

Changing Digital Advertising Dynamics: Assessment of Instagram Influencers' Credibility and its Impact on Purchase Decision Process

Tahreem Shahid¹, Mariam Ikram²



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Abstract

Influencer advertising is one of the most effective and fastest growing techniques in digital advertising strategies. It is relatively new advertising strategy gaining popularity with the rise of social media. This article aims to analyze the Instagram influencers' credibility in the context of consumer behavior of the netizens. Basically, it seeks to develop an understanding on the influence of Instagram influencers' credibility on purchase decision process of gen Z, millennials, and gen X. Moreover, it aims to study the para social relationship as a mediator between influencers' credibility and purchase decision process. For this purpose, authors employ survey analysis and collect the data from 350 Instagram users through convenience sampling. Keeping in view the major concepts of this paper, Ohanian's (1990) Model of Credibility and purchase decision process has been applied. The key findings of this study shows that all three dimensions of Instagram influencers' credibility i.e., trustworthiness, expertise, and attractiveness have a significant positive impact on the purchase decision process of online consumers. However, there exists a significant positive impact of consumers' level of Instagram consumption on their purchase decision process and the perceived credibility of Instagram influencers. In addition, para social relationship is found to partially mediate between Instagram influencers' credibility and purchase decision process.

Keywords: *Instagram, Influencers' credibility, Purchase decision process and Para social relationship.*

¹ Mphil Scholar, Department of Media and Communication Studies, University of Sargodha, Sargodha.

² Lecturer, Department of Media and Communication Studies, University of Sargodha, Sargodha.

Introduction

The dawn of the digital era has changed the dynamics of traditional modes of advertising. The emergence and rapid growth of social networking sites among users resulted in the downfall of the mainstream media and left the brands/companies to rethink about their advertising patterns and strategies. They shifted a major portion of their concentration from traditional media to digital media. Due to the exponential growth of advertising on social media, marketers struggled a lot to kill the monotony of ads and fight against the advertising clutter. Therefore, they introduced some innovative ways, like the use of celebrity endorsement as an advertising vehicle, to connect with their target audience in a better way. Schimmelpfennig and Hollensen (2016) argued that celebrity

endorsement has become less effective, and it is high time for brands to think of a new type of endorser. Over time, brands started thinking about even more cheap yet effective ways to approach their audience. This is where influencer advertising stepped in and turned the advertising game upside down.

Among digital advertising strategies, influencer endorsement is one of the most effective, relatively new, and fastest growing techniques. In this, companies of all sizes, from big brands to small start-ups, use influencers on social media to produce positive electronic word of mouth (e-WOM) and thus advertise their products. There are a lot of different online platforms that could be used to practice digital advertising. Instagram is one of such platforms, which is considered as the famous and credible social media platform to follow influencers.

Companies are pretty much aware of the power that opinion leaders carry as influential entities (bloggers, vloggers etc.) across online platforms. They see them as an opportunity to get their message to reach their target audience at cheaper rates. However, at the same time, they are a bit confused regarding the right choice of influencers for a specific product. They have their concerns reserved on what makes an influencer credible enough to grab the attention of its audience and eventually influence their buying patterns. To address such concerns, an insight analysis of Instagram influencers' credibility and consumer behaviour is needed. Therefore, in this study, the researchers attempt to empirically analyze the influence of all three dimensions of Instagram influencers' credibility i.e., trustworthiness, expertise, and attractiveness on purchase decision process of Instagram users that belongs to different categories like Gen Z, Millennials, and Gen X. Moreover, this study also intends to add value to the academic field by exploring para social relationship and analysing its role as a mediating factor between influencers' credibility and purchase decision process.

Objectives

The objective of this paper is

- To analyze the impact of Instagram influencers' credibility in changing purchase decision process.
- To explore para social relationship as a mediating factor between Instagram influencers' credibility and purchase decision process.

Literature Review

Following literature aims to explicitly explain the concept of Instagram influencers' credibility, relation between Instagram influencers' credibility and buying decision process, and other factors that influence the consumer behavior.

