

**The Impact of Instagram Influencer Credibility and Product
Characteristics on Purchase Intention of Francophone
Africans: the case of Northern Cyprus**

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**Final International University
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Girne, TRNC**

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone Africans: the case of Northern Cyprus

by

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A thesis submitted to the Institute of Graduate Studies
in partial fulfillment of the requirements for the Degree
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**FINAL INTERNATIONAL UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**

APPROVAL

Title: The Impact of Instagram Influencer Credibility and Product Characteristics on
Purchase Intention of Francophone Africans: the case of Northern Cyprus

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degree of Master of Business Administration in Business Administration.

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A handwritten signature in blue ink, enclosed within a blue oval. The signature is cursive and appears to read "Grace Mpemo".

ETHICAL DECLARATION

I, Grace Florian Massamba-Mpemo, hereby, declare that I am the sole author of this thesis and it is my original work. I declare that I have followed ethical standards in collecting and analyzing the data and accurately reported the findings in this thesis. I have also properly credited and cited all sources included in this work.

Grace Florian Massamba-Mpemo



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ABSTRACT

With the development of the technology, Influencer Marketing (IM) is increasingly becoming important for companies, and many companies are seeking by all means to comply with that new trend. Understanding the factors that influence a user's purchase intention stemming from an influencer is one of the most important aspects in the field of IM. Previous studies looked at the impacts of source credibility and product characteristics on purchase intention of users of social media separately and using different classifications of these constructs, which seems to be inefficient as they collectively influence purchase intention. The aim of this study is to examine source credibility and product characteristics to understand the impact they have on the purchase intention of Francophone African consumers who study in the Turkish Republic of Northern Cyprus (TRNC). For this purpose, a three-dimensional classification (attractiveness, trustworthiness, competence) of source credibility is adopted while perceived price and quality variables are adopted for the product characteristics construct. With the use of a quantitative method, primary data was collected from a randomly chosen sample of 406 from the Turkish Republic of Northern Cyprus (TRNC). Differing from the samples used in previous studies which focus on either students or general consumers, this study's sample was selected due to being very active on social media and as international students living far from home for which they are more careful with their budget, when evaluating price and quality of products. The

findings show that attractiveness and competence dimensions of source credibility as well as perceived price and perceived quality of product characteristics are found to impact purchase intention but trustworthiness has not a significant on purchase intention. The study found competent and attractive influencers as well as price and quality of a product to affect purchase intention. The study also concludes that source and product credibility characteristics together through its tested model theoretically contributes to enrich the literature as that model could be adapted for upcoming research. Study findings can be used by practioners to increase purchase intention of their offerings. Additional variables could be studied to extend this model for future research to increase the understanding of the impact of influential factors on purchase intention.

Keywords: source credibility, purchase intention, influencer marketing, product characteristics

ÖZ

Teknolojinin gelişmesiyle birlikte Fenomen Pazarlaması (Influencer Marketing) şirketler için giderek daha önemli haline gelmiştir ve birçok şirket bu yeni trende uymak için her yolu denemektedir. Bir kullanıcının bir sosyal medya fenomeninden kaynaklanan satın alma niyetini etkileyen faktörleri anlamak, IM alanındaki en önemli hususlardan biridir. Önceki çalışmalar, sosyal medya kullanıcılarının satın alma niyeti üzerinde kaynak güvenilirliği ve ürün özelliklerinin etkilerini ayrı ayrı ve bu yapıların farklı sınıflandırmalarını kullanarak incelemiştir, Fakat bu değişkenler satın alma niyetini birlikte de etkiledikleri için önceki çalışmalar yetersiz görünmektedir. Bu çalışmanın amacı, Kuzey Kıbrıs Türk Cumhuriyeti'nde (KKTC) eğitim gören Frankofon Afrikalı tüketicilerin satın alma niyeti üzerindeki etkilerini anlamak için kaynak güvenilirliği (Source Credibility (SC)) ve ürün özelliklerini incelemektir (Product Characteristics (PC)). Bu amaçla, kaynak güvenilirliği için üç faktörlü bir sınıflandırma çekicilik (Attractiveness (AT)), güvenilirlik (Trustworthiness (TR)), yeterlilik (Competence (CM)) benimsenirken, ürün özellikleri için algılanan fiyat ve kalite değişkenleri benimsenmiştir. Nicel bir yöntem kullanılarak, Kuzey Kıbrıs Türk Cumhuriyeti'nden (KKTC) rastgele seçilen 406 kişilik bir örneklemden birincil veri toplanmıştır. Daha önceki çalışmalarda kullanılan ve öğrenci ya da genel tüketicilere odaklanan örneklemelerden farklı olarak, bu çalışmanın örneklemi, sosyal medyada çok aktif olan ve evlerinden uzakta yaşayan , ürünlerin fiyat ve kalitesini değerlendirirken bütçeleri de dikkate alan

uluslararası öğrenciler örneklem olarak seçilmiştir. Bulgular, kaynak güvenilirliğinin çekicilik ve yetkinlik boyutlarının yanı sıra algılanan fiyat ve algılanan ürün kalitesi özelliklerinin satın alma niyetini etkilediğini, ancak güvenilirliğin (TR) satın alma niyeti üzerinde anlamlı bir etkiye sahip olmadığını göstermektedir. Bu çalışma yetkin ve çekici fenomenlerin olduğu kadar ürünün fiyat ve kalitesinin de satın alma niyetine etki ettiğini göstermektedir. Çalışma ayrıca, test edilen model aracılığıyla kaynak ve ürün güvenilirliği özelliklerinin birlikte teorik olarak literatürün zenginleşmesine katkıda bulunduğu ve bu modelin gelecekteki araştırmalar için uyarlanabileceği sonucuna varmaktadır. Çalışmanın bulguları, yöneticilerin ürünlerine karşı satın alma niyetini arttırmasına yardımcı olarak kullanılabilir. Gelecek çalışmalar için, farklı değişkenler de eklenerek bu çalışmanın modeli geliştirilebilir ve satın alma niyetini etkileyen faktörlerin daha iyi anlaşılması sağlanabilir.

Anahtar kelimeler: kaynak güvenilirliği, satış alma, etkileyici pazarlama, ürün özellikleri

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LIST OF ABBREVIATIONS

AT	Attractiveness
CM	Competence
e-WOM	electronic Word-Of-Mouth
IM	Influence Marketing
PC	Product Characteristics
PI	Purchase Intention
SC	Source Credibility
SM	Social Media
SNSs	Social Network Sites
TR	Trustworthiness
TRNC	Turkish Republic Of Northern Cyprus
WOM	Word Of Mouth

CHAPTER 1

INTRODUCTION

The development of technology has enabled companies to change the way they communicate with consumers and pushed them to establish new marketing strategies, especially in the field of marketing communications. Nowadays, with the internet and the advent of social media (SM), companies are gaining exposure or promoting their products differently, as it can be done online more conveniently by using Influencer Marketing (IM) on Social Networking sites (SNSs) such as Instagram, Facebook, and YouTube.

SM can be accessed only through internet access. According to Young Africa (2017), internet access is not readily available for everyone especially, in Africa, where the internet is still not affordable to many. Despite the general difficulties of accessing the internet in Africa, some countries such as the English-speaking zone countries are exceptions; this is why IM in Africa is mainly used in reference to the English-speaking zone. Even though in French-speaking Zone, internet reach is still weak in general, there are some countries such as Senegal, Ivory Coast, Cameroon, and Morocco which are able to compete with those of English-speaking zone's IM implementation following the emergence of several celebrities who have also launched themselves in influencer marketing (Young Africa, 2017). This is why this study uses French speakers as a sample not only for their visibility but also to contribute to the literature by bringing the opinion of this youth that is newly active on social networks on Instagram influencers and purchase intention. Achen (2016) defined IM as a form of social media marketing, a set of techniques that companies use through social media influencers in order to

gain exposure or business. In today's digital age, IM is a tool that allows companies to sell and improve their images and reputations. Thus, marketers have understood that and are working towards including influencer marketing more in their marketing communication strategies (Achen, 2016)

Initially, influencer marketing was aimed at the most active community members but nowadays it concerns everyone, from bloggers to the most followed users on Facebook, Instagram or Twitter or YouTubers (Zerah & Julian, 2019). Influencer marketing is currently one of the most important marketing strategies in business, as one of the main elements of marketing for gaining notoriety or visibility and at the heart of influencer marketing is the influencer.

Influencer is the one who has the ability to positively or negatively affect someone's behavior or intention. Based on Philip Sheldrake (2011)'s words regarding influence: "You have been influenced when you think something you wouldn't have thought, or do something you wouldn't have done." It can be deduced that an influencer is one that pushes one to do something one did not intend to or imagine one would do.

SNS lead us to believe that influencers are generally the best informed people, and it is partially true, however, the opposite has been proven by Katz and Lazarsfeld's (1955) two-stage flow theory which states that the influencer is not always the one who has the primary information or is not the primary source of the information. The influencer may be an opinion leader who interprets and adapts messages and not the one who directly creates the message content (Bennett & Manhein, 2006). When a company wants to promote a product and influence consumers' purchase intention, it may use an influencer to promote the product's features to encourage consumers to purchase the product.

In influencer marketing, the source is the influencer who agrees to promote the product of any company. Therefore, it is important for companies to hire credible influencers. A credible source is merely defined as a source that can be trusted. Ohanian (1990) states that source credibility is a combination of three components, namely attractiveness, trustworthiness and competence. Thus a source is said to be credible when it is attractive, trustworthy and competent. By product characteristics one means all the distinctive features of product characteristics. A product can have characteristics such as availability, the manufacture and the consumer value (perceived price and perceived quality). The study looks at perceived price and perceived quality to represent product characteristics. Perceived price and quality is the judgment that the consumer has about the price and quality of a given product (Chiang & Jiang, 2008; Zeithaml, 1988).

This thesis is composed of five chapters; the first chapter consists of the introduction, problem statement, purpose of the study and significance of the study. The research questions, hypotheses, assumptions, limitations and definition of key terminology are also discussed in the chapter. The second one consists of literature review while in chapter 3, the details about the methodology, the chosen sample, the data collection and the instruments used to collect these data are given. In chapter 4, data analysis and its findings are reported. The last chapter consists of conclusion and discussion as well as implications and recommendations.

