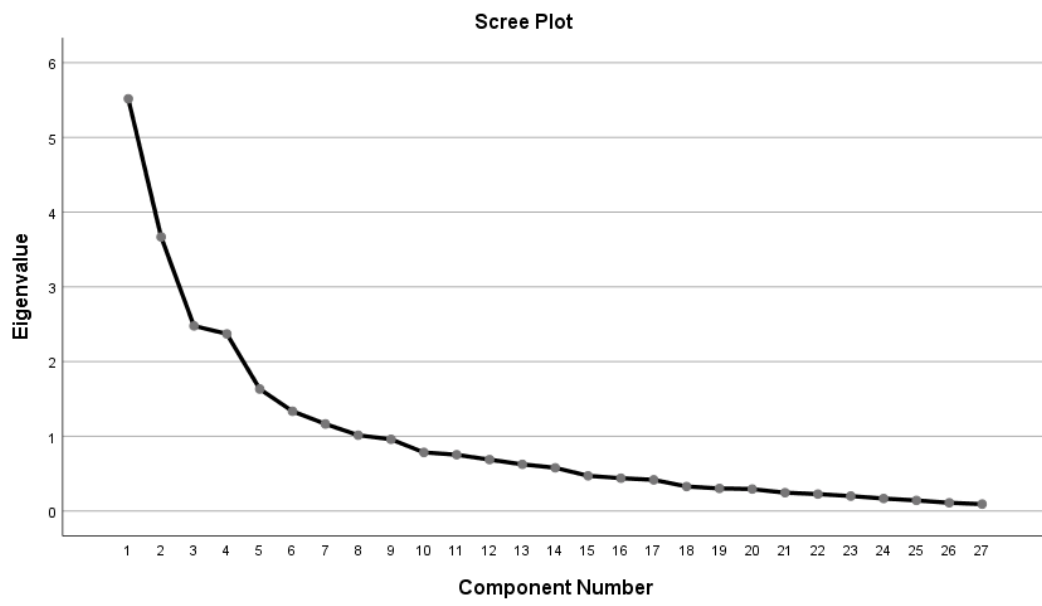
Appendix 7

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,517	20,433	20,433	5,517	20,433	20,433	4,363	16,158	16,158
2	3,667	13,583	34,016	3,667	13,583	34,016	3,739	13,850	30,008
3	2,477	9,175	43,191	2,477	9,175	43,191	2,799	10,368	40,375
4	2,370	8,779	51,970	2,370	8,779	51,970	2,752	10,194	50,570
5	1,633	6,048	58,018	1,633	6,048	58,018	2,011	7,449	58,018
6	1,335	4,943	62,961						
7	1,165	4,316	67,277						
8	1,014	3,756	71,033						
9	,959	3,554	74,586						
10	,784	2,904	77,490						
11	,753	2,788	80,278						
12	,688	2,547	82,825						
13	,624	2,311	85,136						
14	,578	2,142	87,278						
15	,471	1,746	89,023						
16	,439	1,626	90,649						
17	,417	1,545	92,194						
18	,328	1,215	93,409						
19	,302	1,120	94,528						
20	,293	1,086	95,614						
21	,245	,909	96,523						
22	,226	,838	97,361						
23	,200	,741	98,102						
24	,167	,619	98,721						
25	,142	,527	99,248						
26	,110	,408	99,657						
27	,093	,343	100,000						

Extraction Method: Principal Component Analysis.

Appendix 8



Appendix 9

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
I get inspiration to buy by influencers on Instagram	,580	,454			
I have positive associations to influencers collaborations and sponsored posts		,850			
I have negative associations to influencers collaborations and sponsored posts		-,847			
I find influencers collaborations and sponsored posts to be of value for me		,794			
I think influencers post collaborations and sponsored posts to often		-,733	,354		
Influencers on Instagram have impact on my fashion purchases	,733				
Influencers impact me more if they are famous	,636				
Influencers impact me more if the pictures are of high quality	,768				
Influencers impact me more if they have knowledge about a product	,335		,410		,330
Influencers impact me more if they have a good style	,751				
Influencers impact me more if I already trust them	,652		,389		
Spontaneous fashion purchases happens when I get inspired by influencers on Instagram	,593			,626	
Spontaneous fashion purchases happens when I have need for a product			,702		
Spontaneous fashion purchases happens when I do not have a need for a product				,588	
Spontaneous fashion purchases happens when I have a need for a product and get reminded of it on Instagram	,303			,495	
Spontaneous fashion purchases happens when I have knowledge about a product	,301	-,337	,630		
Spontaneous fashion purchases happens when I already have experience of a product			,785		
Spontaneous fashion purchases happens when a discount code exist					,479
My fashion purchases are affected by my mood		,413	,435		,506
My fashion purchases increase if I am in a good mood		,360	,501		
My fashion purchases increase if I am in a less good mood				,732	
I shop fashion products because I think it is fun	,417				,455
I shop fashion products because I have a need for it			,453		-,430
I execute my fashion purchases on my mobile phone because it is easy				,707	-,493
I execute my fashion purchases on my computer/tablet because it has a bigger screen	,430			-,567	,356
I start an activity on my mobile phone and then finalize it on my computer/tablet	,532				
I start an activity on my computer/tablet and then finalize it on my mobile phone					-,570

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization. ^a

a. Rotation converged in 8 iterations.