Emergence of Digital Advertising

Social media is a kind of web page that permits users to make their account, modify it, exchange information with other users and post content (Zeljko et al., 2018). Since people using different social networking sites are multiplying at remarkable rate, therefore online media has become a large advertising hub (Hwang & Zhang, 2018). As of April 2022, there were five billion internet users across the world, which is 63% of its total population. Out of these five billion internet users, 4.65 billion people were active social media users (Statista, 2022). Different internet-based applications and creative information technologies have reinforced the use of digital media among

people (Liu et al., 2015) and it has become an important lead for entrepreneurs to expand and flourish and make their own identity (Konstantopoulou et al., 2018). The escalating acceptance of different online platforms has modified the means of communication among clients and businesses (Liu et al., 2015). Also, conventional advertising strategies are not as useful as they were previously, subsequently, social media is a new go-to option for all the advertisers out there (Childers et al., 2019).

Instagram Influencers' Credibility

Voorveld et al., (2018) explored the features and benefits of various online platforms and found that each site has something unique to offer that highly influences the effectiveness of different advertisements on them. Instagram is one of the fastest-growing social networking sites, with 1.393 billion active users each month in 2022 (Wise, 2022). Moreover, among influencers it is also one of the most widespread social media platform due to its proficiency in reaching a wide-range audience, ability to provide chance for social interactions, and eye-catching interface. In influencer marketing, influencers with high fan following on social media are identified and are employed to indirectly communicate with the potential consumers. This process is indirect because brands do not address the consumers directly, they employ influencers for that purpose and use different techniques of advertising (Zeljko et al., 2018). Different businesses collaborate with influencers and put their efforts to develop a more direct connection with their audience (Djafarova & Trofimenko, 2019). While using influencers for advertising, brands not only check how famous they are, but they also evaluate if they would be able to maintain that popularity in future or not (Liu et al., 2015). Belanchi et al., (2021) tried to address that how influencers' promotional content impact their credibility, and followers' attitude towards them. It has been seen that perceived credibility and consumer's attitude toward influencers are positively influenced by perceived influencer-product congruence. However, perceptions of paid communication are negatively impacted by the perceived influencer-product congruence. Credibility is a key to get consumer attention and support, but unfortunately paid activities of influencers harm it in a very bad manner. Hence, it is very important for the influencers to maintain their credibility to get positive behavioral response from its followers.

There are a few scholars who have worked on the role of influencer's age and gender to impact the purchase intention and the perceived credibility of consumers. In that aspect, Ermiş (2021) found an influence of influencer's age and gender over the perceived credibility. Furthermore, any influencer with young age is considered as more attractive than an old, aged influencer. Considering the gender of the social media influencers in the mind, female influencers are taken as more attractive than male influencers. In the same manner, Anongdeth & Imam Barre (2019) closely observed the equation that social media influencers share with their followers and the impact of their profiles on the perceived credibility. Instagram influencers' credibility is greatly impacted by the way they share sponsored or collaboration-based content on their feeds and the nature of relationship that exists between influencers and their followers. While analyzing the impact of number of followers and sponsored disclosures on the source credibility by using 2 x 2 factorial design, Cox (2020) suggested that advertising disclosures and number of followers have no influence on behavioural intent or credibility ratings.

Para Social Relationship

The term para social interaction (PSI) was devised by Horton and Wohl in 1956 to communicate the “Psychological relationship that audience go through during their mediated encounters” with media personae (Horton & Richard Wohl, 1956). In some of the researches, PSI and PSR has been employed as interchangeably (e.g., Escalas and Bettman, 2017). Short-time relationship exists in PSI based on momentary media exposure whereas, a more long-lasting relation exists in PSR between audience and the mediated performer (Dibble et al., 2016). Having said all of this, PSR is more effective to generate connectivity at a high rate between audience and media body (Bond, 2018, p. 459). Subsequently, the concept of PSR is fully applicable on the influencer-follower relationship. Social media influencers maintain their reciprocal relationships through posting content on regular basis and thus, engaging people. This leads to socioemotional attachment with their followers, that lasts for so long (e.g., Bond, 2016; Chen, 2016; Kurtin et al., 2018). Particularly, the PSR has been seen to act as a mediator among consumers’ online interactions and endorser effectiveness (Chung and Cho, 2017), between users’ contact to YouTube (Kurtin et al., 2018), and between consumers’ brand engagement and brand loyalty (Labrecque, 2014).