1.1 Problem Statement

Researchers have focused their research on several factors such as store image, brand loyalty, visual merchandising, in store promotions, consumer value that can have an impact on purchase intention. Literature shows that there is a tendency to prove the influence of either the source credibility or the product characteristics on purchase intention. However, various different studies argue that both of these constructs are important on intention to purchase (Kristine & McGloin, 2014; Aaker & Myers, 1987; Ohanian, 1991; Zeithaml, 1988; Bao et al., 2011; Cristina, 2016; Diallo, 2012). Certain groups of people are influenced by both together such as international students who are considered as the digital youth and susceptible to social influence while also caring about their budgets while making purchases. Therefore, this gap in the literature necessitates further studies to be conducted with a more unified approach for consumers of different demographic groups such as the aforementioned international students. Accordingly, to address the gap, this study aims to investigate the impact of source credibility and product characteristics together on purchase intention for a sample of international students, specifically Francophone Africans studying in TRNC universities to see their combined impact on a consumer's purchase intention. This study aims to understand the impact of Instagram influencers credibility and product characteristics on the consumers purchase intention of Francophone African student consumers studying in TRNC. The study adopts attractiveness, trustworthiness, and competence classification of source credibility based on Ohanian (1990)'s study and perceived price and perceived quality based on Chiang and Jang (2008) and Dodds (1991)'s studies respectively. The thesis focuses on examining the aforementioned variables through a model to provide a

more unified approach to a better understanding of purchase intention.

1.2 Significance of the Study

Unlike other studies that have focused on one of the two variables, this study highlights the importance of both variables on the impact they have on consumers' purchase intention. The particularity of this study is that when source credibility is evaluated together with product characteristics, it has more impact on purchase intention. This study is significant for both theoretical and practical reasons. Indeed, the study model is the first to be tested for the effects of influencers and product on purchase intention of international higher education students could theoretically contribute to the influencer marketing area. With that mind, practitioners could also use influencers and product characteristics together to establish better-tailored marketing mix strategies to create more value for consumers and build more significant and stronger relationships with them to get more value back. With the increasing competition, companies are strongly interested in this evolution of marketing to develop better strategies regarding relationship management.

For years, purchase intentions have been considered by many researchers as a means of measuring customer attitudes and beliefs, a very effective means of predicting sales (Armstrong & Mornitz, 2000). This study could also help companies to position themselves in the target market, as a study on purchase intentions allows the company to properly segment the market in which it wants to position itself. It is in this same perspective that Sewall (1978) stated that purchase intention helps the manager to decide in which geographical part of the market and towards which segment the product should be launched.

1.3 Research Questions and Hypotheses

The purpose of a research is to satisfy the general research question (Florence, 2014). Accordingly with previously stated research gap in the literature, the following research questions are guiding this thesis:

What are some of the factors that influence the purchase intention of Francophone African consumer students studying in TRNC higher education institutions?

a) How does an Instagram Influencer's credibility influence the purchase intention of Francophone African consumer students studying in TRNC higher education institutions?

a₁) How does the attractiveness of an Instagram Influencer influence the purchase intention of Francophone African consumer students studying in TRNC higher education institutions?

a₂) How does trustworthiness of an Instagram Influencer influence the purchase intention of Francophone African consumer students studying in TRNC higher education institutions?

a₃) How does the competence of an Instagram Influencer influence the purchase intention of Francophone African consumer students studying in TRNC higher education institutions?

b) How do characteristics of a product influence the purchase intention of Francophone African consumer students studying in TRNC higher education institutions?

b₁) How does perceived price influence the purchase intention of

Francophone African consumer students studying in TRNC higher education institutions?

b₂) How does perceived quality influence the purchase intention of Francophone African consumer students studying in TRNC higher education institutions?

According to Petty and Wegener (1998) a more credible source does have an impact on consumer attitudes in the short and long term. Clow and et al. (2006) state that it also affects purchase intentions and consumer behavior. As credibility is the sum of three elements, attractiveness, trustworthiness and competence, one can say that a source is credible when it is attractive, trustworthy and competent. Research shows that the more attractive the source, the higher the purchase intention (Petroshius & Crocker, 1989). Trust is also found to play a very important role when it comes to influencing consumer purchase intention (Adiwijaya, 2014) and being competent is considered to be one of the most important keys to activating a consumer's purchase intention (Ali Ihtiyar & Fauziah, 2014). Accordingly, the following hypotheses were developed:

H_{a1}: “When the attractiveness of an Instagram influencer increases, the purchase intention of Francophone African consumer students studying in TRNC higher education institutions increases.”

H_{a2}: “When the trustworthiness of an Instagram influencer increases, the purchase intention of Francophone African consumer students studying in TRNC higher education institutions increases.”

H_{a3}: When the competence of an Instagram influencer increases, the purchase intention of Francophone African consumer students studying in TRNC

higher education institutions increases.”

Carman (1990) contends that perceived quality has a direct impact on purchase intention. Chang (1994) argues that perceived price and perceived quality are among the primary factors influencing purchase intention. Aaker (1996) states that perceived quality increases purchase intention in the eyes of consumers as it provides a stronger rational mindset to the consumer. Leonika (2017) by analyzing the influence of perceived quality and perceived price on purchase intention found that both have a significant impact on purchase intention. Regarding this, following hypotheses are developed:

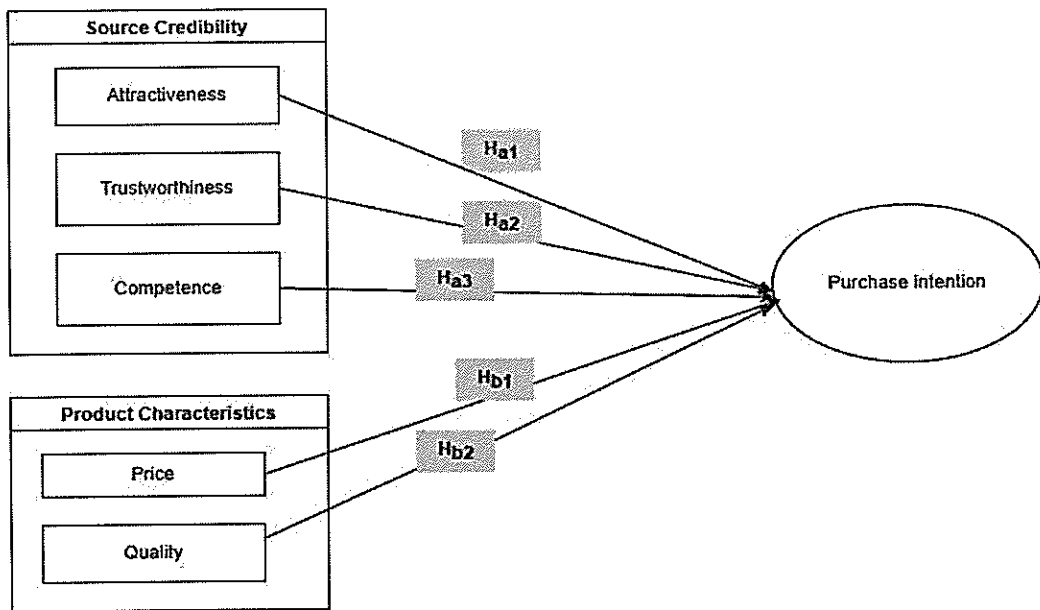
Hb1: “When the perceived price of products promoted by an Instagram Influencer increases, the purchase intention of Francophone African consumer students studying in TRNC higher education institutions increases.

Hb2: “When the perceived quality of products promoted by an Instagram influencer increases, the purchase intention of Francophone African consumer students studying in TRNC higher education institutions increases.”

Based on the above hypotheses, the study model is developed as shown in

Figure 1

Study Model



1.4 Assumptions

Although the study's assumptions highlight the elements beyond your control, they are essential because the study would no longer be relevant without them (Simon, 2011). Leedy and Ormrod (2010) "Assumptions are so basic that, without them, the research problem itself could not exist" (p.62). Accordingly, this study is built on the following assumptions:

(a)Source credibility has an impact on purchase intention. Ohanian (1990) defines source credibility as a set of three dimensions, attractiveness, trust and competence. Hemanthi (2022) notes the importance of these dimensions in measuring the relationship between source credibility and purchase intention. study shows the important role that source credibility plays in influencing purchase intention. Hovland and Weiss (1951) state that among the factors of credibility, the expertise or competence that a person has in a given field is one of

the main ones, along with trustworthiness. An attractive, expert, and trustworthy source easily influences the purchase intention of its audience (Gunawan & Huarng, 2015).

(b)Product characteristics have an impact on purchase intention. This study chose price and quality as the characteristics of a product influencing the purchase intention of consumers. Maharani (2020) in a study to identify factors influencing purchase intention in the private sector, pointed out perceived value including: perceived price and perceived quality as the intrinsic factors influencing the purchase intention. Chan (2007) contends quality of the product is deemed to be important in brand image and purchase intention. For, the higher quality the better reputation and the greater the purchase intention. Source credibility and product characteristics combined together have more impact on purchase intention.

(c)Source credibility and product characteristics combined together have more impact on purchase intention. Today, the use of social media influencers for marketing communication is thought to be an effective and valuable way for companies (De Veirman, 2017). According to Hemanti (2022) the three components of source credibility (attractiveness, trustworthiness, and competence) impact significantly and positively the consumer purchase intention. In the same way Kristine (2014) credibility is a significant predictor of consumer purchase intention. In the study of Malaysian consumer purchase intention, hazlin (2015) found that perceived quality and perceived price have a significant impact on consumer purchase intention. To influence the purchase intention of an audience, companies hire credible influencers who promote a good quality product and whose price matches the quality of the product. Based on this and the

literature which shows separately the significant impact of source credibility and product characteristics on purchase intention. Meaning that combining source credibility and product characteristics impact the purchase intention.

1.5 Limitations

Limitations of the study stand for weaknesses that are out of the researcher's control; limitations impose some restrictions on research and can hinder the ongoing research or lead to biased results. In research, the limitations are usually tied to several factors such as chosen research design, statistical model constraints, and funding constraints (Dimitrios & Antigoni, 2018).

Following extensive research in the health field, Dimitrios and Antigoni (2018) pointed out the importance of always notifying the limitations encountered when doing research. For them, authors should always mention the limitations of their research work to improve the quality of the results and interpretations in order to enlighten those who read. In this respect, this thesis acknowledged limitations regarding the sample, instrument, time and context.

The sample was chosen among Francophone African students who study in TRNC. However, those studying in another country might have a different point of view. With regards to instruments, although the online survey facilitates the data collection and allows the researcher to reach a large number of participants, it does not give the possibility to control the data collection sufficiently. Therefore, it might be possible that a participant answers the questions dishonestly and incorrectly without reading the instructions properly. The scales used for measurement were previously tested on different samples, it might have the unobserved consequences which may affect the study.

For the time limitation, most academic research has a deadline for submission, which obliges the student to finish before the deadline. Due to the time limitation, the data collection was done between March and May 2022, and then analyzed between May and June 2022. During that period, 507 responses were collected. Therefore, if the time was longer, more responses would have been collected.