There are a few scholars who have contributed to develop an in-depth understanding on how para social relationship is influencing consumer behavior. For instance, Larsen & pedersen (2021) investigated that how does Para social relationship and source credibility, under the umbrella of influencer advertising, impact the purchase intention of consumers. They witnessed the existence of positive significant influence of source credibility on the purchase intention and on the Para social relationship among the influencer and its follower. Besides, in contradiction to previous studies, no significant impact was found of homophily on the para social relationship. However, according to the major finding of this study, there was a positive significant influence of the Para social relationship on the purchase intention. Likewise, Hwang & Zhang (2018) suggested that Para social relationship between the netizens and influencers on different social networking sites have a very good influence on the followers’ eWoM and their purchase intention. However, Huting (2020) studied Para social relationship in the context of engagement and purchase intention and found that there is a direct significant positive impact of passive para-social relationships on the engagement and purchase intention. On the contrary, an indirect impact was found of active para-social relationships on purchase intention via engagement. Comparing with the women, men that have passive para-social relationships with the influencers had shown better purchase intention.

Theoretical Framework

In this section, authors talk about a model and a process that would act as a backbone for this research. First of all, researchers have discussed source credibility model, which is being followed by the purchase decision process.

Ohanian’s (1990) Model of Credibility

The credibility of an endorser is a key factor that can impact the consumer behavior of the audience and amazingly, advertisers are so well-aware of the fact that they can maximize the persuasiveness of the message by employing highly credible source (Desarbo & Harshman, 1985). Literature reflects multiple perspectives of different authors on source credibility in the context of advertisement. Therefore, it is quite confusing to define what exactly source credibility refers to (Ohanian, 1990).

Hovland et al. (1953) defined the source credibility in terms of three different attributes that include expertness, trustworthiness, and likability. Similarly, McCroskey (1966) referred authoritativeness and character as two important aspects of the source credibility. Besides, Whitehead (1968) consider objectivity as an important factor to ensure high source credibility. However, Berlo, Lemert, and Mertz (1969) argued that audience assess the message being delivered by the communicator in terms of three factors that involves dynamism, safety, and qualification.

The perspective of Ohanian (1990) on source credibility is a bit different. It states that source credibility is based on three dimensions that include trustworthiness, expertise, and attractiveness. In addition, all these three dimensions play a key role to build credibility of the source being perceived by the receiver (Ohanian, 1990). Expertise is the extent of perceived information level, skills, abilities, experiences, and qualification that a communicator possess (Ohanian, 1990). Additionally, expertise is based on the communicator's knowledge of subject under discussion (Eren-Erdogmus et al., 2016). From the definition, it can be said that source expertise refers to the knowledge or skills that an endorser has for the assistance of the information provided in an advertisement. It is very important for the potential audience to perceive the source as highly expert since it has a very positive influence on their consumer behavior and attitude. Thus, more they will consider a source as expert higher would be the chance of them to get convince by the message given in the advertisement (Kim, Kandampully & Bilgihan, 2018). McCracken (1989) stated the trustworthiness of the source as "the perceived willingness of the speaker to make valid assertions". In more simple words, if the message receiver i.e., consumer perceives the source as reliable and honest then it means that the communicator i.e., endorser is trustworthy (Morgan & Hunt, 1994; Ohanian, 1990). Previous studies suggest that consumers could be influenced and convinced in a more effective manner if the source is highly trustworthy and the message is designed in a way that it delivers the impression of sincerity, objectivity, and honesty (Chu & Kamal, 2008; Martensen, Brockenhuus-Schack, & Zahid, 2018).

In literature, there is no universal definition given for the concept of attractiveness. Since beauty lies in the eyes of beholder, therefore, it is being perceived differently by different eyes (Joseph, 1982). Even so, authors agreed over one thing that communicators' physical attractiveness mostly refers to their physical appearance and it explains how charming and exquisite their physical traits are (Sokolova & Kefi, 2020). If the speaker or endorser in an advertisement is attractive, then it can significantly enhance the source credibility and consumers' attitude towards an advertisement (Kamins, 1990), positively impact persuasiveness (Chaiken, 1979) and could easily get the favor of its audience (Joseph, 1982).

Purchase Decision Process

To develop a better understanding and command on the way influencers control the buying patterns of consumers in both online and offline purchases, in 1910, firstly John Dewey had introduced five important steps that a consumer go through while make a purchase decision. He was an American philosopher and fundamentally known as a pioneer in functional psychology (Gouinlock, 2019). This theory of purchase decision process is also called as the buyer decision process and is considered as the foundation of the consumer behavior model. Figure 1 depicts the sequence of the five steps involved in this model that includes need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior (Comegys, Hannula, & Väisänen, 2006).

Figure 1: *Consumer Behavior Model (Comegys, Hannula, & Väisänen, 2006)*

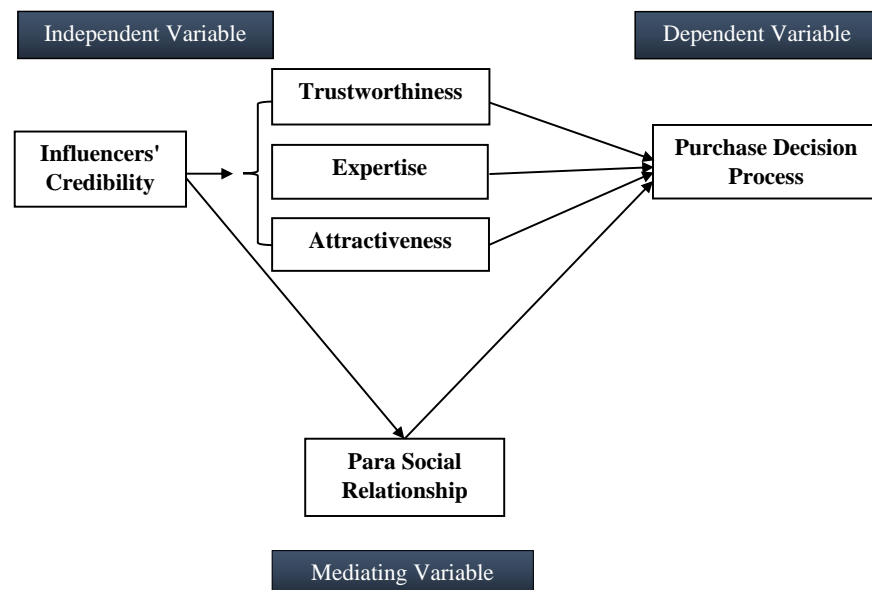


Need recognition is the first step of purchase decision process, where consumers analyze and identify their needs and desires to determine the kind of stuff that would help them to achieve internal satisfaction (Park & Cho, 2012). The second step for purchase decision process is information search. In this step, consumer utilize multiple sources to get a detailed overview on the product specifications. Consumer enters the evaluation stage, when they successfully recognize the products and brands that would be able to satisfy their needs and desires. In this step, consumer attempts to make a comparative analysis among different features like price, warranty etc. of the same products from different brands or companies and design their purchase decision accordingly (Park & Cho, 2012). Purchase Decision is a turning point for the consumer since it has already gathered all the necessary information. It has assessed the relevant product, analysed it from all the angles and therefore, ready to make an actual purchase decision. Before making an actual purchase, consumers have certain expectations in their mind regarding the product they intend to buy (Park & Cho, 2012). After buying that product, their experience would determine and affect their relationship with that brand in the future. For instance, if they would have a great experience with a product of a particular brand, then in future they will intentionally explore more products of the same brands (Burgess, 2018).