With regards to context, the study concerns the impact of Instagram influencers and the characteristics of the products promoted by these influencers on purchase intention of Francophone Africans, so the results found may not be applicable to different groups of people.

1.6 Definition of Key Terminology

Source credibility: is a term used to refer to the characteristics of a communicator that affect the acceptance of a message by the receiver (Ohanian, 1990).

Attractiveness: someone's physical attributes leading to the overall image (Ohanian, 1990).

Trustworthiness: is the degree of confidence in the communicator's intent to communicate the assertions he/she considers most valid (Ohanian, 1990).

Competence: competence is defined as the depth of knowledge or expertise that a person can have in a given field (McCroskey, 1992).

Influencer: the one who uses SNSs to share his or her opinion with Internet users in order to influence them by changing their lifestyle or behavior (Ecommerce.fr, 2021).

Influencer marketing: marketing based on using key leaders to drive a brand's message to the larger market (Byrne, Kearney & MacEvill, 2017)

Purchase intention: Purchase intention is defined as a measure of the strength of one's intention to make the decision to buy a product or service (Foroud, 2018).

Perceived price: is a cognitive judgment of the product price, a judgment of whether the product price is deemed reasonable.

Perceived quality: Zeithaml (1988) defines perceived quality as a consumer judgment made about the quality of product.

CHAPTER 2

LITERATURE REVIEW

2.1 Purchase Intention

Purchase intention can be defined as the fact of having responded positively to any product offer. It is most often linked to the customer's attitude because the latter directly influences purchase intention and when one shows an intention to buy, it means that one has a positive attitude. According to Morinez and et al. (2007) purchase intention is a circumstance in which a consumer feels capable of buying any product in a certain modality. Ghosh (1990) presented it as a tool which effectively predicts the purchase process.

Intention is a function with two variables: attitude and subjective norm. Attitude is a set of beliefs (Ajzen & Fishbein, 1975). According to Fishbein and Ajzen (1975) the subjective is related to behavior and is defined as "an individual's perception of what most people who are important to him or her think of people who are important to him, whether or not he would perform the behavior in question."

In marketing, purchase intention is defined as subjective certainty of purchase based on the degree of planning of the act of purchase (Bressoud, 2001). Also defined as the willingness of a consumer to purchase a good or service. Even if the intention to purchase does not always end in a purchase, as it is possible that after the consumer has reacted positively to the advertisement certain factors may cause him to decline, its study is an indicator of great importance in the elaboration of the marketing strategy. Purchase intention is an indicator that should be referred to with great caution because it can be modified by the

influence of elements such as quality, price, and perceived value. A consumer may express a willingness to buy or purchase a product today but change his or her mind the next day and this may be due to the quality or price of the product. It should be noted that the quality of the product has a significant impact on the consumer's intention to buy, the better the quality of the product the higher the intention to purchase and the consumer will be more motivated to purchase (Tsiotsou 2005; 2006). Purchase intention can also be an element on which a company can measure the impact of its product against that of the competitors. When a consumer intends to buy or shows willingness to buy your product, it shows how important your brand and your product are to the consumer.

In the field of marketing, purchase intention is most often used in advertising targeting or direct marketing, and it is also an indicator that allows us to ensure the effectiveness of advertising. The manager often uses customers' purchase intentions to predict or test the introduction of a new distribution channel, a concept that needs to be well developed in order to know which market segment to focus on (Morwitz & et al., 2007). Purchase intention is a type of decision making that justifies the reason for the consumer to buy a particular brand (Shah & et al., 2012).

Purchase intention is a key factor in e-business, as it has been shown that the lack of purchase intention has a negative impact on its development (Ajzen, 1991). In the same way, Youjae Yi (1990) argues that in the selection of the context for advertising, especially when it comes to influencing, one of the key issues that arises is that of attitudes and purchase intentions. Purchase intention is classified as a component of cognitive consumer behavior on how an individual intends to purchase a specific brand or product (Hosein, 2016).

Purchase intention is a consumer behavior that leads to consumer's action in planning to purchase (Dodds, Monroe & Grewal, 1991). It is simply the probability that a consumer will buy in the future. Several studies have been done to identify the determinants that may influence consumers to engage in this behavior because of its ability to convey a customer's willingness to promise a certain future act activity. It is the willingness of a customer to promise a certain activity related to a future act. Therefore, understanding purchase intention is a necessity for a business organization in order to attract and retain customers (Ko, Kim & Zhang, 2008). From this perspective, online purchase intention can be defined as the desire to purchase a product from an online platform. According to some studies, there are a variety of driving forces of online purchase intention. For example, according to Chen and Chang (2018) some consumers are more likely to purchase when good information quality and media richness are available on the online platform. Similarly, Hasim, Shamsudin and Hassan (2018) following their study states that the quality of the online shopping platform affects consumers' purchase intention, including their tendency to engage in e-commerce activities (Hasim, 2020).

Today, social media is an indispensable marketing tool for any commercial organization, as it has a significant impact on the purchase intention of customers. Unlike a traditional shop, an online shop may have little human contact in the buying process. Therefore, online shops depend on a wealth of media to engage and encourage the customer to buy (Hasim, 2020).

Conducting a purchase intention study is a valuable indicator in the development of the marketing strategy. Measuring purchase intention is one of the

best predictors of consumer behavior, many argue that intentions are scripts and scenarios for future behavior (Belk, 1985). Purchase intention is also at the heart of a company's operation, especially for distribution companies that use purchase intentions to facilitate their activity. Indeed, these companies carry out media plans to generate consumer purchase intentions. But when this does not turn out to be tangible behavior, i.e. the consumer does not make a purchase, then the objective is not achieved.

Human nature is very difficult to pin down, individual attitudes include preferences and expectations which often lead to attitude changes when these expectations are not met. Attitude change in the face of unpredictable situations means that consumers change their purchase intention because of a specific situation, for example, when the price is higher than the expected price (Dodds & Grewal, 1991).

2.2 Source Credibility

Credibility is the character of what is credible i.e. what can be believed or trusted and the source credibility is the positive characteristic of the sender of a message as it will influence the acceptance of the message by the receiver (Ohanian, 1990). According to Rossiter and Percy (1997) credibility is the expertise that celebrities have on the knowledge of a product to be advertised and the ability of celebrities to build consumer confidence (Talitha, 2019).

Sources are said to be credible when they are competent, dynamic (Burgoon & et al., 2000). In communication, no matter what the context, the person sending a message must have the ability to capture the attention of those listening, but this requires a great deal of experience and skill especially when it

comes to convincing an online audience, because often others are left out. An important element in any effective communication is the source of the message. Information that comes from a trustworthy source really impacts our attitude and intention, unlike information that comes from a source that appears to be doubtful.

In today's marketing communication, people recognize the value of credibility of the source by using the testimonies of well-known people or a well-known and respected institution to communicate the value of their product. It is possible to convince the consumer based on the testimonial of someone influential and even influence their purchase intention. Many studies have shown that the more credible or trustworthy the source, the easier it is to accept the conclusions (Petrof, 1996).

Hovland (1951) in a study on source credibility, compared a credible source with a non-credible one, and stated that information from a non-credible source is easily forgotten. In the same perspective Hovland and Weiss (1951), in their study on the influence of the opinions of different audiences demonstrated that communication made by a more credible source has a significant and rapid impact on the audience as opposed to a less credible source. It is very important to know that the credibility of the source is relative for the perceiver of the message, and it is in this sense that Hovland, Janis and Kelley state that the credibility of a source comes from both the competence and the confidence granted by a subject to the source that sends the message. However, a source can be credible for one individual and not for another (Kilgo, 2019).

2.2.1 Dimensions of Source Credibility

The literature on source credibility has helped to identify three dimensions: expertise, power to inspire trust and perceived social values (Dean, 1998). Simply put, for a source to be perceived as credible and to be considered in the consumer's decision-making process it must be reliable, competent and sincere in the consumer's eyes (Hovland & Weiss, 1951). According to Hovland and Weiss, the source credibility model depends on reliability or trustworthiness and expertise, but Norman (1976) adds to this the physical attractiveness of the source. So, following this we can say that the main dimensions of source credibility are trustworthiness, attractiveness and then competence.

2.2.1.1 Trustworthiness. Trustworthiness is the ability of someone or something to generate trust. Trustworthiness is "the Degree of confidence in the communicator's intent to communicate the assertions he considers most valid" (Hovland & et al., 1953, p. 21). The model of trust in communication is the listener's degree of trust and acceptance of the speaker and the message (Ohanian, 1990).

Trustworthiness is a key factor in the process of persuading (Friedman, 1978). Ohanian (1990) states that the degree of trustworthiness is strongly related to the overall social trust of the occupation, the communicator's professions and then the receiver's perception of the communicator's behavior (McGinnies & Ward, 1980).

2.2.1.2 Attractiveness. Attractiveness is the quality of being pleasing to everyone, attractiveness is not only about physical attractiveness, but it is also about personality properties, fashion characteristics and others. But physical attraction is most commonly used in the field of beauty or fashion.

In terms of attractiveness, there are two relevant elements to note, namely: closeness and physical attractiveness. Some scholars define attractiveness in terms of facial and physical attractiveness (Caballero & Pride, 1984; Baker & Churchill, 1997). The term is generally defined as having desirable qualities and characteristics in terms of facial and body appearance, way of dressing (Morrow et al, 1990).

Physical attractiveness on social networks is often at the origin of several issues especially between female influencers. While physically attractive people are generally associated with positive judgments, they can also generate negative judgments. Dermer and Thiel (1975) showed that intra-sexual competition causes unattractive women to judge unattractive women as more attractive than unattractive women; same-sex individuals competing for the attention of a partner of the other sex of the other sex may explain this behaviour (Luxen & Van De Vijver, 2006).

In contrast to physical attractiveness, which emphasizes visual pleasure, proximity or closeness refers to establishing an affective intimacy between the source and its receiver, which is achievable through promotional or branding strategies. consumer purchase intention and behavior. Attractiveness is more important when the celebrity is female; van Zoonen (2007) in this same perspective argues that it might be the only, yet limited, strategy to allow even

female politicians to present themselves as celebrities.

2.2.1.3 Competence. Competence is defined as the depth of knowledge or expertise that a person can have in a given field (McCroskey, 1992). De Montmollin (1984) defines competence as a "stabilized set of knowledge and know-how, standard behaviors, standard procedures, types of reasoning that can be implemented without new learning" (p.89).

In combination with the aforementioned dimensions, competence is one of the main dimensions of credibility or criteria on which an influencer is selected to advertise or sell the brand image. An influencer may or may not be attractive to his/her followers, but he/she must be competent. Competence, therefore, is explained here by the fact that the influencer must know how to deal with his/her followers by having control over what he/she does or says. In general, competence is considered to be an indispensable element for the productivity and success of a company. It is really a great advantage for an influencer to be competent because it allows him/her to have confidence in him/herself and to allow those who follow him/her to have confidence in him/her.