Conceptual Framework

The conceptual framework designed for this research paper is explained in figure 2.

Figure 2: *Model of Influencers’ Credibility and Purchase Decision Process Proposed by the Researchers for this Study*



Methodology

In this study, the authors have employed a quantitative method i.e., survey analysis. Since this study is aimed to demonstrate relationship between concepts and variables, and study different concepts quantitatively, therefore, deductive approach has been used by the researchers. In order to evaluate the influence of Instagram influencers' credibility on the purchase decision process, researchers have used questionnaire as an instrument to gather desired responses from the targeted respondents of the study. That questionnaire is designed on the basis of "Ohanian model of credibility", and "purchase decision process". The target population of this study are Instagram users that belongs to three categories based on the age. These categories include Millennials, Generation Z, and Generation X. In this study, the researcher hires a technique of non-probability sampling called convenience sampling to select potential respondents i.e., Instagram users for the purpose of data collection. In this research, researchers have selected 350 respondents as a sample size and gathered the data from them. The authors have used Instagram consumption time and credibility of Instagram influencer (Ohanian model of credibility, 1990) as independent factors as they can impact the purchase decision process of Instagram users. However, purchase decision process and para social relationship has played the role of dependent and mediating variable respectively.

Research Hypotheses

To achieve the objectives, the researcher has formulated the following hypotheses:

1. Trustworthiness of Instagram influencers will influence the buying decision process of consumers in a significant positive manner.
2. Expertise of Instagram influencers will have significant positive influence on the buying decision process of consumer.
3. Attractiveness of Instagram influencers will have significant positive affect on the buying decision process of consumers.

Research Questions

1. How does para social relationship play its role to mediate between influencers' credibility and purchase decision process?
2. How does the consumers' time (approx.) spent on Instagram per day impact their Purchase decision process and perceived Instagram influencers' credibility?

Findings

This section covers the data analysis and their results. Firstly, a reliability analysis of questionnaire is given, followed by the description of the sample. With that being explained, regression analysis has been discussed and to reveal the significant differences of Instagram usage per day on perceived Instagram influencers' credibility and purchase decision process, one-way ANOVA have been used. Lastly, simple mediation analysis using PROCESS has been discussed to show how para social relationship mediates between Instagram influencers' credibility and purchase decision process.

Reliability of questionnaire

The value of Cronbach's Alpha for the questionnaire that the researcher obtained is given below.

Table 1: Reliability of questionnaire (N=350)

Research questionnaire	
No. of items	Cronbach's Alpha
23	.74

Table 2: Demographic Characteristics of the Respondents (N=350)

Measure	Items	f	Percentage
Gender	Male	147	42
	Female	203	58
Age	9-24	196	56
	25-40	112	32
	Above 40	42	12
Qualification	Under matric	15	4.3
	Matric	16	4.6
	FA/FSc	32	9.1
	BA/BSc	128	36.6
	MA/MSc	107	30.6
	Mphil or above	52	14.9
Income status	Earning	149	42.6
	Not earning	201	57.4

Table 3: Regression Coefficients of Trustworthiness on Purchase Decision Process

Variable	B	β	SE	t
Constant	14.46		.64	22.40
Trustworthiness	.54	.29	.09	5.80
R^2	.088			
p-value	.000			

Table 3 shows the influence of Trustworthiness on the Purchase Decision Process. The value of beta is .29, which means that the change in the independent variable i.e., Trustworthiness by one unit will bring about the change in the dependent variable i.e., Purchase Decision Process by .29 units. Also, the value of p is .000, which is less than 0.05, hence we can say that there is a significant relationship between Trustworthiness and Purchase Decision Process. Moreover, R^2 -value is .088, which means that Trustworthiness causes 8.8% change in the Purchase Decision Process.

Table 4: Regression Coefficients of Expertise on Purchase Decision Process

Variable	B	β	SE	t
Constant	15.28		.83	18.30
Expertise	.38	.18	.11	3.43
R^2	.033			
p-value	.001			

Table 4 shows the impact of Expertise on the Purchase Decision Process. The R^2 value of .033 revealed that the predictor variable explained 3.3% variance in the outcome's variable with $F=11.82$, $p=.001$. The findings revealed that Expertise has a significant impact on the Purchase Decision process ($\beta=.18$, $p<.05$).

Table 5: Regression Coefficients of Attractiveness on Purchase Decision Process

Variable	<i>B</i>	β	<i>SE</i>	<i>t</i>
Constant	15.46		.55	27.80
Attractiveness	.76	.25	.15	4.93
R^2	.065			
<i>p</i> -value	.000			

Table 5 shows the influence of Attractiveness on the Purchase Decision Process. The value of beta is .25, which means that the change in the independent variable i.e., Attractiveness by one unit will bring about the change in the dependent variable, i.e., Purchase Decision Process, by .25 units. Also, the value of *p* is .000, which is less than 0.05; hence we can say that there is a significant relationship between Attractiveness and Purchase Decision Process. Moreover, R^2 -value is .065, which means that Attractiveness causes 6.5% change in the Purchase Decision process.

Table 6: Direct and Indirect Effect of Influencers' Credibility on Purchase Decision Process ($N = 350$)

Effects	<i>B</i>	95% CI	
		<i>LL</i>	<i>UL</i>
Total	.31	.22	.41
Direct	.24	.14	.34
Indirect	.07	.03	.11

** $p < .001$

Table 6 shows the total, direct, and indirect mediation effects of Influencers' Credibility on Purchase Decision Process through Para social relationship. The R^2 value of 0.08 indicates that Influencers' Credibility explained 8% variance in para social relationship with $F(1, 348) = 31.19$, $p < .001$. The R^2 value of .16 indicates that Influencers' Credibility and Para social relationship explained 16% variance in Purchase Decision Process with $F(2, 347) = 34.7$, $p < .001$. The R^2 value of .10 indicates that total model explains the 10% variance with $F(1, 348) = 41.04$, $p < .001$. The indirect and direct effects confirmed the partial mediating effects of Para social relationship between Influencers' Credibility and Purchase Decision Process.

Table 7: Mean, Standard Deviations and One-Way ANOVA Analysis of Variance in Purchase Decision Process and perceived Instagram Influencers' Credibility Across Different time periods

Variable	Less than 1 Hour		1-2 Hour		3-4 Hour		More than 4 Hours	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
IC	16.56	2.81	17.18	2.74	18.20	2.86	18.01	3.36
	5.52	.001	1<2<3>4	.04				
PDP	17.75	3.01	17.90	2.80	18.09	3.02	19.00	2.61
	2.60	.04	1<2<3<4	.02				

Note, IC = influencers' credibility; PDP = purchase decision process

* $p < .05$. ** $p < .01$. *** $p < .001$.

Table 7 shows that mean, standard deviation and F -value for time periods of Less than 1 Hour, 1-2 Hour, 3-4 Hour, and More than 4 Hours across the variables that include perceived Instagram influencers' credibility and purchase decision process. Results indicate significant mean differences on influencers' credibility with $\{F(3, 346) = 5.52, p < .01\}$ and purchase decision process with $\{F(3, 346) = 2.60, p < .05\}$. The value of eta square across influencers' credibility is $\eta^2 = .04$ which indicates a small effect size, whereas its value across purchase decision process is $\eta^2 = .02$ that also indicates small effect size.

Discussion

In this study, researchers propose total three hypotheses and two research questions. First, regression have been applied to observe the relationship between independent and dependent variables. Similarly, to investigate the impact of consumers' time (approx.) spent on Instagram per day, One-way ANOVA has been adopted by the researchers. Moreover, the researchers have conducted regression via PROCESS by Andrew F. Hayes to analyze the mediating factor i.e., para social relationship. Detailed discussion on all the research questions and hypotheses accompanied by respective tests that the authors have used to analyze them, and their results is given below.