2.3 Source Credibility on Purchase Intention

The relationship between source credibility and purchase intention cannot be ignored when talking about the marketing influencer, as both elements are indispensable factors in the field. Source credibility is the degree within which consumers perceive a source of information as credible, competent and trustworthy (Cacioppo & Petty, 1986). When it comes to influencing consumers' purchase intention, the credibility of the source occupies an important place. In communication a source is the part of the communication process that issues a

message or information, and the credibility is among the criteria of good information. The information issued can be positive or negative, both types of information influence the intention of the person to whom it is addressed. But it is important to note that negative information influences more than positive information. Hovland, Janis and Kelly (1953) explain this negative side with the existence of two failures, namely knowledge failure and relationship failure, both of which have a negative impact on the consumer's purchase intention.

As result of their study conducted on 306 German Instagram users, Jason, Paul and Shasha state that source attractiveness, source reliability and source expertise significantly increase consumers' purchase intention. Furthermore, the results also reveal that the number of followers have a positive influence on source attractiveness, source trustworthiness as well as purchase intention (Jason, 2020).

2.4 Product Characteristics

Although the characteristics of the influencer have a direct impact on purchase intention, it would be preferable to also associate the characteristics of the product for which the influencer is advertising.

2.4.1 Price

Price is the monetary expression, an indicator of the value of a good or service. In marketing, price is an indispensable element in terms of marketing strategy. Price is an element of the marketing mix and also influences the positioning of a product in the market. The price in marketing is an element to be taken very seriously, when the price of a product is set too high it influences the buyer's intention and pushes him/her to go elsewhere and when it is too low it

appeals to the consumer's conscience because the latter can say that this product is of poor quality. The price is a very important characteristic for the consumer, it reflects the image of the product and only by the price the consumer can have an idea about the quality of the product. Online sales and purchases are growing steadily with the upgrading of online shops that facilitate the flow of stock to all four corners of the world. Like all businesses, online sales often face the problem of consumer choice of products and in that case the price becomes an important factor in selecting products (Chiang & Jang, 2008).

As a result of several research studies, the central role of price as a determining element in the purchase process has been recognized, the price of a product can be perceived differently by the consumer which could affect the latter's purchase intention. According to Keaveney (1995), in a qualitative study of switching behavior in services more than half of the customers have changed suppliers because of poor price perception (Kurt Matzler & Andreas Wurtele, 2006).

The price has a value in the eyes of the consumer and this value, otherwise known as price value, associated with perception, gives us what is known as the perceived price value, which is an indicator that could help to understand when the consumer hesitates in purchasing product (Akdeniz, 2012 & Chayada, 2017) and is one of the major considerations in purchase decision making, and most consumers evaluate value when deciding to purchase (Chiang & Jang, 2008).

To be successful in marketing an item or service, every company must set its price. In the marketing mix the price is the only element of the marketing mix which provides revenue or profit to the company, while the other three elements (promotion, product and distribution) generate expenses. Hasan (2008) states that

price is defined as a set of monetary costs sacrificed by consumers to obtain and use a certain combination of goods and services from any production. In addition price is given in exchange for obtaining a good or service, and setting it represents the exchange of money for goods or services. It is also the sacrifice of waiting time to obtain goods or services goods or services (Delima, 2019).

2.4.2 Quality

Quality is defined as the ability or capacity of a product or service to satisfy the consumer. The quality and price of a product are the two characteristics that are linked. Generally when a consumer sees a product on Instagram or another SNS, he or she must be sure that the quality of the product is good before committing to it; but more often than not, it is very difficult for a consumer to distinguish the quality of the product, so he or she refers to the price to make up his or her mind. Advertising also aims to draw attention to you and also to get the consumer to intend to buy your product, so it is in this sense that the quality of the product comes into play because a good quality product always has a positive impact on the consumer's intention. Quality is also a factor that buyers consider before buying a product. Companies need to set prices in line with the quality of the products when selling products or services in a given market. A great business management requires continuous improvement in product quality as this encourages consumers to consume more and subsequently encourages their relatives to consume, which will lead to repeat purchases.

Improving the quality of the product or service must be continuous because it can make consumers feel satisfied with the product or service. Consumers feel satisfied with the product or product or service they have purchased, and will encourage consumers to make repeat purchases (Osly, 2020).

According to Assauri (2015) quality or product quality is the level of ability of a particular brand or product to perform the function for which it was designed and includes characteristics such as durability, dependence on one side and other comfort, external appearance external appearance (Handoko & T. Hani, 2000). Regarding the quality of a product, a lot of literature has shown that one factor that most often affects the consumer decision is the perception that the consumer has of the quality of a product, otherwise known as perceived quality. For Ladhari and et al. (2011), perceived quality is the perception that consumers have of the quality of a product or its various components.

According to Gottlieb and et al. (2011) Perceived quality is the opinion that customers may have when comparing products to the competition. Like any other type of judgment, perceived quality also depends on the demands of the consumer and can be affected by the consumer's perception of the brand and the price of the product or service when it is offered to them, as Dodd's (1991), explains when he recommends that prices should not be set too low as some consumers will think that the product is generally aimed at the lower end of the market and this will lead to a poor perception of the quality of the product and the brand. Chaudhuri (2002) defines perceived quality as an influencing factor. The higher the perceived quality of consumers, the higher the purchase intention. (Tsiotsou, 2006).

CHAPTER 3

METHODS

Research is a rational process or approach that allows examining phenomena, problems to be solved, and to obtain precise answers from investigations and then leads to the acquisition of new knowledge. The functions of research are to describe, explain, understand, control and predict facts, phenomena and behavior (Kouassi, 2010).

The research methodology is a means of justifying how the research will be carried out and specifying what method will be used, where and how the research will be done. In the following sections, research design, sampling design, data collection and data analysis will be explained.

3.1 Research Design

Research design refers to how to conduct the research, what are the instruments to use and what type of method to use according to the research question. Based on the research questions and the model, the study relies on explanatory research to assess the relationship between variables and according to Saunders (2019) the quantitative method is the appropriate method in assessing the relationship between variables. Accordingly, the research was done using quantitative methods through use of primary data collection via self-administered online surveys on Google Forms platform. The questionnaire consists of scale questions adapted from previous studies and demographic questions (i.e. gender, age, birth place). The link was shared through WhatsApp and email.

3.2 Population and Sampling

The study is oriented to Francophone African students studying in TRNC. They are international students who care about source credibility and product characteristics together as they are active on Social Media and living far from their parents they have to be careful with their budget. According to Dai (2021) the international students are the most interested in Social Media (SM) and new technology. SM facilitates and strengthens the communication between them, enabling them to share their experience and study. Often facing financial difficulties, international students have an obligation to budget for expenses and have good financial management (Arthur, 1997). So, to convince them to purchase, a credible source is needed and they have to care about the price and quality of a product. Currently, TRNC groups many international students coming from different countries including Francophone African students. According to the Minister of National Education and Culture of TRNC, the number of international students in the 2021 - 2022 academic year is 108,295. The sample of Francophone African students were chosen randomly through a probability sampling called simple random sampling. In order to calculate the sample size for the study, the number of Francophone Africans among all international students studying in TRNC. However, since this number is not specified, the minimum required sample size is calculated based on the number of all international students in TRNC. Accordingly, for this study, the minimum sample size at 95% confidence level and 5% margin error is calculated to be 383. The online survey was sent to 507 participants to achieve representativeness.

3.2 Instruments and Procedures of Data Collection

In this study, both primary and secondary data collection procedures were used. Secondary data were collected by going through previous studies to develop the testing model, to adapt the scales for measurement, to create a theoretical framework and to calculate the sample size. Primary data was collected using an online self-administered survey. The questionnaire is composed of two sections: the first section consists of items adapted from the source credibility scale of Ohanian (1990), purchase intention scale of Yi (1990), perceived quality scale by Dodds (1991) and perceived price scale developed by Chiang and Jang (2008). 5-point Likert type scales were used ranging from 1-strongly disagree to 5- strongly agree to measure scale items. The second section of the questionnaire consists of demographic questions such as gender, age, and birthplace. The total number of questions in the questionnaire was 34 as presented in Table 1.

The questions were translated into French language, back translated, and checked by experts to be asked to native French-speaking Francophone Africans (see Appendix A).

Table 1*Measurement Instruments*

Adapted questions	Source
Source credibility	
Attractiveness (AT)	
Instagram influencers are followed because they are attractive (AT1).	
Instagram influencers are followed because they are classy (AT2).	
Instagram influencers are followed because they are beautiful (AT3).	
Instagram influencers are followed because they are elegant (AT4).	
Instagram influencers are followed because they are sexy (AT5).	
Trustworthiness(TR)	
Instagram influencers are followed because they are dependable (TR1).	
Instagram influencers are followed because they are honest (TR2).	
Instagram influencers are followed because they are reliable (TR3).	
Instagram influencers are followed because they are sincere (TR4).	
Instagram influencers are followed because they are trustworthy (TR5).	
Competence(CM)	Ohanian, 1990
Instagram influencers are followed because they are experts (CM1).	
Instagram influencers are followed because they are experts.(CM2)	
Instagram influencers are followed because they are knowledgeable. (CM3)	
Instagram influencers are followed because they are qualified. (CM4)	
Instagram influencers are followed because they are skilled. (CM5)	
Purchase intention (PI)	Yi, 1990
It is likely for me to purchase products promoted by instagram influencers. (PI1)	
It is probable for me to purchase products promoted by instagram influencers.(PI2)	
It is possible for me to purchase products promoted by instagram influencers.(PI3)	
Perceived Quality (PQ)	Dodds (1991)
The likelihood that products promoted by instagram influencers would be reliable is very high. (PQ1)	
The manufacture of products promoted by instagram influencers is high. (PQ2)	
The products promoted by instagram influencers should be of very good quality.(PQ3)	
The likelihood that products promoted by instagram influencers are dependable is very high. (PQ4)	
The products promoted by instagram influencers would seem to be durable (PQ5)	
Perceived Price (PP)	Chiang and Jang (2008)
The price of products promoted by instagram influencers is usually inexpensive.(PP1)	
The price of products promoted by instagram influencers is usually reasonable.(PP2)	
The price of products promoted by instagram influencers is usually appropriate.(PP3)	
The price of products promoted by instagram influencers is usually affordable.(PP4)	

3.3 Data Analysis Procedures

The data analysis procedure involves the various analyses carried out on the data collected to obtain results that will subsequently be interpreted. For this study, preliminary analysis was done to assess the data set, reliability and validity test to be sure of the consistency and accuracy of the instruments used, and then linear regression was used to test the model and the hypotheses. Primary analysis is a right process used to screen data in order for it to be accurate and ready to use (Pallant, 2010, p.51), data have to be screened before analyzing them to avoid bias. The study assesses the relationship between variables so regression analysis fits as it is used to determine correlations between variables having cause-effect relations (Gulden, 2013).

CHAPTER 4

DATA ANALYSIS RESULTS

4.1 Preliminary analysis

Prior to data analysis, it is very important to check that the data collected is free of errors. When entering data, it is very easy to make mistakes that can disrupt data analysis (Pallant, 2010, p.51). In research or when conducting a study, conclusions drawn from Statistical analysis are difficult to accept without verifying. The validity of those conclusions and the accuracy of the results depends on the evaluation of the data at the initial stage of the multivariate analysis (AlAnazi, Shamsudin & Johari, 2016). When conducting a survey, certain situations can arise like the missing case leading to biased results. Thus, to avoid this, Tabachnick and Fidell (2013) recommend doing a preliminary analysis by investigating: the accuracy of data file, correlations, missing data, outliers, normality, linearity, and homoscedasticity, common data transformations, and multicollinearity and singularity.

4.1.1 Accuracy of data and missing data

Data accuracy and missing data are often problems encountered as a result of a survey conducted online or when data is entered manually into the software. However, the data for this study was collected online using a survey platform called Google Forms, which is a multi-functional digital platform found among Google suite applications and is attached to the spreadsheet file

that stores the data collected. So once the data was collected, the spreadsheet file with 507 participant responses was imported directly into the IBM SPSS Statistics software version 20. After screening the data set file, 101 missing cases were determined and then removed from the data set decreasing the number of respondents to 406. Since the minimum required sample size was calculated to be 383 at 95% confidence level and 5% margin error, the 406 participant sample is accepted to be representative of the target population.

4.1.2 Outliers and influential

Outliers can be identified using an univariate method, bivariate method and multivariate method, regarding the number of variables (Tabachnick & Fidell, 2013, p.65). Since the analysis is multivariate (involving more than two variables), Mahalanobis Distance (MD) was used to detect outliers, and Cook's distance to detect influential participants. Tabachnick and Fidell (2007) argue that MD threshold value for designation as outlier is 0.001 and for influential participants, the maximum value of Cook's Distance is 0.094. By calculating MD and Cook's Distance no abnormal values were found, thus there are no outliers and influential participants.

4.1.3 Assessment of normality, linearity and homoscedasticity

Before using many statistical tests, it is necessary to know the distribution of values for variables containing numerical data (Saunders, 2019, p.591). Normal distribution can be assessed using descriptive statistics related to distribution of responses. Measures of kurtosis and skewness are used to ensure that the indicators meet the assumptions of normality. Brown (2016) holds that the acceptable values of skewness should be between -3 and 3, and kurtosis should lie between -10 and 10. Table 2 shows skewness and kurtosis values fit the range therefore the distribution is normal.

Table 2

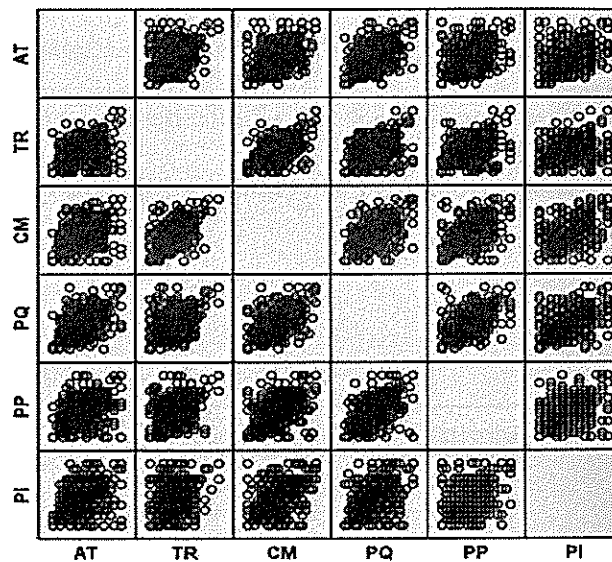
Descriptive Statistics

	Statistic	Std. Error
Mean	2.6987	.05134
95% Confidence Interval for Mean	Lower Bound Upper Bound	2.5978 2.7996
5% Trimmed Mean	2.6740	
Median	2.6667	
Variance	1.070	
Std. Deviation	1.03455	
Minimum	1.00	
Maximum	5.00	
Range	4.00	
Interquartile Range	1.67	
Skewness	.286	.121
Kurtosis	-.817	.242

The linearity assumption is met when the relationship between two variables is shown as a straight line. The study uses the Scatter Plot chart shown in Figure 2 in SPSS to determine the linearity between variables. According to Tabachnick and Fidell (2013) for ungrouped, homoscedasticity is related to the assumption of normality and therefore, when that assumption is satisfied, the relationship between the variables is said to be homoscedastic.

Figure 2

Scatter plot



Although PI and PP do not have a perfect linear relationship, the plot shows that the relationship between other variables is almost perfectly linear. By assessing the scatter plots, even though the relationship between PI and PP is not perfectly linear, the assumption of homoscedasticity is mostly met.

4.1.4 Multicollinearity

Multicollinearity is a problem encountered in the correlation matrix, which occurs when the variables are too strongly correlated, 0.90 and above (Tabachnick & Fidell, 2013, p.88). It can be identified by assessing the collinearity statistics of Tolerance values and Variance Inflation Factor (VIF) which are calculated with analysis of linear regression. By regressing all variables on the dependent variable, Tolerance values and Variance Inflation Factor are presented in Table 3 and are as follows: for the former: AT= 0.621; TR= 0.597; CM= 0.494; PQ= 0.556 and PP= 0.572 and for the latter: 1.611; 1.674; CM= 2.023; PQ= 1.798 and PP= 1.747 respectively. Since the common cutoff value for Tolerance is 0.10 and for VIF is 10. Therefore, there is no multicollinearity observed in the data set.

Table 3
Collinearity Analysis

Variables	Collinearity Statistics	
	Tolerance	VIF
AT	.621	1.611
TR	.597	1.674
CM	.494	2.023
PP	.572	1.747
PQ	.556	1.798

4.1.5 Sample demographic

The survey was conducted online via Google Form platform. The link was sent in different whatsapp groups. With the permission of Final International University academic staff, the link was also sent through email to reach Francophone African students studying there. 507 participants clicked the survey link. 406 out of 597 participants completed the survey and gave permission for usage of their answers. All of them were Francophone African students from different universities in the Turkish Republic of Northern Cyprus, from 21 countries, and were aged 18 and over. 59,9 percent of them were male and 40,1 percent were female. Table 4 shows the demographic information summary of the study sample.

Table 4*Sample Demographic*

Gender	Frequency	Percent
Male	243	59.9
Female	163	40.1
-	Minimum	Maximum
Age	18	34
Country of origin	Frequency	Percent
Algeria	4	0.04
Benin	8	0.08
Burkina Faso	8	0.08
Cameroon	30	0.3
Gabon	28	0.28
Guinea conakry	12	0.12
Central African Republic	31	0.31
Democratic Republic of Congo	54	0.54
Republic of Congo	126	1.26
Madagascar	3	0.03
Mali	18	0.18
Morocco	11	0.11
Niger	13	0.13
Ivory Coast	31	0.31
Senegal	18	0.18
Tunisia	7	0.07
Tchad	6	0.06
Togo	21	0.21
Comoros	2	0.02
Burundi	1	0.01

4.2 Reliability

Cramer (2000) defines reliability as the extent to which the measurement will give the same response in similar circumstances. In other words, reliability shows a measure of consistency in measuring the same phenomenon. Reliability is defined as the test score indicating unchanging individual differences in the general and group factors defined by the test. By this definition it should be understood that reliability is tested by determining the stability and equivalence coefficient (Cronbach, 1947). This study measures reliability, internal consistency of scale through two steps. First, item-total correlations and inter-item correlation, the value should lie over 0.5 for the former and over 0.3 for the latter. Table 5 shows that except for AT (0.475), the corrected item-total correlation value is over 0.5. The inter-item correlation was examined and it found that only AT's value is below 0.3 (0.289) whereas other values are equal and/or over 0.3.

Second, the reliability coefficient observed from the Cronbach's alpha value which should be over 0.70 (Pallant, 2010, p.100). Table 5 shows that all Cronbach's alpha values are over 0.70, which shows that all scales are appropriate to measure the constructs.

Table 5

Internal consistency Analysis

Construct	Scale label	Number of items	Cronbach's Alpha	Intern –item correlation (lowest–highest)	Corrected item total correlation (lowest – highest)
SC	AT	5	0.777	0.289 - 0.556	0.475 - 0.599
	TR	5	0.746	0.305 - 0.505	0.514 - 0.555
	CM	4	0.786	0.454 - 0.479	0.534 - 0.553
SC total		14	0.858		
PC	PQ	3	0.722	0.426 - 0.562	0.566 - 0.643
	PP	4	0.769	0.432 - 0.597	0.532 - 0.597
PC total		7	0.814		
PI	PI	3	0.755	0.471 - 0.545	0.555 - 0.612

4.3 Validity

Validity can be defined as the instrument measuring what it is supposed to measure (Ary & et al., 2010). The field of research provides for a variety of validity but based on the instruments used for measurement, the study focuses on content validity and convergent validity.

4.3.1 Content Validity

The content validity is mostly used when it comes to developing news scales. Usually it is a group of experts or academicians who agree on the content validity of an instrument based on the different analyses done to prove the consistency or accuracy of the instrument (Beckstead, 2009) . The instruments used in this study were adapted from existing scales, the three dimensions (attractiveness, trustworthiness and competence) of Source credibility developed

by Ohanian (1990), perceived quality developed by Dodds (1991) and perceived price developed by Chiang and Jang (2008). Indeed, all of these instruments have undergone the testing and analysis necessary for them to be judged as good and valid. Owing to their importance in determining the validity of the instruments, all scales were factor analyzed and confirmed. Moreover, all scales were pilot tested and subsequently retested on a larger sample, 265 participants for source credibility, 450 participants for Perceived Price, and 585 for Perceived Quality (Ohanian, 1990; Dodds, 1991; Chiang & Jang, 2008).

4.3.2 Convergent Validity

Although the validity of these scales was tested and confirmed, as they were used by adapting and translating them into French, this may result in a small change. Accordingly, Pearson's correlation coefficient and factor analysis were used for testing the convergent validity. The value of the Pearson correlation coefficient (r) can only be between -1 and +1 (Pallant, 2010, p.128). The correlation is negative when an increase in one variable causes a decrease in the other and positive when an increase in one variable causes an increase in the other.