The researchers conducting this study aim to evaluate the role of three dimensions of Instagram influencers' credibility i.e., trustworthiness, expertise, and attractiveness in changing purchase decision process. After testing the 1, 2, and 3 hypotheses, it has been found that all three dimensions of influencers' credibility i.e., trustworthiness, expertise and attractiveness have a significant impact on the purchase decision process of the online consumers. It indicates that higher the consumers' perceived trustworthiness, expertise, and attractiveness of Instagram influencer, easier would be the process for them to determine what products and services will best fit their needs. To explore what factor other than influencers' credibility impact the purchase decision process, researchers performed a simple mediation analysis using PROCESS on para social relationship as a mediating variable between Influencers' credibility and purchase decision process. Researchers found that there exists a partial mediating effect of para social relationship between influencers' credibility and purchase decision process. Therefore, it can be concluded that para social relationship also has an influence on the purchase decision process of Instagram users. The

researchers cite the study conducted by Larsen & Pedersen (2021) to support this finding. According to that study, para social relationship has positive influence on the purchase intention.

To cater research question that says how users' time (Approx.) spent on Instagram per day impact their purchase decision process, researchers applied one-way ANOVA analysis across different time periods. The results have confirmed that there exists an impact of users' Instagram consumption per day on their purchase decision process. Significant mean differences are found in purchase decision process at different Instagram consumption time periods. People who use Instagram for more than 4 hours per day have higher purchase decision process than those who use it for less than 4 hours. Similarly, people using Instagram for 3-4 hours has stronger purchase decision process than those who use it for less than that. However, people using Instagram for only 1-2 hours have low purchase decision process than people using it for more than 2 hours. Lastly, people who have very small Instagram consumption i.e., less than 1 hour, possess the lowest purchase decision process than people using it for more than 1 hour. The researchers have investigated the impact of Instagram consumption level across the perceived influencers' credibility as well. It has been seen that users with Instagram consumption of less than 1 hour perceives the Instagram influencer as less credible than those who use it for more than 1 hour. Likewise, users with Instagram consumption of in-between 1-2 hours have higher perceived credibility of Instagram influencers than those who use it for less than 1 hour. However, people who use Instagram for 3-4 hours perceive the influencers as more credible than those who use it for more than 4 hours.

Conclusion

Theoretical and Managerial Implications

This study provides useful implications for different brands, businesses, and marketers alike that intend to employ online influencers for the advertising of their products, services and goods. A clear knowledge of brand communication through digital influencers can impulse practitioners' understanding of influencer engagement. The findings reveal that if a company understands which characteristics of the influencer consumers value more, they could invest in adequate marketing promotions, associate with the right influencer, and consequently save money. Identifying how consumers perceive influencers' credibility and the way it impacts their purchase intentions constitutes an important factor when deciding and carrying out customized marketing strategies. In addition, this empirical research adds value to the literature based on the potential of different dimensions of Instagram influencers to impact purchase decision process. Firstly, it has filled academic gap by discussing the individual influence of three dimensions of source credibility (trustworthiness, expertise, and attractiveness) presented by Ohanian (1990) on purchase decision process. Secondly, authors have contributed to the academic research by adding another factor as well that could possibly affect the purchase decision process of the Instagram users i.e., para social relationship. This variable has basically played the role of mediator between influencers' credibility and purchase decision process.

Recommendations for future research

1. The changing dynamics of digital advertising could be explored further by taking an influencer with a specific niche. It would help the participants to get their analysis straight and, thus, respond in a better way.
2. Research from the perspective of brand managers, marketers etc. can be conducted using different qualitative methods like in-depth interviews, focus group's discussions etc. to develop a better understanding of their perception on influencers and what makes an influencer capable enough to run their campaigns.
3. In the current age, one major issues linked with influencer advertising is fake followers that mislead brands and marketing agencies. Hence, this problem needs to be addressed and discussed in academic studies.

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