The correlation is said to be perfectly positive when it takes the value +1 and -1 when it is perfectly negative. When the value of the coefficient is 0, there is no relationship between variables (Pallant, 2010, p.128). All coefficient values of the variables of this study lie between 0.3 and 0.6, meaning that there is a moderate positive correlation between variables; moreover, all Pearson correlation coefficients (r) are between -1 and +1 (see Table 6)

Table 6

Correlation Analysis

		AT	TR	CM	PQ	PP	PI
AT	Pearson Correlation	1	.381**	.473**	.560**	.472**	.491**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	406	406	406	406	406	406
TR	Pearson Correlation	.381**	1	.607**	.383**	.481**	.392**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	406	406	406	406	406	406
CM	Pearson Correlation	.473**	.607**	1	.523**	.549**	.499**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	406	406	406	406	406	406
PQ	Pearson Correlation	.560**	.383**	.523**	1	.541**	.524**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	406	406	406	406	406	406
PP	Pearson Correlation	.472**	.481**	.549**	.541**	1	.508**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	406	406	406	406	406	406
PI	Pearson Correlation	.491**	.392**	.499**	.524**	.508**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	406	406	406	406	406	406

The study uses factor analysis through exploratory factor analysis to test the scales validity. Before doing factor analysis, Pallant (2010) suggests to verify whether the data is suitable for factor analysis (p.192). According to her, the data is suitable when the Kaiser-Meyer Olkin value measuring the sampling adequacy (KMO) is 0.6 or above the Bartlett's test of sphericity value is significant (value should be 0.05 or smaller). The findings show that the KMO' is 0.924 and the Bartlett's test of sphericity is significant (sig value = 0.000). Therefore, factor analysis is appropriate.

In order to determine the number of factors to extract, Pallant (2010) suggests to use Kaiser's criterion that stipulate that only components with an eigenvalue of 1 or more should be retained or extracted (p.192). According to the study model, 6 was chosen as the number of factors to be extracted as the initial extraction based on Eigenvalue extracted only three factors. Pallant (2010) suggests looking also at the scree plot to seek for a change in the shape of the plot (p.192). Indeed, the scree plot shows a change represented by a clear break between the sixth and seventh factors providing support for a 6-factor extraction. Using Maximum likelihood as extraction method and Direct Oblimin with kaiser normalization as rotation method then the function fixed a number of factors. The findings show that 6 factors were found to be extracted with 60.055% of the variance and some items are not loading on the obtained components. According to Pallant (2010), when some items are not loading on the obtained components, these items are CM3, PQ4 and PQ5. They are removed from the data set and the analysis is repeated. After removing and restarting the analysis, it was found that PR1,PR2, PR3 and PR4 are loading on factor 1 (perceived price), TR1, TR2, TR3, TR4 and TR5 are loading on factor 2 (trustworthiness), AT1, AT2, AT3, AT4 and

AT5 are loading on factor 3 (attractiveness), PI1, PI2 and PI3 are loading on factor 4 (purchase intention), PQ1 and PQ2 are loading on factor 5 (perceived quality) then CM1, CM2, CM4 and CM5 are loading on factor 6 (competence) (see Table 8). The findings also show in Table 8, one item of perceived quality scale, PQ3, is not loading on any factors. Further investigation of the PQ3 item shows that in the structure matrix, PQ3 is loading quite strongly (above 4) on factor 5 (Perceived Quality). In addition, the Cronbach alpha value of PQ scale is 0.722 suggesting reliability of the scale. Also, PQ scale was used in different studies and were found to be reliable (Sanjeev, 2002; chi, 2009; Dae, 2009). Accordingly, it was decided to keep PQ3 item in the PQ scale. To make the final decision concerning the number of extracted factors, Pallant (2010) argues that it would be better to have three items or more loading on each component. Despite the component 5 which has only two loaded items, the decision to extract 6 factors is supported.

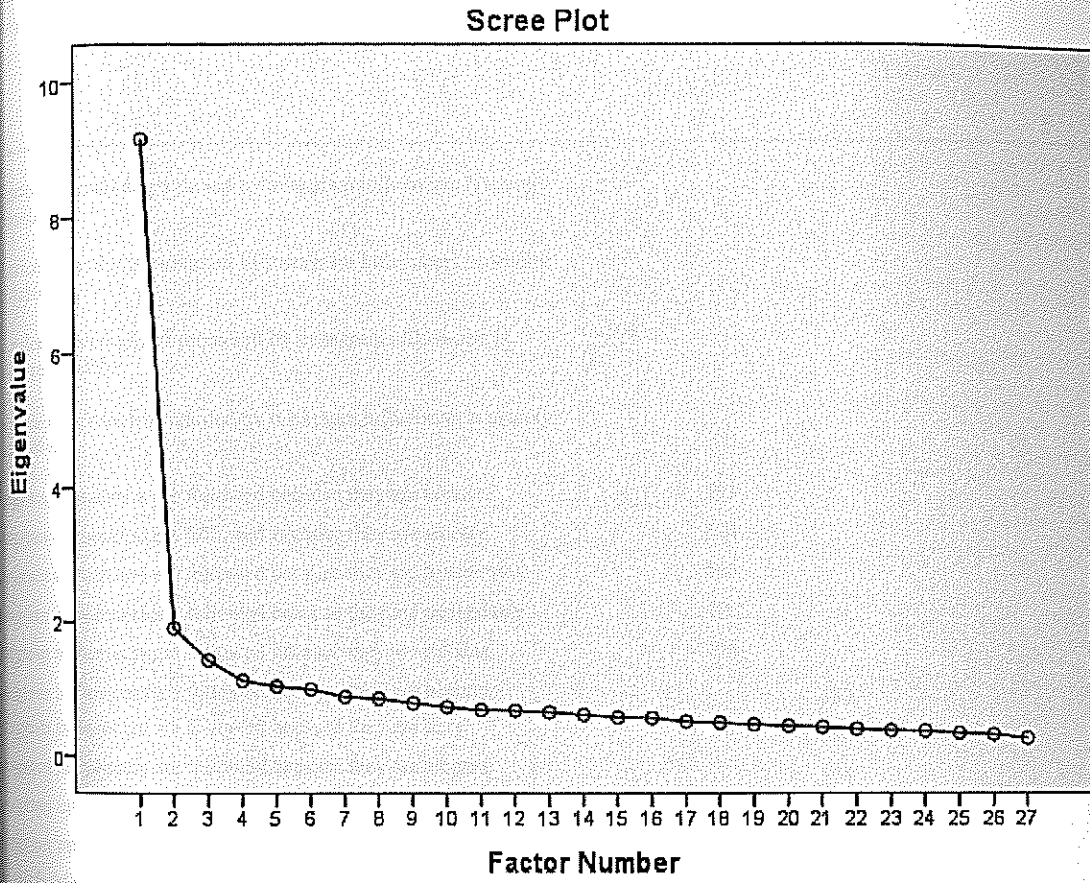
Table 7

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8.047	33.530	33.530	7.509	31.286	31.286	5.137
2	1.874	7.807	41.337	1.306	5.440	36.726	3.226
3	1.423	5.928	47.265	.889	3.705	40.431	4.327
4	1.098	4.576	51.841	.615	2.561	42.992	4.054
5	1.000	4.168	56.009	.571	2.378	45.370	3.918
6	.971	4.046	60.055	.516	2.150	47.520	3.554
7	.840	3.501	63.557				
8	.760	3.166	66.722				
9	.732	3.050	69.772				
10	.687	2.864	72.637				
11	.655	2.728	75.365				
12	.615	2.563	77.927				
13	.593	2.469	80.396				
14	.569	2.371	82.768				
15	.547	2.278	85.045				
16	.496	2.067	87.113				
17	.473	1.969	89.082				
18	.442	1.840	90.922				
19	.404	1.683	92.604				
20	.400	1.666	94.270				
21	.385	1.605	95.876				
22	.341	1.422	97.298				
23	.339	1.414	98.712				
24	.309	1.288	100.000				

Figure 3

Scree Plot



tern Matrix

	Factor					
	1	2	3	4	5	6
The price of products promoted by instagram influencers is usually appropriate	.717					
The price of products promoted by instagram influencers is usually affordable	.626					
The price of products of promoted by instagram influencers is usually reasonable	.599					
The price of products promoted by instagram influencers is usually expensive	---					
Instagram influencers are followed because they are honest		.593				
Instagram influencers are followed because they are sincere		.524				
Instagram influencers are followed because they are trustworthy		.486				
Instagram influencers are followed because they are dependable		.450				
Instagram influencers are followed because they are reliable		.406				
Instagram influencers are followed because they are beautiful			.680			
Instagram influencers are followed because they are sexy			.654			
Instagram influencers are followed because they are elegant			.574			
Instagram influencers are followed because they are classy			.573			
Instagram influencers are followed because they are attractive			.376			
It is probable for me to purchase products promoted by instagram influencers				.798		
It is likely for me to purchase products promoted by instagram influencers				.584		
It is possible for me to purchase products promoted by instagram influencers				.539		
The manufacture of products promoted by instagram influencers is high					-.784	
The likelihood that products promoted by instagram influencers would be reliable is very high					-.414	
The products promoted by instagram influencers should be of very good quality						
Instagram influencers are followed because they are experienced						-.531
Instagram influencers are followed because they are qualified						-.462
Instagram influencers are followed because they are expert						-.411
Instagram influencers are followed because they are skilled						-.352

4.4 Multiple Linear Regression Analysis

Regression analysis is a set of statistical techniques used to evaluate the relationship between a dependent variable and several independent variables. It investigates the relationship between variables to determine how strong the relationship is (Tabachnick & Fidell 2007, p.117). This section evaluates the study model, tests the hypotheses by assessing the effect of each independent variable on the dependent variable.

4.4.1 Evaluating the model

To evaluate the model, Pallant (2010) recommends assessing the statistical significance of the model. A model reaches the statistical significance when sig. value equals to 0.000. She also pointed out that the R square value which tells how much of variance in the dependent variable is explained by the model including independent variables (p.161).

According to Table 9, the R square value is 0.401 meaning that 40.1 percent of Purchase Intention (PI) is explained by Source Credibility (SC) and Product Characteristics (PC). To put it in another way, SC and PC account for 40.1 percent in prediction of PI. The model is statistically significant when the p-value is less than 0.5 (Pallant, 2010, p.161). Table 10 shows that sig= 0.000 meaning that p-value is less than 0.5. Therefore, the model is found to be statistically significant.

Table 9

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 ^a	.401	.393	.80581

a. Predictors: (Constant), PP, AT, TR, PQ, CM

b. Dependent Variable: PI

Table 10

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.743	5	34.749	53.515	.000 ^b
	Residual	259.729	400	.649		
	Total	433.473	405			

a. Dependent Variable: PI

b. Predictors: (Constant), PP, AT, TR, PQ, CM

4.4.2 Evaluating independent variables and testing hypotheses

Pallant (2010) argues that standardized coefficients show what the independent variables that contribute to the prediction of the dependent variable are (p.161). As it is shown in Table 11, the largest standardized coefficient is 0.210, which is for Perceived Quality (PQ). Meaning that, PQ makes the strongest unique contribution to explaining PI. The lowest standardized coefficient for Trustworthiness (TR) is 0.047. This means that TR makes less of unique contribution and it is found not to be significant.

H_{a1}: “ When the attractiveness of an Instagram influencer increases, the purchase intention of Francophone African consumer students studying in TRNC higher education institutions increases.” As per the results in the table, AT has a positive standardized coefficient (B= 0.185) and its p-value (sig= 0.001) is less than 0.05. Since it should be less than 0.05 to be accepted as significant, AT statistically significantly predicts PI. It is therefore verified that AT has a positive and significant impact on purchase intention. **H_{a1}** is supported. **H_{a2}:** “When the trustworthiness of an Instagram influencer increases the purchase intention of Francophone African consumer students studying in TRNC higher education institutions increases.” TR has a very low standardized coefficient (B= 0.04) and its p.value (sig= 0.348) is higher than 0.05. Meaning that TR does not statistically significantly predict PI. It is therefore obvious that trustworthiness does not have a positive impact on purchase intention. **H_{a2}** is not supported.

H_{a3}: “When the competence of an Instagram influencer increases, the purchase intention of Francophone African consumer students studying in TRNC higher education institutions increases.” CM has a positive standardized coefficient (B= 0.168) and significant p-value (sig= 0.002; P< 0.05). CM statistically significantly predicts PI. It is thereby verified that CM has a positive impact on purchase intention. **H_{a3}** is supported.

Hb1: “When the perceived price of products promoted by an Instagram Influence increases, the purchase intention of Francophone African consumer students studying in TRNC higher education institutions increases.” PP has a positive standardized coefficient ($B= 0.193$) and significant p.value ($\text{sig}= 0.000$; $P < 0.05$). Meaning that, PP is statistically significant. is, therefore, showing that PP has a significant impact on purchase intention. **Hb1** is supported.

Hb2: “When the perceived quality of products promoted by an Instagram influencer increases, the purchase intention of Francophone African consumer students studying in TRNC higher education institutions increases.” Regarding PQ, the standardized coefficient is also positive ($B= 0.210$) and its p.value ($\text{sig}= 0.000$; $P < 0.05$) is significant. Therefore, the quality of product has a significant impact on purchase intention. **Hb2** is supported.

Table 12

Hypotheses Testing Summary

Hypotheses	Standardized coefficient (B)	P.value (Sig)	Result
H _{a1}	0.185	0.000; P< 0.05	Supported
H _{a2}	0.04	0.548; P>0.05	Not supported
H _{a3}	0.168	0.000; P< 0.05	Supported
H _{b1}	0.193	0.000; P< 0.05	Supported
H _{b2}	0.210	0.002 ; P< 0.05	Supported

4.4.3 Source Credibility and Product Characteristic on Purchase Intention

Previously, the variables were tested separately to see how each of them impacts the purchase intention. Using the holistic approach, source credibility and product characteristics were tested respectively as a whole and the findings show that the R square is 0.397 meaning that 39.7 percent of purchase intention is explained by source credibility and product characteristics (Table 12). Both of them have a significant impact on purchase intention with the standardized coefficient of 0.307 and p.value= 0.000 for the former then 0.371 and p.value = 0.000.

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

5.1 Conclusions and Discussions

5.1.1 What are some of the factors that influence the purchase intention of Francophone African consumers?

The data analysis revealed that the R square is 0.401 (moderate positive) meaning that source credibility and product characteristics account for 40.1 percent in prediction of purchase intention. Moreover, the model reached statistical significance since p.value is less than 0.5 (sig= 0.000). Accordingly, source credibility and product characteristics are some factors affecting the purchase intention of Francophone African consumers. These findings show that there are other factors that one should combine to source credibility and product characteristics to have a significant impact on purchase intention.

5.1.2 How does Instagram Influencer's credibility influence the purchase intention of Francophone African consumers?

The findings show that only attractiveness and competence have a significant impact on purchase intention .Based on that it is, therefore, befitting to say Instagram Influencer's credibility influences the purchase intention of Francophone African through attractiveness and competence. These findings are opposing to previous studies which contend that trustworthiness has a significant on

purchase intention.

5.1.3 How do characteristics of a product influence the purchase intention of Francophone African consumers?

Bidal and Ali (2013) hold that perceived value as intrinsic factors influences consumer purchase intention. By perceived value they hint at perceived price and perceived quality. The findings show that perceived price and perceived quality have a positive and significant impact on purchase intention. In that respect, one can say characteristics of a product influence the purchase intention of Francophone African through perceived price and perceived quality. These findings are in line with previous studies which held that perceived price and perceived quality are significant predictors of purchase intention.

Survey data demonstrates that source credibility through its dimensions and product characteristics through perceived price and perceived quality have an impact on purchase intention. Perceived quality has the strongest impact on the purchase intention while trustworthiness has the least impact. Francophone African students are willing to purchase products promoted by Instagram Influencers based on the quality and price of the product then competence and attractiveness of Instagram Influencers.

5.2 Implications and Recommendations

Theoretically, this study adds insight to previous research in the field of influence marketing by investigating the combined effect of Instagram influencer credibility and product characteristics on consumer purchase intention. Influencer marketing mainly involves two elements, the influencer, and the product, more precisely the credibility of the influencer because the latter uses it to influence, and the characteristics of the products which are the elements on which they rely to promote the product. So having a study that highlights the importance of the relationship between these two elements is a good contribution to the field. The most relevant contribution of this study is that it provides a way of assessing consumer purchase intention. The study gives an understanding of the factors influencing purchase intention of Francophone African students studying in TRNC which is a good contribution to the literature and the method used for measurement may be helpful for upcoming studies.

Practically, the results of the study support that the credibility of Instagram influencer and product features together significantly impact consumers' purchase intention. The digital age and the strong competition in the market force companies to develop effective marketing strategies. Therefore, this study could be applied in the development of marketing strategies and in the promotion of products. This study suggests that the influencer should be attractive and competent, the product should be good and the price should be set according to quality. So it could be useful for companies to hire attractive and competent influencers and care about the quality and price of products.

The findings of this study argue that the credibility of the source and product characteristics together only impact purchase intention to the extent of 40.5 percent and 39.9 percent using the holistic approach. There are therefore other factors that could be combined with the above two constructs for a more significant impact. Therefore, future research in this area should focus on other factors that can significantly affect purchase intention. This study was delimited to examining the impact of source credibility and product characteristics on purchase intention of Instagram users. Further research should then be directed towards other digital platforms to determine whether the findings would be applicable. In addition, the data that led to these results was collected from Francophone African students studying in TRNC. A more generalized study sample would result in different findings.

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APPENDICES

APPENDIX A

Instrument and original items	source	Adapted question
<p>Source credibility (SC) -Attractiveness Attractive – Unattractive Classy - Not classy Beautiful – Ugly Elegant – Plain Sexy - Not sexy -Trustworthiness Dependable - Undependable Honest – Dishonest Reliable – Unreliable Sincere – Insincere Trustworthy – Untrustworthy -Competence Expert - Not an expert Experienced – Inexperienced Knowledgeable- Unknowledgeable Qualified – Unqualified Skilled – Unskilled</p>	<p>Ohanian (1990)</p>	<p>Attractiveness (AT) Instagram influencers are followed because they are attractive. Instagram influencers are followed because they are classy. Instagram influencers are followed because they are beautiful Instagram influencers are followed because they are elegant Instagram influencers are followed because they are sexy Trustworthiness(TR) Instagram influencers are followed because they are dependable Instagram influencers are followed because they are honest Instagram influencers are followed because they are reliable Instagram influencers are followed because they are sincere Instagram influencers are followed because they are trustworthy Competence(CM) Instagram influencers are followed because they are expert Instagram influencers are followed because they are expert Instagram influencers are followed because they are knowledgeable Instagram influencers are followed because they are qualified Instagram influencers are followed because they are skilled</p>
<p>Purchase intention likely – unlikely probable –improbable possible- impossible</p>	<p>Yi (1990)</p>	<p>Purchase intention (PI) It is likely for me to purchase products promoted by instagram influencers It is probable for me to purchase products promoted by instagram influencers It is possible for me to purchase products promoted by instagram influencers</p>
<p>Perceived Quality The likelihood that this product would be reliable is: (very high to vey poor) The workmanship of this product is: (very high to very to very low) This product should be of (very good to very poor quality) The likelihood that this product is dependable is: (very high to very low) This product would seem to be durable (strongly agree to strongly disagree)</p>	<p>Dodds (1991)</p>	<p>Perceived Quality (PQ) The likelihood that products promoted by instagram influencers would be reliable is very high The manufacture of products promoted by instagram influencers is high The products promoted by instagram influencers should be of very good quality The likelihood that products promoted by instagram influencers is dependable is very high The products promoted by instagram influencers would seem to be durable</p>

<p>Perceived Price The price listed by this hotel is: (strongly agree to disagree)</p> <p>expensive to inexpensive</p>	<p>Chiang and jang (2008)</p>	<p>Perceived Price (PP)</p> <p>The price of products promoted by instagram influencers is usually inexpensive</p>
<p>unreasonable to reasonable inappropriate to appropriate unaffordable to affordable</p>		<p>The price of products of promoted by instagram influencers is usually reasonable The price of products promoted by instagram influencers is usually appropriate The price of products promoted by instagram influencers is usually affordable</p>

Adapted questions	Translated questions
<p>Attractiveness (A1) Instagram influencers are followed because they are attractive. Instagram influencers are followed because they are classy. Instagram influencers are followed because they are beautiful</p> <p>Instagram influencers are followed because they are elegant Instagram influencers are followed because they are sexy</p> <p>Trustworthiness(TR) Instagram influencers are followed because they are dependable Instagram influencers are followed because they are honest Instagram influencers are followed because they are reliable Instagram influencers are followed because they are sincere Instagram influencers are followed because they are trustworthy</p> <p>Competence(CM) Instagram influencers are followed because they are expert Instagram influencers are followed because they are expert</p> <p>Instagram influencers are followed because they are knowledgeable Instagram influencers are followed because they are qualified</p> <p>Instagram influencers are followed because they are skilled</p>	<p>Attractiveness (A1) Les influenceurs d'instagram sont suivis parce qu'ils sont attractifs Les influenceurs d'instagram sont suivis parce qu'ils ont de la classe. Les influenceurs d'instagram sont suivis parce qu'ils sont beaux ou belles Les influenceurs d'instagram sont suivis parce qu'ils sont élégants les influenceurs d'instagram sont suivis parce qu'ils ont une attirance sexuelle</p> <p>Trustworthiness(TR) Les influenceurs d'instagram sont suivis parce qu'ils sont fiables les influenceurs d'instagram sont suivis parce qu'ils sont honnêtes Les influenceurs d'instagram sont suivis parce qu'ils sont infailible Les influenceurs d'instagram sont suivis parce qu'ils sont sincères Les influenceurs d'instagram sont suivis parce qu'ils sont dignes de confiance</p> <p>Competence(CM) Les influenceurs d'instagram sont suivis parce qu'ils sont experts Les influenceurs d'instagram sont suivis parce qu'ils sont expérimentés Les influenceurs d'instagram sont suivis parce qu'ils sont bien informés. Les influenceurs d'instagram sont suivis parce qu'ils sont qualifiés Les influenceurs d'instagram sont suivis parce qu'ils sont compétents.</p>
<p>Purchase intention (PI) It is likely for me to purchase products promoted by instagram influencers It is probable for me to purchase products promoted by instagram influencers It is possible for me to purchase products promoted by instagram influencers</p>	<p>Purchase intention (PI) Il est admissible pour moi d'acheter les produits promus par les influenceurs d'instagram Il est probable pour moi d'acheter les produits promus par les influenceurs d'instagram Il est possible pour moi d'acheter les produits promus par les influenceurs d'instagram</p>

<p>Perceived Quality (PQ) The likelihood that products promoted by instagram influencers would be reliable is very high The manufacture of products promoted by instagram influencers is high The products promoted by instagram influencers should be of very good quality The likelihood that products promoted by instagram influencers is dependable is very high The products promoted by instagram influencers would seem to be durable</p>	<p>Perceived Quality (PQ) La probabilité que les produits promus par les influenceurs d'instagram soient fiables est très élevée La qualité de fabrication des produits promus par les influenceurs d'instagram est élevée. Les produits promus par les influenceurs d'instagram devraient être de très bonne qualité La probabilité que les produits promus par les influenceurs d'instagram soient fiables est très élevée Les produits promus par les influenceurs d'instagram sembleraient être durables</p>
<p>Perceived Price (PP) The price of products promoted by instagram influencers is usually inexpensive The price of products of promoted by instagram influencers is usually reasonable The price of products promoted by instagram influencers is usually appropriate The price of products promoted by instagram influencers is usually affordable</p>	<p>Perceived Price (PP) Le prix des produits promus par les influenceurs d'instagram est généralement bon marché Le prix des produits promus par les influenceurs d'instagram est généralement raisonnable Le prix des produits promus par les influenceurs d'instagram est généralement approprié Le prix des produits promus par les influenceurs d'instagram est généralement abordable</p>

Constructs	Questions	Translated questions
Age	-	Age
Gender	-	Genre
Study place	Are you an university student in TRNC ?	Etes vous étudiant(e) en République Turque de Chypre du Nord ?
Birth place	Where are you from ?	Quel est votre pays d'origine ?
Shopping activity	Do you shop online ?	Faites vous des achats en ligne ?
Shopping activity frequency	How often do you shop online ?	A quelle fréquence faites vous des achats en ligne ?

APPENDIX B

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone Africans: the case of Northern Cyprus

Final International University Informed Consent Form

Dear Participant,

This research project is being conducted by Grace Florian MASSAMBA-MPEMO MBA student at Final International University. This research project aims to investigate the impact of Instagram influencers credibility and product characteristics relationship on purchase intention. This survey is intended for students aged 18 years or older, and studying in TRNC.

The proposed study is entitled "The Impact of Instagram Influencers Credibility and Product Characteristics on Purchase Intention of Francophone African". The selection of the research participants will be done randomly. You will be a participant of the project if you read and approve this informed consent form. The survey link will be active between 27th February and 30th March 2022. You are expected to participate in this survey study only once. The survey will be online. This survey is anonymous. Other than being anonymous, no information is required to identify you and you cannot be identified by the answers you supply. Information to be obtained within the scope of this study will only be shared in scientific publications, presentations and online environments for educational purposes by the researcher. The data collected is anonymous and will be kept safely in an encrypted file on a computer.

Participation in this study is voluntary. None of the steps in the survey can cause personal discomfort. However, if you feel uncomfortable for any reason, you are free to quit the survey and leave the research without explaining the reason. In such a case, the information you provide will only be used by the researcher with your consent. Thank you in advance for participating in this study. If you need any further information about the study or if you have any question you would like to ask you can contact me on (grace.mpemo@final.edu.tr , 905338835710), the researcher.

Thank you,

*Required

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone African

1. Do you want to proceed to the survey? *

Yes

No

2. Please state the degree of agreement with the following statements about source credibility (1-Strongly Disagree, 5-Strongly Agree): Instagram influencers are followed because they are attractive

1- Strongly disagree

2- Disagree

3-Neither agree nor disagree

4- Agree

5- Strongly agree

3. Instagram influencers are followed because they are classy 1- Strongly disagree

2- Disagree

3- Neither agree nor disagree

4- Agree

5- Strongly agree

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone African

4. Instagram influencers are followed because they are beautiful .

- 1- Strongly disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

5. Instagram influencers are followed because they are elegant .

- 1- Strongly disagree
- 2- Disagree
- 3-Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

6. Instagram influencers are followed because they are sexy .

- 1- Strongly disagree
- 2- Disagree
- 3-Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

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7. Instagram influencers are followed because they are dependable. 1- Strongly disagree
2- Disagree
3- Neither agree nor disagree
4- Agree
5- Strongly agree

8. Instagram influencers are followed because they are honest. 1- Strongly disagree
2- Disagree
3- Neither agree nor disagree
4- Agree
5- Strongly agree

9. Instagram influencers are followed because they are reliable.

- 1 - Strongly disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone African Instagram influencers are followed because they are sincere .

- 1- Strongly disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

10. Instagram influencers are followed because they are trustworthy. 1- Strongly disagree
- 2- Disagree
 - 3- Neither agree nor disagree
 - 4- Agree
 - 5- Strongly agree

11. Instagram influencers are followed because they are expert.
- 1- Strongly disagree
 - 2- Disagree

3- Neither agree nor disagree

4- Agree

5- Strongly agree

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone African

12. Instagram influencers are followed because they have experience. 1- Strongly disagree

2- Disagree

3- Neither agree nor

disagree 4- Agree

5- Strongly agree

13. Instagram influencers are followed because they are knowledgeable. 1- Strongly agree

2- Agree

3- Neither agree nor

disagree 4- Disagree

5- Strongly disagree

14. Instagram influencers are followed because they are qualified.

1- Strongly disagree

2- Disagree

3- Neither agree nor disagree

4- Agree

5- Strongly agree

8

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone African

15. Instagram influencers are followed because they are skilled.

1- Strongly disagree

2- Disagree

3- Neither agree nor disagree

4- Agree

5- Strongly agree

16. Please state the degree of agreement with the following statements about perceived quality (1-Strongly Disagree, 5-Strongly Agree): The likelihood that products promoted by instagram influencers would be reliable is very high

1- Strongly disagree

2- Disagree

3- Neither agree nor disagree

- 4- Agree
- 5- Strongly agree

17. The manufacture of products promoted by instagram influencers is high.
- 1- Strongly disagree
 - 2-Disagree
 - 3-Neither agree nor disagree
 - 4- Agree
 - 5- Strongly agree

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone African

18. The products promoted by instagram influencers should be of very good quality .
- 1- Strongly disagree
 - 2- Disagree
 - 3- Neither agree nor disagree
 - 4- Agree
 - 5- Strongly agree

19. The likelihood that products promoted by instagram influencers is dependable is very high

- 1- Strongly disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

20. The products promoted by instagram influencers would seem to be durable

- 1- Strongly disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone African

21. Please state the degree of agreement with the following statements perceived price (1-Strongly Disagree, 5-Strongly Agree): The price of products promoted by instagram influencers is usually inexpensive

- 1- Strongly disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

22. The price of products of promoted by instagram influencers is usually reasonable

- 1- Strongly disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

23. The price of products promoted by instagram influencers is usually appropriate

- 1- Strongly Disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone African

24. The price of products promoted by instagram influencers is usually affordable

- 1- Strongly disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

25. Please state the degree of agreement with the following statements about purchase intention (1-Strongly Disagree, 5-Strongly Agree): It is likely for me to purchase products promoted by instagram influencers

- 1- Strongly disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

26. It is probable for me to purchase products promoted by instagram influencers 1- Strongly disagree

- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 4- Strongly agree

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone African

27. It is possible for me to purchase products promoted by instagram influencers

- 1- Strongly disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

28. Age

29. Gender

Mark only one oval.

Male

Female

30. Are you a university student in TRNC?

Mark only one oval.

Yes

No

31. Where are you from (birth place)

The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone African

32. Do you shop online? .

Yes

No

33. Please choose the answer which suits you best : How often do you shop online? .

Never

Rarely

Sometimes

Often

Always

APPENDIX C



İÇ YAZIŞMA / INTER OFFICE MEMORANDUM

Gönderilen/To: Yrd. Doç. Dr. Kevser T. Jurkoviç Tarih/Date: 14/02/2022

Gönderen/From: Prof. Dr. Hüseyin YARATAN
Rektör

Ref/Sayı: 100/050.04/REK.001

Konu/Subject: Etik Kurulu onayı hk.

11 Şubat 222 tarihli Etik Kurulu toplantısında alınan karar doğrultusunda çalışmanızın uygun olduğuna karar verilmiştir. Bilgi ve gereğini rica ederim.

Dağıtım: Etik Kurulu Başkanlığı

Etik Kurulu Kararı:

Grace Florian MASSAMBA-MPEMO'nun Yrd. Doç. Dr. Kevser Taşel Jurkoviç rehberliğinde yürütölmek amacıyla Etik Kurulu'na sunduğu, "The Impact of Instagram Influencer Credibility and Product Characteristics on Purchase Intention of Francophone Africans" adlı, Etik Kurulu değerlendirmesine cevaben yeniden düzenlediği başvurusu (Proje No, FIUP-2022/005) görüşülmüş olup önerilen araştırma, başvuruda belirtilen gerekçe, amaç, yaklaşım ve yöntemleri ile, etik ve bilimsel açıdan uygun bulunmuştur. Onam formunun imzalanmayacağı çevrimiçi anketlerde, açılış sayfasına konan onam formu sonuna kabul butonu eklenmeli, butonun tıklanması halinde ankete geçiş sağlanmalıdır. Gereği yapılmak üzere saygıyla oluruza sunulur.

NÇG/HY